

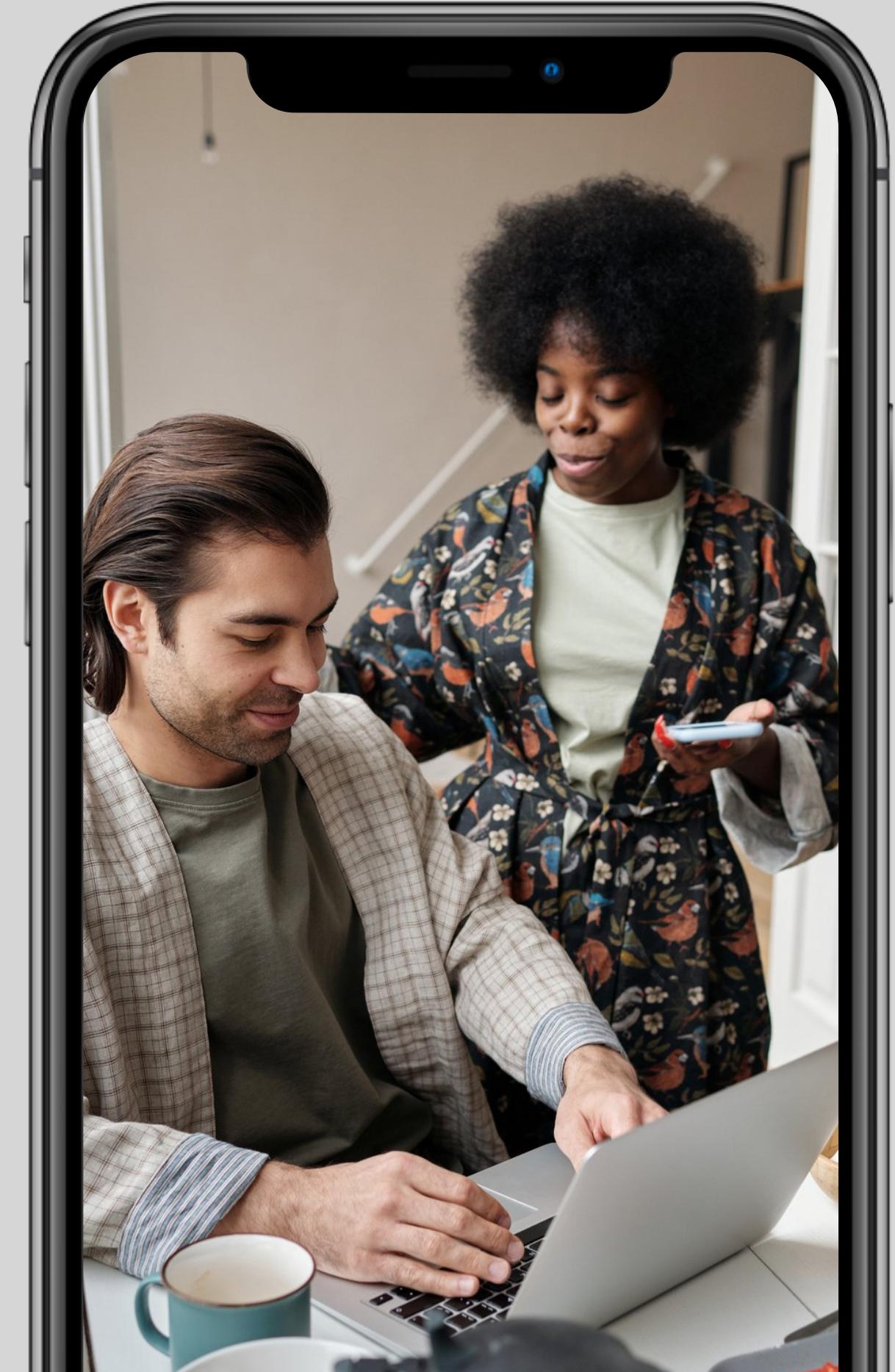
MTA DATA ANALYSIS STATION NEW YORK

biscuit Company
by Hala Almulhim



Introduction:

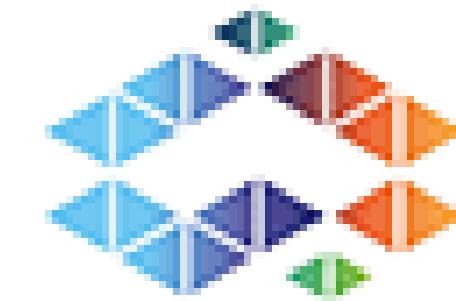
Biscuit company , My goal of this project is promoting a new product for biscuit company that produced new biscuit and must to be real tested from people so we can from MTA dataset know the daily traffic will accrue in which time in the day. and which day of the week, and my strategy to distribute free biscuit when people enter the station so people can know more about my product .my target is the most busiest stations Such as . ,top 5 crowded stations in (NYK),united states





Tools: Data analysis with the following:

- Python
- Pandas
- NumPy
- SQLAlchemy
- Matplotlib
- seaborn



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Data Sources:

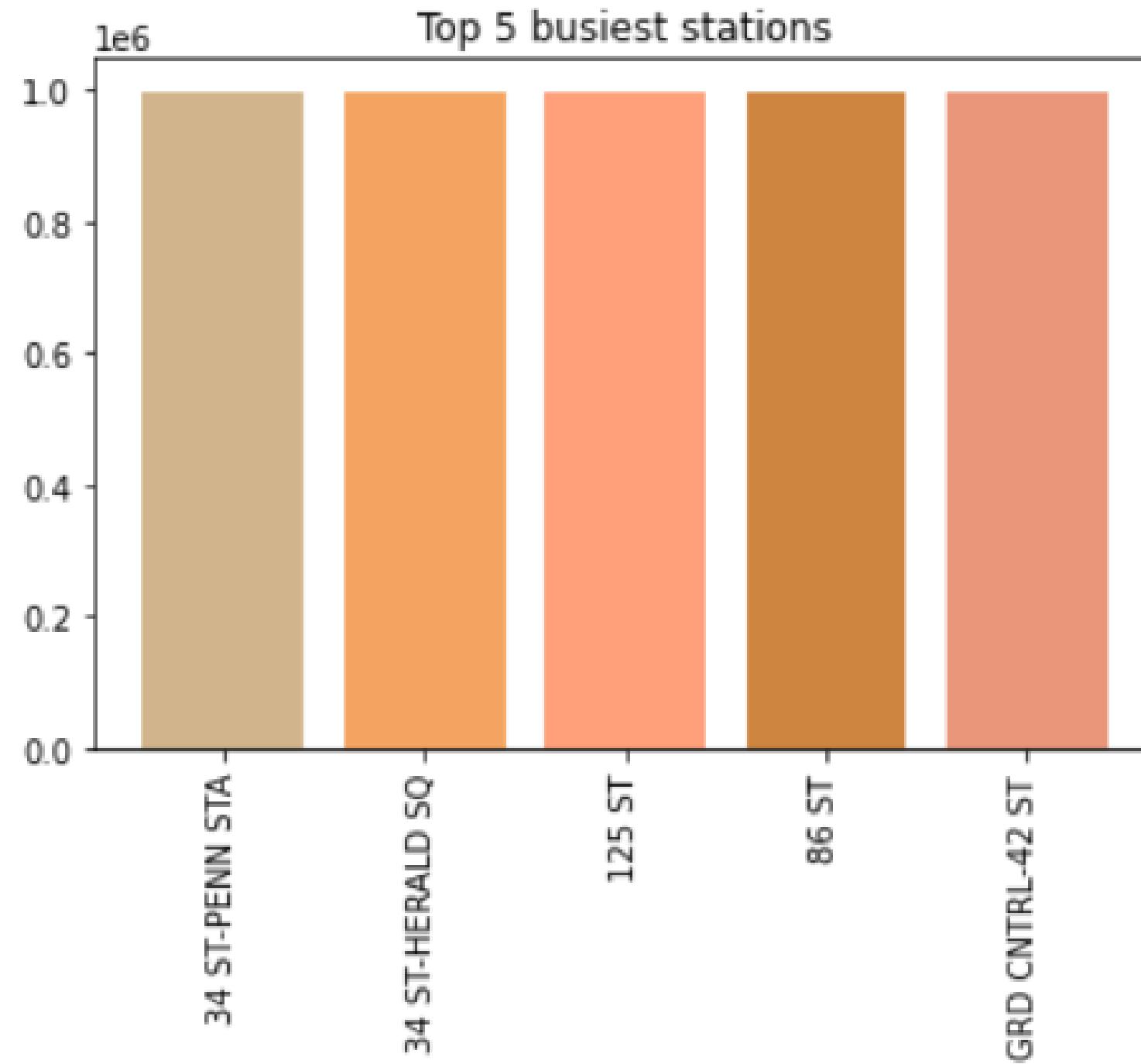
- from the MTA data I took three months (march - April - may in 2021)
- . looking for the most crowded stations in summer
- for each station , I added both their turnstiles daily entries and turnstiles daily exits data to find the busiest stations

MTA DataBase link:

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



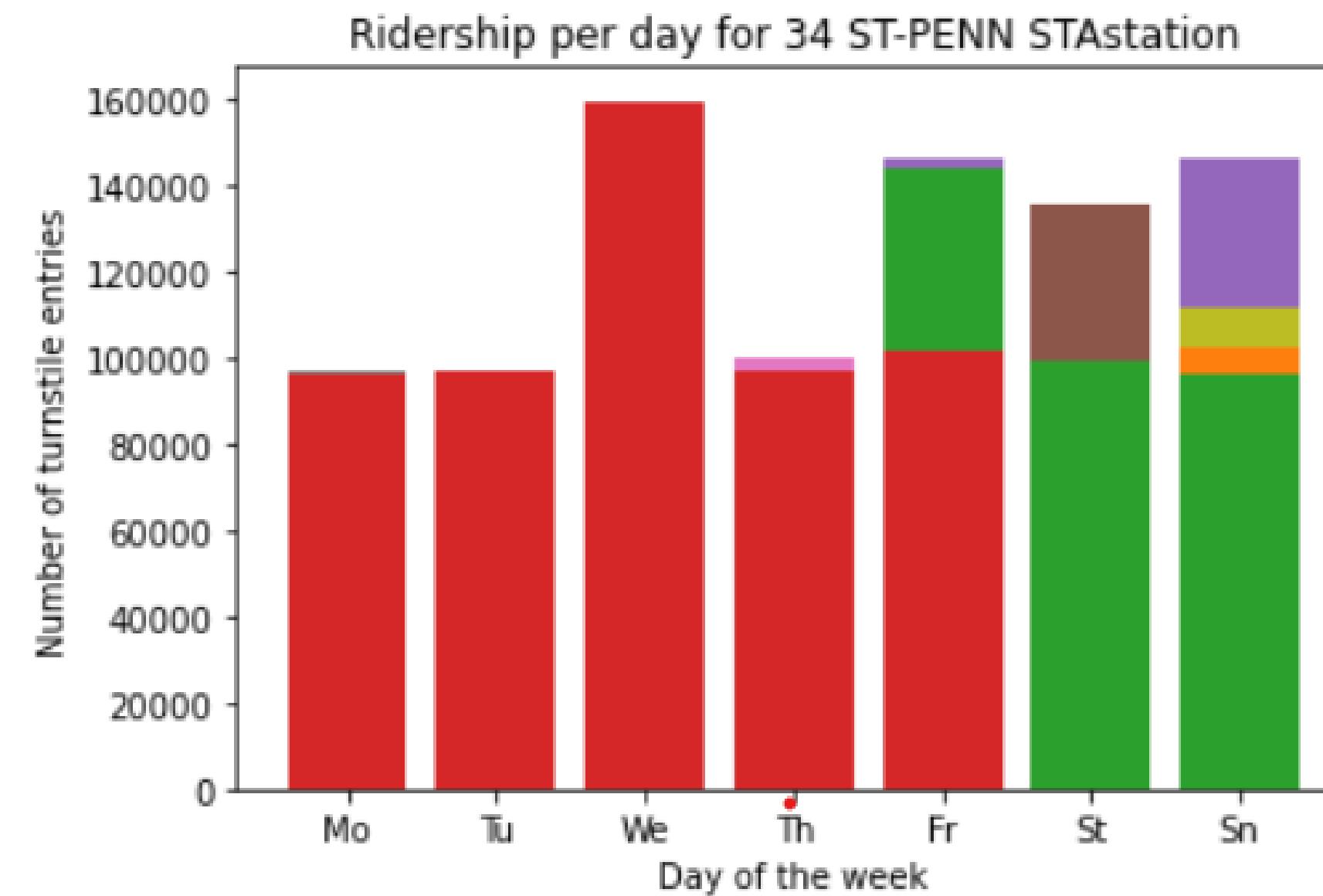
Top 5 busiest stations are:

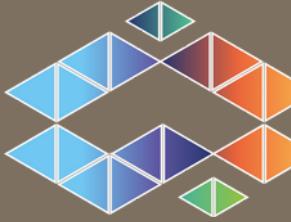


Key Findings:

1. 34 ST-PENN STA.
2. 34 ST-HERALD SQ.
3. 125 ST .
4. 86 ST.
- 5.GRD CNTRL.42 ST

find the first crowded station 34 ST-PENIN STA
station by the number of weekdays:





CONCLUSION:

In conclusion, after analyzing the data that we have I recommend to promote for the biscuits company new product in these stations: 34 ST-PENN STA, 34 ST-HERALD SQ, 125 ST, 86 ST and GRD CNTRL 42 ST, since they're the most crowded stations. also after conducting deep analysis I would also suggest that we have to have an intense presence by having several touch point in 34 ST-PENN STA including board advertising, in-station customer information point and the gates, also to have a special presence with activities in Wednesday, Friday and Saturday since these are the most crowded days in the station.



GitHub

<https://github.com/HalaAlmulhim>



Thank you