Data Intake Report

Name: XYZ Investment advisory

Report date: 17 May 2024

Internship Batch: LUMS33

Version:1.0

Data intake by: Louis Nguyen

Data intake reviewer:<intern who reviewed the report>

Data storage location:

**Tabular data details:**

Cab\_data.csv

|  |  |
| --- | --- |
| **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 mb |

TransactionID.csv

|  |  |
| --- | --- |
| **Total number of observations** | 400098 |
| **Total number of files** | 1 |
| **Total number of features** | 3 |
| **Base format of the file** | .csv |
| **Size of the data** | 8 mb |

City.csv

|  |  |
| --- | --- |
| **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** | 1 kb |

Customer\_ID.csv

|  |  |
| --- | --- |
| **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 mb |

**Proposed Approach:**

* Perform EDA.
* study several hypothesis:
  + Profitability
  + Average revenue per km
  + Impact of Payment Mode on Transaction Volume
  + Market Penetration in High Population Cities
  + Customer Retention Rate