

Data Intake Report

Name: G2M

Report date: 14/10/2022

Internship Batch: LISUM14

Version:<1.0>

Data intake by: Roxie Yang

Data intake reviewer:

Data storage location:

Tabular data details:

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	20,663KB

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	608 bytes

Total number of observations	49171
Total number of files	1
Total number of features	3
Base format of the file	csv
Size of the data	1.5+ MB

Total number of observations	440098
Total number of files	1
Total number of features	2
Base format of the file	csv
Size of the data	10.1+ MB

Proposed Approach:

- Join table concerning customer information, transaction information(cab) bridged by transaction table to decide customer segmentations of either company.
- Locations and income of main customer segmentations of those companies might be a good indicator of decision making
- Coverage in each city will be important to see companies' growth potential

