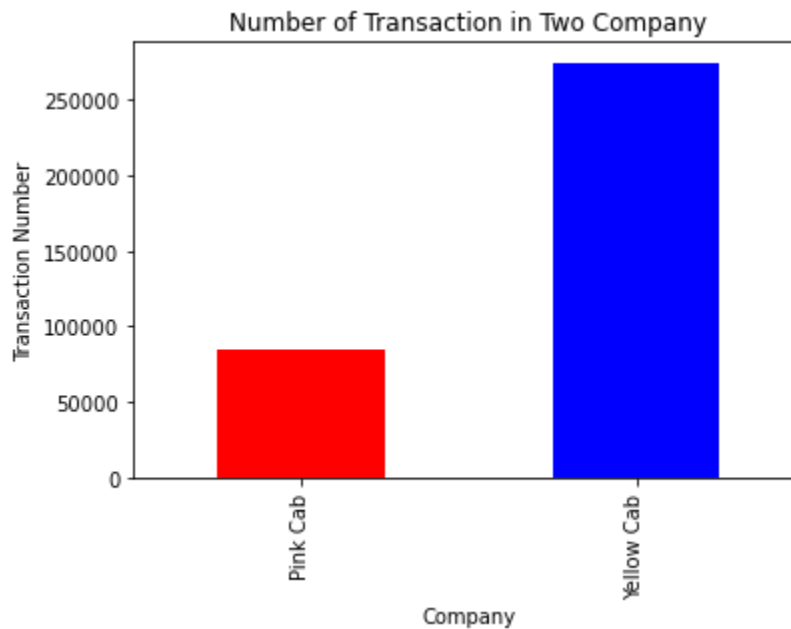# G2M Insight for Cab Investment Firm
Name: Jiahao Ye

Question 1: Which company has the maximum number of cab users at a particular time period?

Company Yellow Cab has the maximum number of cab users in the provided data set at this particular time period. Within this period of time, there are 32,330 Pink Cab users and 39896 Yellow Cab users active. Moreover, Yellow Cab Company has 274,681 transaction records and Pink Cab Company has 84,711 transaction records.

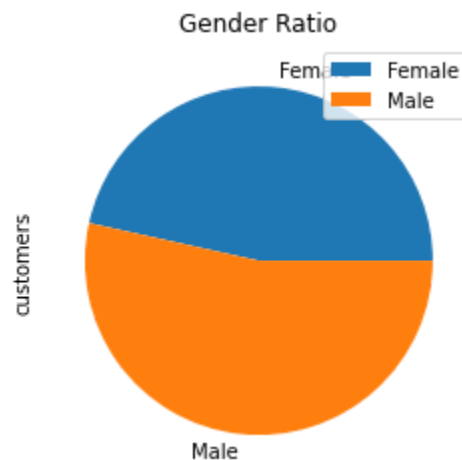
Number of Transaction in Two Company

Question 2: Does margin proportionally increase with increase in number of customers?
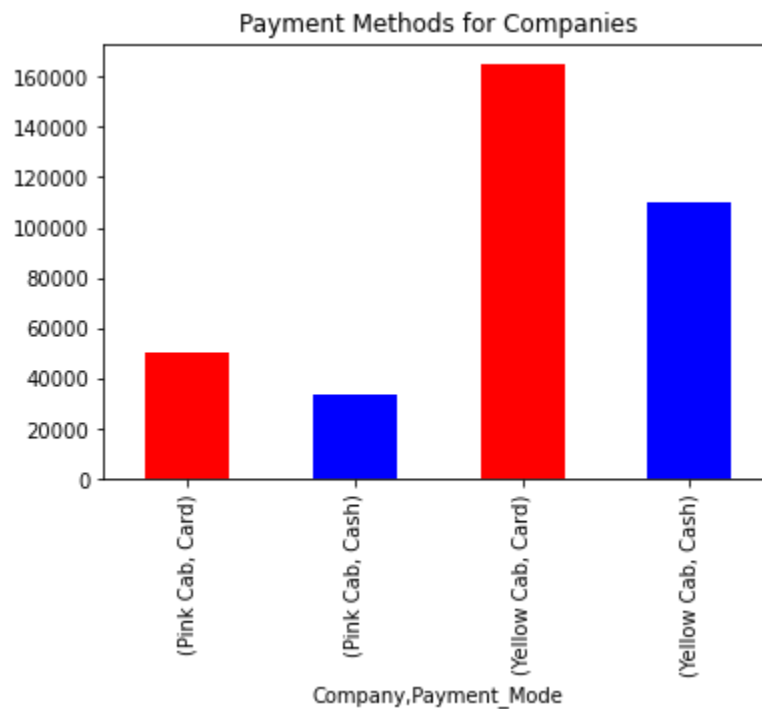
Yellow Cab Company has more users and more transactions. Based on the given data, it is possible that the margin proportionally increases with an increase in the number of customers. However, it needs more information to confirm this hypothesis. The number of Yellow Cab transaction records is significantly higher than Pink Cab Company. This can due to different factors. Promotion may be one of the reasons. Moreover, Yellow Cab Company may be an older company than Pink Cab Company. People would rather choose an old company than a start-up company. There are so many factors that can affect the margin. In conclusion, an increase in the number of customers may help to increase the margin.

Question 3: What are the attributes of these customer segments?

In the given data set, there are some attributes of these customers. For the gender ratio in the two Cab companies, there are 21,473 female and 24,675 male customers.

Gender Ratio

There are two different payment methods. Customers can pay for the cab by card and cash. There are 50,719 customers who pay by card and 33,992 customers who pay by cash in Pink Cab Company. There are 164,785 customers who pay by card and 109,896 customers who pay by cash. Overall, customers prefer to use cards than cash.

Payment Methods for Companies

Besides customer attributes, Yellow Cab Company has a significantly high average profit per transaction. The average profit per transaction of Yellow Cab is 160.26 and Pink Cab is 62.65.

Profit per Transaction