**Introduction**

In this project, we will analyze the Chicago taxi market using a dataset obtained from a Google query regarding Chicago taxis. Our goal is to determine which company dominates the cab market in Chicago and understand the reasons behind their market leadership. This analysis will help us decide whether to invest in or enter the market as a competitor.

**Purpose**

This project serves both exploratory and explanatory purposes. We will explore the data to uncover insights about the Chicago taxi market and explain the factors contributing to the dominance of the top player. By understanding these factors, we can formulate strategies for potential investment or market entry.

**Audience**

The target audience for this project includes data analysts, business stakeholders, and potential investors who are interested in the Chicago taxi market. These individuals rely on data-driven insights to make informed decisions about market opportunities and competitive strategies.

**Conclusion/Message**

The key message of this analysis is to identify the top player in the Chicago taxi market and understand the factors contributing to their dominance. We will explore whether the number of taxis, pickup and drop-off locations, fare prices, and tips correlate with market success. This information will guide strategic decisions regarding investment or competition in the Chicago taxi market.

**Story Flow**

The story will follow a categorical flow, segmented into distinct categories representing different aspects of the taxi market. This approach ensures a logical progression through the data, allowing the audience to follow the narrative and understand the insights derived from the analysis.

**Visualizations**

1. **Market Share Analysis:**
   * **Header:** The More The Trips , The More the Transactions
   * **Type:** Bar Plot
   * **Description:** This visualization will show the market share of different taxi companies, highlighting the dominant player.
2. **Number of Taxis:**
   * **Header:** Which Company has more Taxi?
   * **Type:** Bar Plot
   * **Description:** This plot will analyze the relationship between the number of tax is operated by each company.
3. **Geographical Distribution:**
   * **Header:** Which Company Covers Wide Area in Pickup Locations
   * **Type:** Geographical Plot
   * **Description:** This visualization will map the pickup locations, showing how these locations correlate with the number of taxis.
4. **Geographical Distribution:**
   * **Header:** Which Company Covers Wide Area in Dropoff Locations
   * **Type:** Geographical Plot
   * **Description:** This visualization will map the drop-off locations, showing how these locations correlate with the number of taxis.
5. **Fare Comparison:**
   * **Header:** Is the cab Fare Price reasonable?
   * **Type:** Bar Plot
   * **Description:** This plot will compare the fare prices of different taxi companies to see if pricing impacts market dominance.
6. **Customer Satisfaction:**
   * **Header:** Which company cabs get more number of tips?
   * **Type:** Sparklines
   * **Description:** This visualization will analyze the tips given to drivers from different companies and relate it to customer satisfaction levels.