Exploratory analysis of the nature of advertising content in New York City subway

Our approach is to utilize the MTA turnstile data for the period from July to September 2021 to recommend Developing the nature of New York City subway station ads from violent and aggressive content to positive, educational, and useful content.

Question/need:

1- What is the framing question of your analysis, or the purpose of the model/system you plan to build?

The objective of the model is to improve the nature of the advertisement content that is displayed in metro stations.

2- Who benefits from exploring this question or building this model/system?

The beneficiary category is a large category in relation to the number of passengers in each station, but the category affected by this content is the category of youth and adults.

Data Description:

-The Data that will be used [MTA turnstile data] (http://web.mta.info/developers/turnstile.html).

- The individual sample that will be worked on is one of the stations that contains advertising platforms that have shown violent and aggressive content.

- Our expected from building this model to discover the extent of the impact of advertising content on the target group and thus improve the nature of its content.

The Tools:

- This system will be built with a SQL Program using panda library , visualization libraries in python.

MVP Goal:

- The idea of this system is to make the beneficiary of this content or the customer decide to see or reject the advertising content and it is possible to develop and improve it in the future.