

Data Intake Report

Name: **G2M insight for Cab Investment firm**

Report date: 07.03.2021

Internship Batch: LISP01

Version: 1.0

Data intake by: Buse Küçükçoban

Data intake reviewer: Buse Küçükçoban

Data storage location: <https://github.com/busekcoban/DataSets.git>

Tabular data details:

Total number of observations	440098 rows
Total number of files	1
Total number of features	3
Base format of the file	Transaction_ID.csv
Size of the data	10.1+ MB

Total number of observations	49171 rows
Total number of files	1
Total number of features	4
Base format of the file	Customer_ID.csv
Size of the data	1.5+ MB

Total number of observations	359392 rows
Total number of files	1
Total number of features	7
Base format of the file	Cab.csv
Size of the data	19.2+ MB

Total number of observations	20 rows
Total number of files	1
Total number of features	3
Base format of the file	City.csv
Size of the data	608.0+ bytes

Total number of observations	359392 rows
Total number of files	1
Total number of features	1
Base format of the file	Date.csv
Size of the data	2.7+ MB

Proposed Approach:

- 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.
- I have seen so far according to Users' preferences and analysis , it would be more appropriate to invest in Yellow Cab Company