

Marvel Next Movie advertisement project

Disney and Marvel movies releasing movies strategy has changed with COVID-19. After the world got back to normal and movie theaters opened its doors to people, Disney and Marvel started releasing new movies simultaneously in theaters and on its own streaming platform. Which affects the box office revenues. Shang-chi movie revenue might change this strategy if it achieved a high enough gross. So, advertisement is necessary to make this movie one of the highest in profit. Advertising the new movie in crowded places, using all different sizes and formats of ads ranging from fixed posters to illuminated urban advertising and moving images in crowded places. In addition to using social media on location advertising features. And the best place to test the marketing theory is on a crowded subway in a big city like New York. For this project, taking advantage of free, accessible data about the patterns of transit traffic in New York City which is [MTA turnstile data](#) is the best thing to do. I will utilize some tools to help me find the wanted result from the dataset like SQLAlchemy for querying the data, Numpy and Pandas for data manipulation, Matplotlib and Seaborn for plotting. When needed, additional tools and libraries will be used to explore the dataset. The MVP goal of this project is to choose the best place for advertisements to increase film revenues. By exploring the MTA dataset to have an insight in where to advertise and what are the best suitable times.