**The Client**

XYZ is a private equity 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.

**The Engagement**

You have been provided with multiple data sets that contains information on 2 cab companies. Each file (data set) provided represents different aspects of the customer profile. XYZ is interested in using your actionable insights to help them identify the right company to make their investment.

The outcome of your engagement will be a **presentation to XYZ’s Executive team**. This presentation will be judged based on the visuals provided, the quality of your analysis and the value of your recommendations and insights.

**The Data**

You have been provided 4 individual data sets.

Below are the list of datasets which are provided for the analysis:

**Cab\_Data.csv –** this file includes details of transaction for 2 cab companies

**Customer\_ID.csv** – this is a mapping table that contains a unique identifier which links the customer’s demographic details

**Transaction\_ID.csv –** this is a mapping table that contains transaction to customer mapping and payment mode

**City.csv –** this file contains list of US cities, their population and number of cab users

You should fully investigate and understand each data set.

* Understand the field names and data types
* Identify relationships across the files
* Determine which files should be joined versus which ones should be appended
* Aggregate the data into smaller files and define relationships
* Identify and remove duplicates
* Identify any biasness existing in the data

**Be Creative**

The idea is to create a hypothesis, engage with the data, think critically, and use various analytical approaches to produce unique insights.

**Analysis**

**Create 2 hypothesis and investigate:**

Areas to investigate:

* Which company has maximum cab users at a particular time period?
* Does margin proportionally increase with increase in number of customers?
* What are the attributes of these customer segments?

**Prepare a presentation that summarizes your analysis and recommendations and identify which company is performing better and is a better investment opportunity for XYZ**