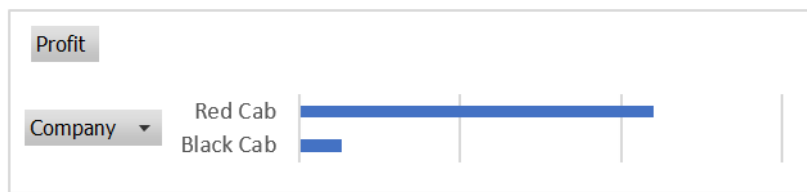


1. Which company is making the highest profit - Black Cab or Red Cab?

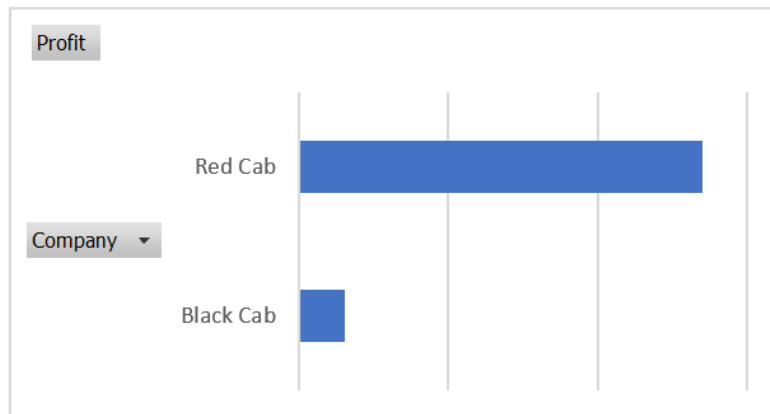
| Row Labels | Profit |
|--------------------|-----------------|
| Black Cab | 5307328 |
| Red Cab | 44020373 |
| Grand Total | 49327701 |



It is evident that Red cab has more profit.

2. Which company is performing well over a period, regardless of which year it is?

| Row Labels | Profit |
|--------------------|-----------------|
| Black Cab | 1560162 |
| Red Cab | 13517400 |
| Grand Total | 15077562 |



Red cab is performing well in all three years.

3. Find the top 10 customers in terms of Income and identify the highest profitable customer.

| Customer Id | Income | TOP 10 |
|-------------|--------|--------|
| 31303 | 35000 | 1 |
| 51640 | 34996 | 2 |
| 24616 | 34996 | 3 |
| 45777 | 34995 | 4 |
| 32155 | 34995 | 5 |
| 1162 | 34989 | 6 |
| 57382 | 34985 | 7 |
| 49507 | 34984 | 8 |
| 7119 | 34984 | 9 |
| 24865 | 34983 | 10 |

Top 10 Customer id

4. Which gender (male or female) records the greater number of travels?

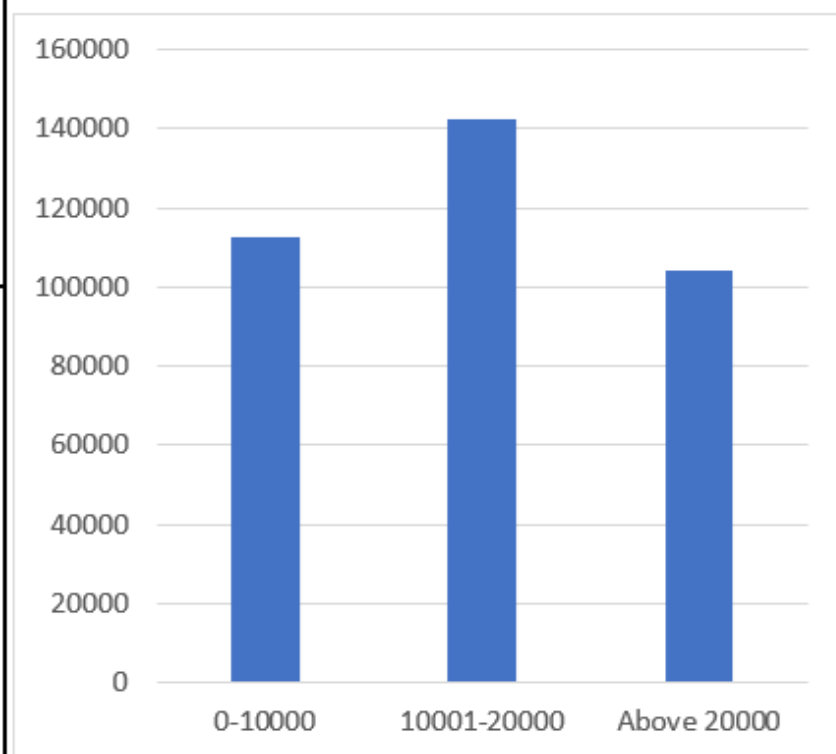
| Row Label | No. of travels |
|--------------------|----------------|
| Female | 153480 |
| Male | 205912 |
| Grand Total | 359392 |



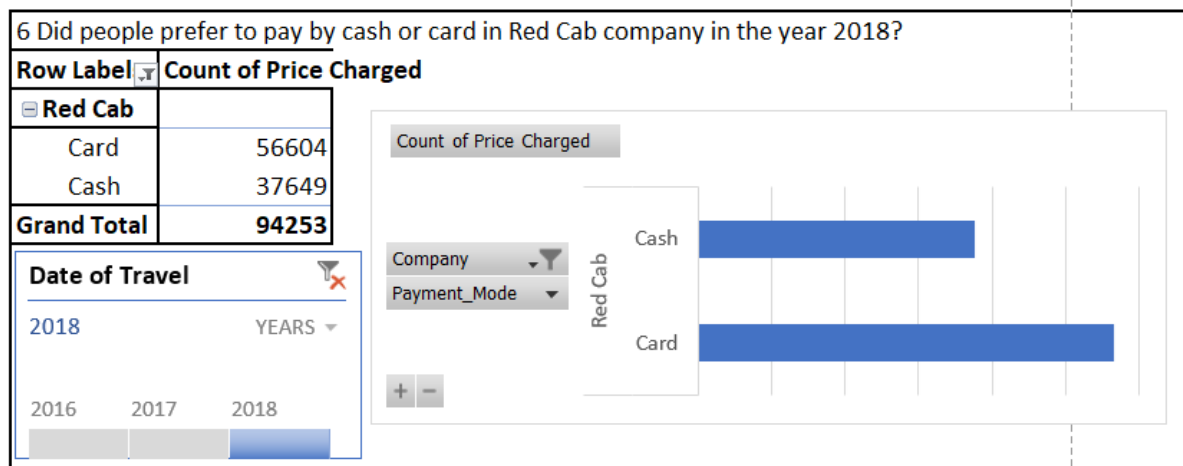
Female travels more

5 Which income group has a greater number of travellers? Make this analysis dynamic by adding slicers.

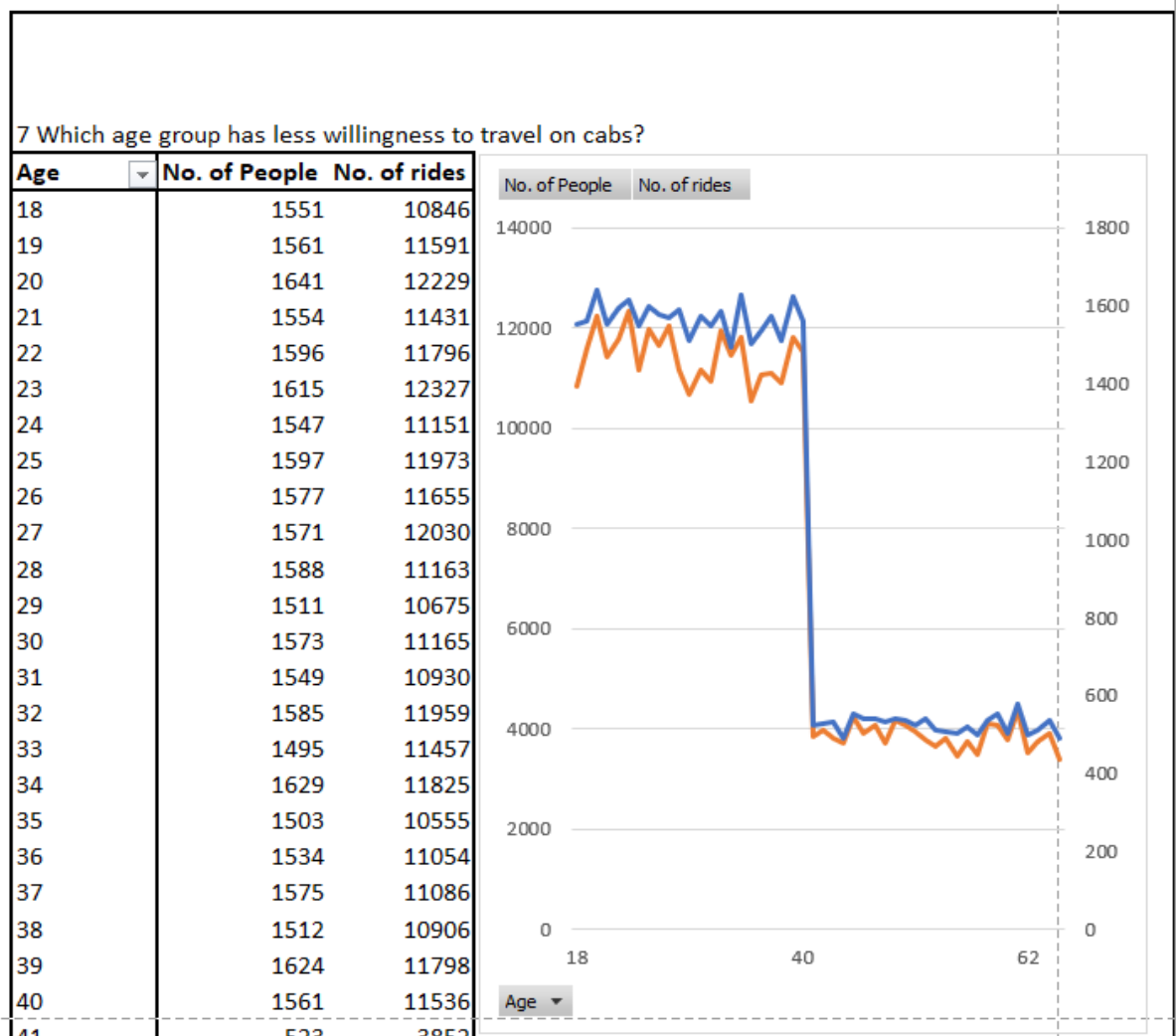
| Income Gro | No. of Travel |
|--------------------|---------------|
| 0-10000 | 112710 |
| 10001-20000 | 142434 |
| Above 20000 | 104248 |
| Grand Total | 359392 |



Income Group 10000 to 20000 travels more



Card users are more in year 2018 for Red Cab



People older than 40 Years are less willing to travel

8. Which gender, age group, and income group people travel more in the cab?

As shown in above graphs Male travels more, Age group less than 40 travels more & income group 10000-20000 travels more.

9.

| | |
|---|---------------|
| Create a profitability dashboard across the demographics. | |
| Location | Sum of Profit |
| Arizona | 333202 |
| California | 7889905 |
| Colorado | 397585 |
| Florida | 758301 |
| Georgia | 842433 |
| Illinois | 3387313 |
| Massachusetts | 1768719 |
| New York | 27962555 |
| Pennsylvania | 85166 |
| Tennessee | 149532 |
| Texas | 1655434 |
| Washington DC | 4097555 |
| Grand Total | 49327701 |

Please find the below charts & heat map to show profitability

