The Tourism Company

Question/Need:

What is the problem of GA that need to be solved?
GA Company is one of the new U.S tourisms. It will create experiential travel opportunities for tourists coming to US and enhance the U.S regional and global positioning in the wider tourism sector.

After meeting, we have the following requirements to achieve:
1- Business Rule Part 1: They want to know the average number of the passengers in each station and find out the nature and importance of this station to start advertising their brand (promotional distribution, survey, …etc).
2- Business Rule Part 2: They try to catch the peak time; they will send their employees to advertise the company's services to people who do not know it.
3- Business Rule Part 3: Their trips will be planed based on the number of trains with few number of passengers.

This project will help the GA company and the passengers to get better services.

Data Description:

I will use historical data from MTA's turnstiles, deciding to focus on data from Jul to Sep 2021. MTA set of data that have several Columns. I will focus on the following:
1- STATION = Represents the station name the device is located at to find out position of station which have the most number of passengers.

2- The passenger will be predictive from:

ENTRIESn = The cumulative entry register value for a device
EXISTn = The cumulative exit register value for a device
DATE = Represents the date (MM-DD-YY)
TIME = Represents the time (hh:mm:ss) for a scheduled audit event

Tools:

SQL – Python and I may use other tools based on what the project needs