**EDA RECOMMENDATIONS AND HYPOTHESIS RESULTS**

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

* Yellow cab has higher customer reach.
* Yellow cab Company has more users in major cities.
* The top users had more than 40 rides with Yellow cab and 10 rides with Pink Cab.
* Cab users prefer Yellow cab.
* Yellow cab has customer in all age group.
* It’s popular in 60+ age group.
* Both cabs are similar in high and medium income class.
* Most cab users travelled mostly in December and November.
* Yellow cab has 3times the number of Pink cab customers.

**We recommend Yellow cab Company.**