

Data Intake Report

Name: G2M insight for Cab Investment firm

Report date: 13-Jul-2023

Internship Batch: LISUM:23 30

Version:<1.0>

Data intake by: Pok Hei Tang

Data intake reviewer: NA

Data storage location: https://github.com/keithonpy/Cab_investment_analysis

Tabular data details:

Name of file received	Cab_data
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	19.2 MB

Name of file received	City
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

Name of file received	Customer_ID
Total number of observations	49171
Total number of files	1
Total number of features	4
Base format of the file	csv
Size of the data	1.5 MB

Name of file received	Transaction_ID
Total number of observations	440098
Total number of files	1
Total number of features	3
Base format of the file	csv
Size of the data	10.1 MB

Areas of investigation:

1. Profit analysis (per rides (yearly, monthly), per KM, per gender, per age, per income)
2. Percentage of ride that have profits (per ride, per city)
3. Demand analysis (per city, per KM Travelled, per gender, per age, per income)
4. Customer loyalty rates
5. Seasonality of the data

Proposed Approach:

1. Merge all the datasets
2. Data Visualization of the data to extract insights