

# Data Intake Report

Name: G2M Cab Investment

Report date: 6/14/2023

Internship Batch: LISUM22

Version:<1.0>

Data intake by: Christopher Perng

Data intake reviewer:<intern who reviewed the report>

Data storage location: [https://github.com/Chrispy1204/data\\_glacier\\_cab\\_investment](https://github.com/Chrispy1204/data_glacier_cab_investment)

## Tabular data details: Cab\_Data.csv

Total number of observations	359392
Total number of files	1
Total number of features	7
Base format of the file	.csv
Size of the data	21.2 MB

## Tabular data details: City.csv

Total number of observations	20
Total number of files	1
Total number of features	3
Base format of the file	.csv
Size of the data	759 byte

## Tabular data details: Customer\_ID.csv

Total number of observations	49171
Total number of files	1
Total number of features	4
Base format of the file	.csv
Size of the data	1.1 MB

## Tabular data details: Transaction\_ID.csv

Total number of observations	440098
Total number of files	1
Total number of features	3
Base format of the file	.csv
Size of the data	9 MB

**Note: Replicate same table with file name if you have more than one file.**

**Proposed Approach:**

- Mention approach of dedup validation (identification)
- Mention your assumptions (if you assume any other thing for data quality analysis)

**Questions for Analysis:**

- Which company has maximum cab users at a particular time period?
- Which company makes the most profit from time to time?
- Is there a significant difference in customer gender?
- What kind of income level take cab more often?
- Is there a difference in customer age?
- Which company has a better return frequency?
- Is there a seasonality trend in the data?
- Which distance travelled has the most customer?
- Which company is likely to perform better in the future?

**Recommendations:**

To summarize, here are some insights from the analysis:

- Yellow Cab company has more percentage of users in most of the cities except for 4
- Yellow Cab company has earned **8.25** times more profit in total than the Pink Cab company
- Yellow Cab company made **2.55** times more profit per ride than the Pink Cab company
- Yellow Cab company has **38%** less non-profit trips than the Pink Cab company
- The Yellow Cab company has **4** times more regular customers than the Pink Cab company

Based on our analysis, we recommend **Yellow Cab** for investment.