

WEEK 2 Deliverables

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COUNTRY: Kenya

EDA Recommendation and Hypothesis Results

Key Findings:

1.Cab Usage by Company:

- Yellow Cab receives more bookings per day than Pink Cab, indicating a higher preference among users for Yellow Cab services.

2.City Prioritization for Investment:

- High-User Cities: Cities like New York, San Francisco, Chicago, Los Angeles, Washington, and Boston have the most significant number of cab users. It is recommended that XYZ prioritize these cities for potential investment.

3.Profit-Margin Cities:

- Cities like Silicon Valley, New York, and Dallas demonstrate higher profit margins, suggesting that investment in these areas could yield higher returns.

4.Population Correlation:

- There is a positive correlation between city population and number of cab users. XYZ should consider focusing on densely populated cities as they have a larger user base, enhancing the potential for higher bookings.

5.User Demographics:

- Gender: Most cab users are male, particularly in cities where Yellow Cab has a strong presence. A potential strategy is to partner with Yellow Cab to create targeted promotions for female users, such as discounts for first-time female riders or referral incentives aimed at expanding the female user base.

6.Age Groups:

- Users in the 18-24 and 45-54 age groups have higher cab usage rates. This suggests a focus on promotions or services tailored to these age brackets to maximize reach and engagement.

7.Company Profit Margins:

Yellow Cab has a higher profit margin compared to Pink Cab, making it a more profitable option for partnership or investment in high-traffic areas.

