**EDA RECOMMENDATIONS AND HYPOTHESIS RESULTS**

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

* 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 which is the most populated with max cab users.
* **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, I will recommend Yellow cab Company for investment.**