**EDA RECOMMENDATIONS AND HYPOTHESIS RESULTS**

We have evaluated both the cab companies on following points and found Yellow cab better than Pink cab:

* **Customer Reach:** Yellow cab has higher customer reach in all the 20 cities. Yellow cab Company has more users in populated cities such as New York City.
* **Customer Retention:** The top 5 users that has 50 rides with both Company, they had more than 40 rides with Yellow cab and closely 10 rides with Pink Cab. Cab users prefer travelling with Yellow cab Company.
* **Age wise Reach:** Yellow cab has customer in all age group and it’s been observed that it’s even popular in 60+ age group as equally as it’s in 18-25 age group.
* **Average Profit per KM:** Yellow cab’s average profit per KM is almost three times the average profit per KM of the Pink cab.
* **Income wise Reach:** Both the cabs are very popular in high and medium income class but here also Yellow cab is performing better than Pink cab in offering their services to any class.
* **Company Availability:** Most cab users travelled mostly in December and November and choose Yellow cab over Pink cab Company because they Yellow cab has 3times the number of Pink cab customers.

**On the basis of above point, we will recommend Yellow cab Company for investment.**