**Project Overview: Railway Travel Company**

You have just been hired as a data analyst to help start a company that will focus on booking railway travel.

You have access to a dataset that contains valuable country information, including gross domestic product (GDP), the extent of railway infrastructure, ease of doing business score, and more.

**You have been asked to use this data to make a data-driven recommendation as to which country the business should select to launch its startup.**

To succeed in this endeavour, you need to consider various factors that can influence the business's success.

* Should you prioritize a country with a high GDP or one with a favourable ease of doing business score?
* How might the presence of railways and the number of passengers affect the business?
* How important is the number of incoming international visitors?

The team has shared the following factors with you, in order of importance:

1. Current usage of the existing railways.
2. Total length of existing railways.
3. GDP per capita.
4. Ease of conducting business.