



# Project Proposal

## Background / backstory:

RTS (Road TO Success) is A marketing company that have several booths and machines they rent them to companies that want to get be known and want to gain profit in short/part time and cost.

## Project Scope:

RTS offer the booths and advising companies where is the best place, time and if its seasonal product what is peak or best season for it depending on their product.

## Data Description:

Our main data is free, accessible data about the patterns of transit traffic in New York City: MTA turnstile data.

(<http://web.mta.info/developers/turnstile.html>)

We will add more datasets to project like dataset that give where near malls and shops, dataset give information's of the neighborhoods.

So, we are working in where the best places for the booths and we will find the best by looking for where and when. Where traffic/peak places and when the time of peak or crowed places and in any season.

By taking several months (12 months) depending on any season and find crowded places we will get results.

If there is any need, we will add it to project.

## Tools:

Technologies: python, Jupyter notebook, tableau, sqlite

Libraries: pandas, numpy, matplotlib, sqlalchemy.

