

Data Intake Report

Name: <G2M insight for Cab Investment firm>

Report date: <13/July/2022>

Internship Batch:< LISUM11: 30 >

Version:<1.0>

Data intake by:<Fabian Umeh>

Data intake reviewer:<>

Data storage location: <location URL eg: github, cloud>

Tabular data details:

Cab Data	
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	< 20.1MB>
city	
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 Bytes>
Customer ID	
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 MB>
Transaction ID	
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	<8.58MB>

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

Proposed Approach:

- Python was used for the visualization and Insight analysis summarized as follows:
 - Geographical Analysis
 - Profit Analysis
 - Profit Analysis by season

- Age segmentation Analysis
- Income segmentation analysis
- Customer retention Analysis
- Holiday Analysis
- Other
- Yellow company is a good bet for Investment according to the records investigated.