Data Intake Report

Final dataframe:

- Rows: 359,392
- Categories:
  - Transaction ID (key): unique ID which identifies one and only one transaction between one customer and one specific purchase to one company
  - Date of Travel: date that one transaction was made (potential uses – quantify the timeline of the data)
  - Company: gives the company to which a transaction was made out to (Uses – split data into both companies in order to view data individually)
  - City: city in which transaction was made (Uses – can see if population of each city has effect on revenue)
  - KM Traveled: KM traveled for certain transaction
  - Price Charged: dollar amount that customer paid for trip (Used to calculate revenue)
  - Cost of trip: Dollar amount company paid for trip to occur (Used to calculate revenue)
  - Customer ID: unique identifier for customer (Uses – check to see number of users for each company)
  - Payment mode: cash or credit
  - Gender: gender of customer
  - Age
  - Income: monthly dollar income of customer (Uses – we can check to see if more spending is tied to higher income)
  - Population: population of city transaction was made in
  - Users: number of cab users in city

General notes:

price charged - cost of trip = revenue for company per transaction

```
set of unique companies
group dataframe by company
for each company
    for each data row
        calculate revenue (price charged - cost of trip)
        save that in some dictionary
```

price charged to income ratio per user

cumulative return over time

income => split into income buckets and do the following
    which bucket lead to more returns?
    which city has the larger income buckets?
    does higher income => higher return?

number of users vs population:
    more users => more returns
    might be misleading because of population between 2 cities
    maybe calculate users:population ratio

city => economic differences/long term investment returns

age => distribution of transactions across age

date of travel => do holidays lead to more sales? if so, for which company?

km traveled => higher price charged

gender => who pays more--men or women?