Triggers

Exploratory Data Analysis (EDA) Proposal for Triggers on the MTA turnstiles.

- ■ Introduction:

First Exploratory Data Analysis (EDA) project for the MTA.Dataset revolving door, The restaurant industry is characterized by its competitive capabilities, and because of that, a cooperation was made with a company to solve their problem, and this is what we will explain below, describe the data set and tools used in this project.

- ■ Background:
  - - **Company Information :** Triggers is a company specializing in advertising and digital marketing.
  - - **Problem statement** : With the digital development and modern technology, the presence of smart phones has become an essential thing for people, through this lies the importance of digital ads and the way to attract customers to go to restaurants and solve the problem of lack of customers by tracking them at the time of their commute by metro and peak times through : google ads + google Location the restaurant, Foursquare app, the Snapchat Location app and the Instagram Location app.
  - - **Value for the company** : During a metro trip, it is easy to track metro customers, especially at peak times, and I do not forget the cost is important in advertisements, it will help us maintain business, increase profits, attract customers to restaurants, and know the type of restaurants they prefer.

- ■ Data set

    The Metropolitan Transportation Authority is the largest transportation network in North America, serving 15.3 million people across the 5,000-square-mile travel zone surrounding New York City across Long Island.

  - - **Scope** : We will compare the dataset from 20 Jan to 10 Apr in 2021.

- ■ Tools
  - - **Technologies:** Jupyter Notebook, Python, SQL and SQLlite.
  - - **Libraries:** NumPy, Matplotlib ,Seaborn and Pandas.

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