



BLOOD DONATION CAMPAIGN

SDAIA Camp for Data Scientists

QUESTION

WE NEED TO INCREASE THE REVENUE FROM DONATIONS IN TARIN STATIONS. SINCE THERE ARE DIFFERENT TIMES THAT THE TRAIN STOP IN THE WAY, AND SOME OF THESE TIMES THE NUMBER OF PEOPLE WHO USE THE TRAIN IS LOW, SO THERE IS NO MORE BENEFITS OF HAVING THE DONATION COLLECTED IN THESE TIME. THUS, WE NEED TO ANALYZE THE AVAILABLE DATA TO KNOW THE CROWDED TIMES TO INCREASE THE DONATION WORD IN THESE TIMES. WORKING FOR A CHARITABLE CONVERSATION TO DONATE BLOOD

AS FOR THE MONTHS, I WILL SPECIFY THE LAST THREE MONTHS, OCTOBER NOVEMBER, DECEMBER
I SUPPOSE THE DONATION IS BETTER IN CROWDED STATIONS OR AT PEAK TIMES.

DATA DESCRIPTION

•WE PLANNING TO BENEFIT FROM THE PUBLICLY AVAILABLE METROPOLITAN TRANSPORTATION AUTHORITY (MTA) TURNSTILE DATA FROM NEW YORK CITY.

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

TOOLS:

- SQL DATABASE, SQL ALCHEMY AND SQLITE
- EXPLORATORY DATA ANALYSIS IN PANDAS
- PYTHON VISUALIZATION LIBRARIES (SUCH AS MATPLOTLIB AND SEABORN)