Data Intake Report

Name: G2M insight for Cab Investment Firm

Report date: 13/06/2023

Internship Batch LISUM22

Version:<1.0>

Data intake by:<Zyad Hussein>

Data intake reviewer:<intern who reviewed the report>

Data storage location: <location URL eg: github, cloud>

**Tabular data details:**

|  |  |
| --- | --- |
| **Total number of observations** | 9 |
| **Total number of files** | 8 |
| **Total number of features** | <15> |
| **Base format of the file** | .csv,. IPYNB |
| **Size of the data** | 30.0 MB |

**Proposed Approach:**

* Analysis was done in Jupiter Notebook where pandas profiling as well as normal graph generation and correlation identification was used.
* It is believed that the investment in Yellow Cab company to enhance middle aged groups and young groups to utilize the services more preferably in high population cities could potentially yield a great return on investment as it showed a remarkable stat in compared to pink company. The adoption of new affordable techniques in both companies to invite other segments of consumers to participate and utilize the services more often is encouraged as well. Correlations appeared within the provided dataset and were used to identify and speculate the ideal company for investment according to analysis performed. Mixed datatype analysis was performed as well to provide a better understanding of the case presented. It I also worth noting that the enhancement of the current services will allow more of the targeted consumers, young high income and middle-aged high income, to increase the utilization of services.