Data Intake Report

Project: G2M insight for Cab Investment firm
Name: Taxi Industry Analysis: Strategic Investment Insights
Report date: Mar 4, 2024
Internship Batch: LISUM31
Version: 1.0
Data intake by: Xiyuan Wu
Data intake reviewer: Data Glacier
Data storage location: Github

Tabular data details: Taxi_Data (Cab_Data)

Total number of observations	359393
Total number of files	1
Total number of features	7
Base format of the file	CSV
Size of the data	20.1 MB

Tabular data details: Customer_ID

Total number of observations	49172
Total number of files	1
Total number of features	4
Base format of the file	CSV
Size of the data	1 MB

Tabular data details: Transaction_ID

Total number of observations	440099
Total number of files	1
Total number of features	3
Base format of the file	CSV
Size of the data	8.58 MB

Tabular data details:

Total number of observations	21
Total number of files	1
Total number of features	3
Base format of the file	CSV
Size of the data	4 KB

Proposed Approach:

Our strategic approach is to meticulously analyze the provided datasets, encompassing transaction details, customer demographics, transaction-to-customer mappings, and city-specific cab usage statistics. Through this comprehensive analysis, combined with advanced modeling techniques and hypothesis testing, we aim to uncover actionable insights and trends within the cab industry. Hypothesis testing will allow us to validate assumptions about the factors influencing profitability and market dynamics, providing a robust statistical foundation for our analysis. This in-depth investigation will enable us to identify the most viable company for investment, aligning with VenturePath Investments's objectives and market entry strategy. Our findings will be synthesized into a compelling presentation, offering the executive team of VenturePath Investments a clear roadmap for informed decision-making in the competitive landscape of the cab industry.