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Internship Batch: LISUM10
Version: 1.0
Data intake by: Rita Uzoka
Data intake reviewer:
Data storage location: [Rita-cyber/Week-2_Data-Glacier \(github.com\)](#)

Tabular data details:

Total number of observations	359392
Total number of files	1
Total number of features	10
Base format of the file	.csv
Size of the data	2 MB

Proposed Approach:

Problem: Customer Segmentation - XYZ is a private firm in US. Due to remarkable growth in the Cab Industry in last few years and multiple key players in the market, it is planning for an investment in Cab industry and as per their Go-to-Market(G2M) strategy they want to understand the market before taking final decision.

Business Understanding: XYZ is interested in using actionable insights to help them identify the right company to make their investment.