

NYC&CO

NYC & Company is the official destination marketing organization (DMO) and convention and visitor's bureau (CVB) of New York City.

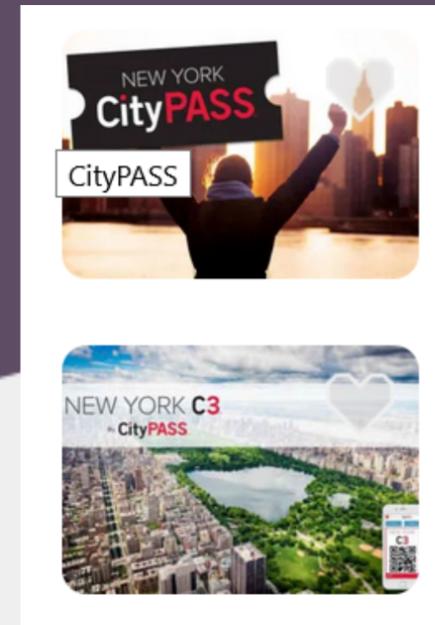
The company's mission is to maximize travel and tourism opportunities throughout New York City.

NYC & Company provides resources for visitors to discover everything they need to know about NYC.

As for the current situation NYC visitors dropped due to covid 19 pandemic, but NYC & Company forecast travel will be back.

The pace of recovery will depend upon a strong travel response to lock-down with the pace of vaccine production and distribution.

The projection for domestic travel brings the city back to peak levels by 2023.



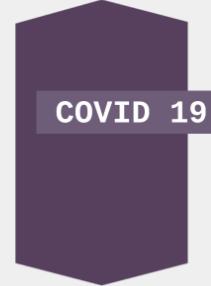


Analysis Need

NYC&CO. services ticketing availability and pricing needs to be based on throughout analysis.

based on which tourists' attractions would have more visitors at which season.

the purpose of this analysis is to help NYC&CO. make decisions on pricing and availability of ticketing depending on the traffic of New York.



COVID 19



TIME?

COVID 19 EFFECT

NYC visitors dropped due to covid 19 pandemic, but NYC & Company forecast travel will be back.

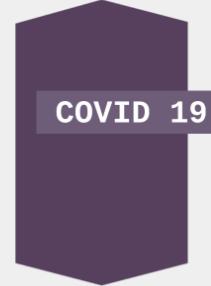
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COVID 19



TIME?

Time Line

the analyzed period is late September 2019 to early January 2020.

The period matching the upcoming few months.

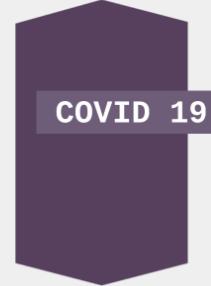
due to the exceptional period the world has been through which is not stable enough to make decisions based on.

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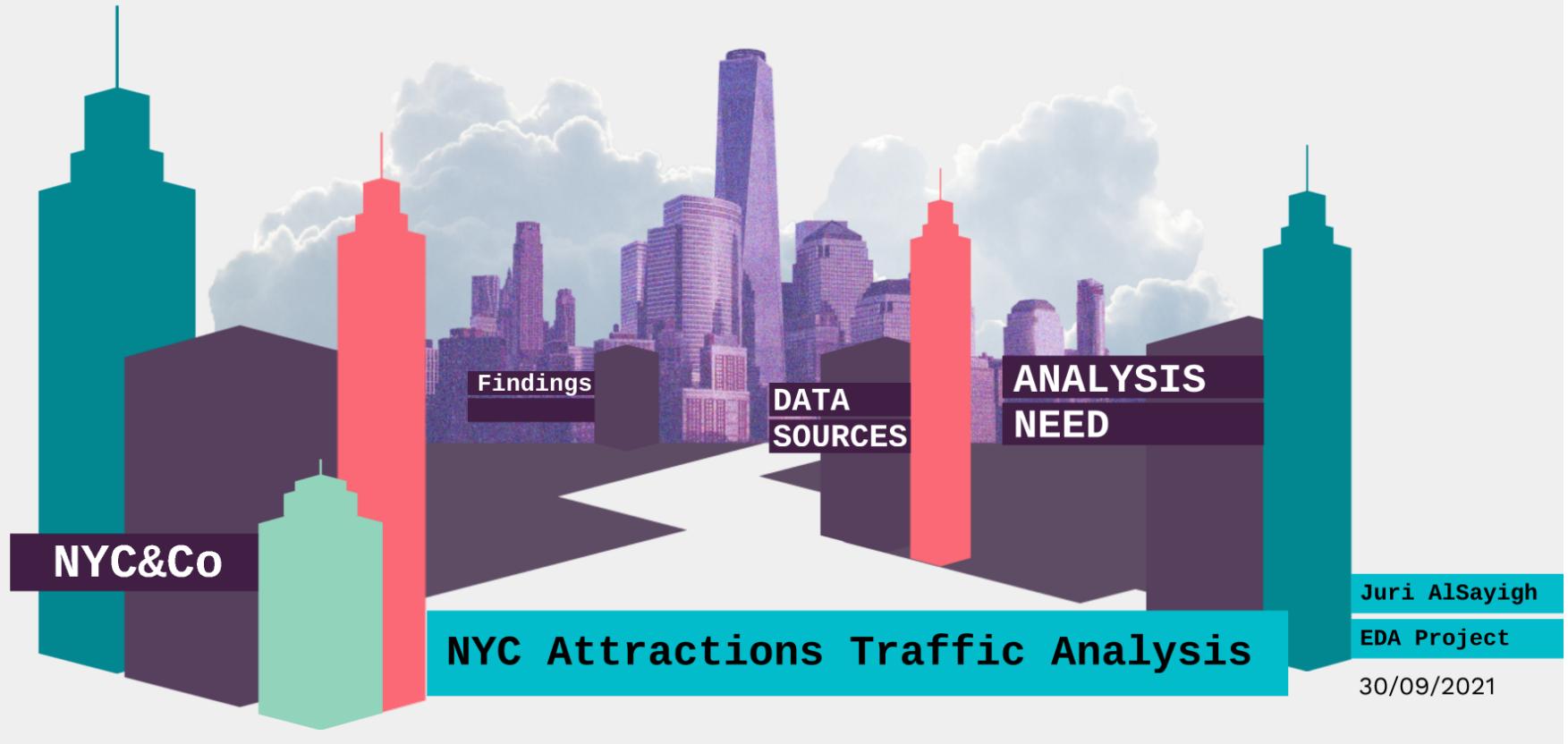
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COVID 19



TIME?



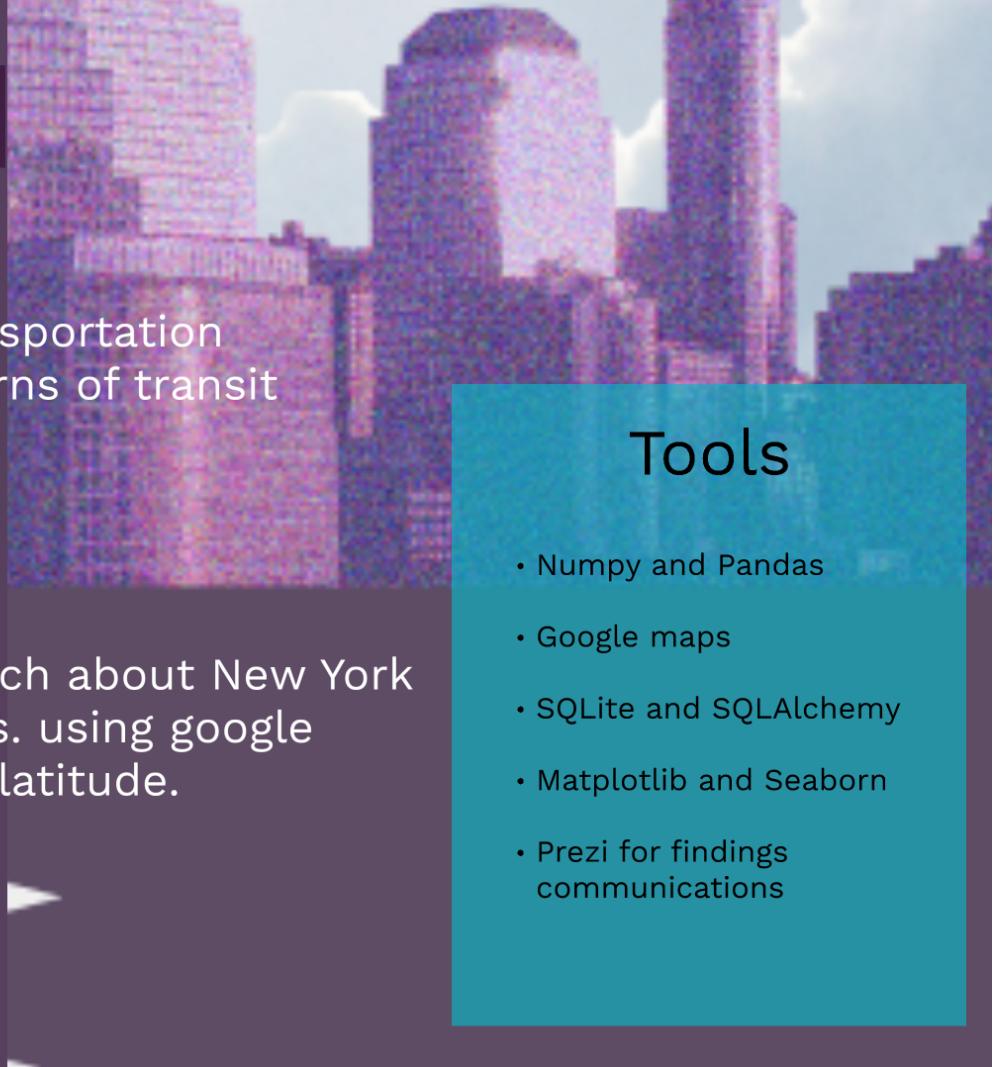
DATA SOURCES

MTA turnstile data

provided by The Metropolitan Transportation Authority which reflects the patterns of transit traffic in New York City

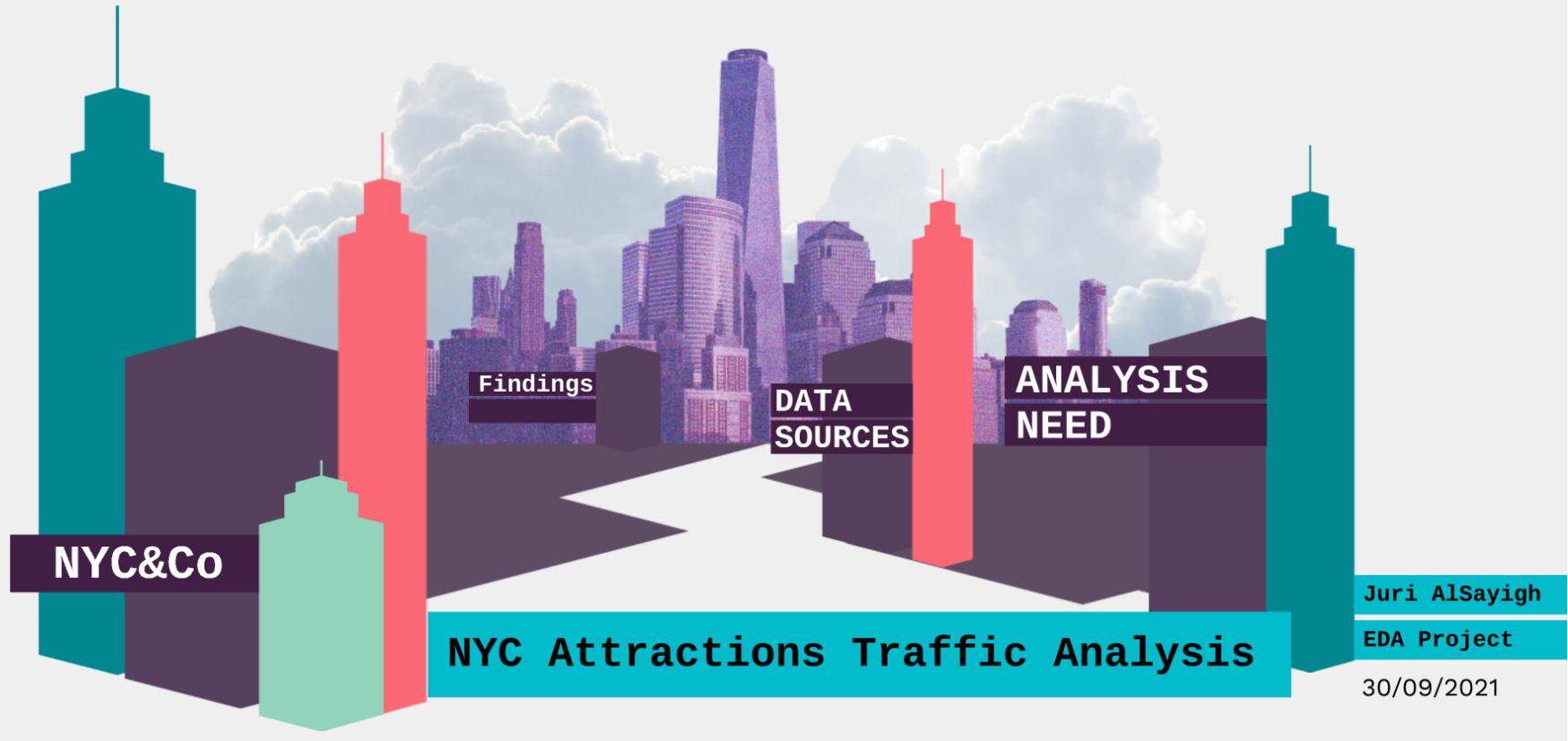
Attractions data

collected manually through research about New York attractions with their near stations. using google maps and inserting longitude and latitude.



Tools

- Numpy and Pandas
- Google maps
- SQLite and SQLAlchemy
- Matplotlib and Seaborn
- Prezi for findings communications



Findings

- 1 Locations
- 2 Time Line
- 3 Percentage

Percentage

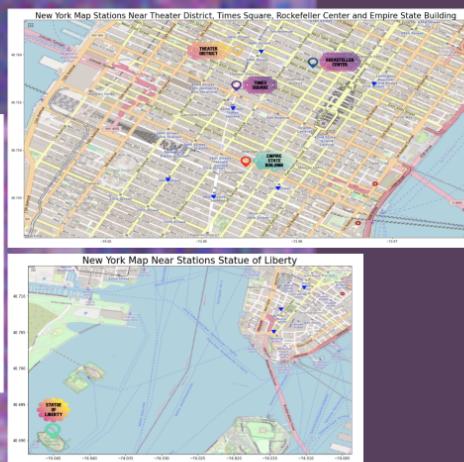
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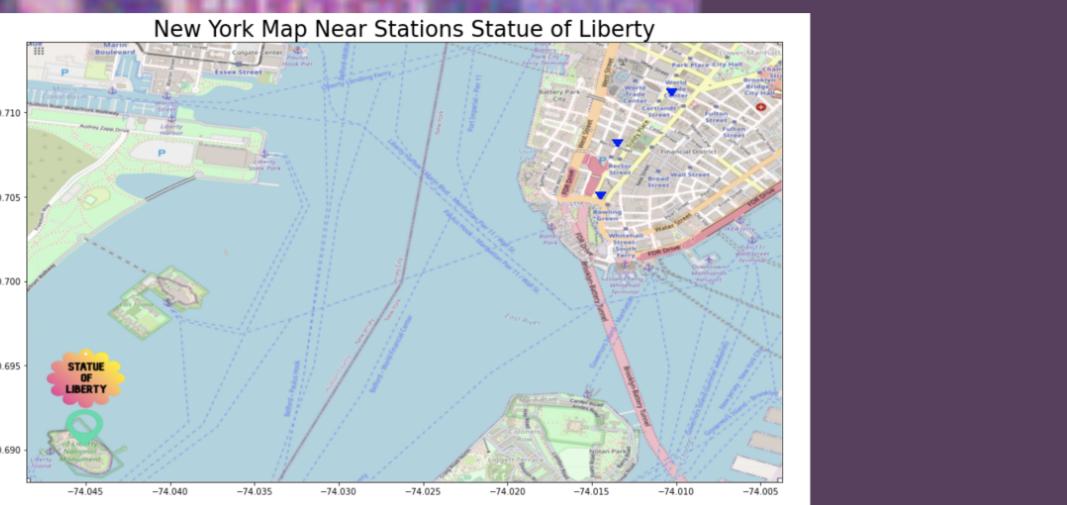
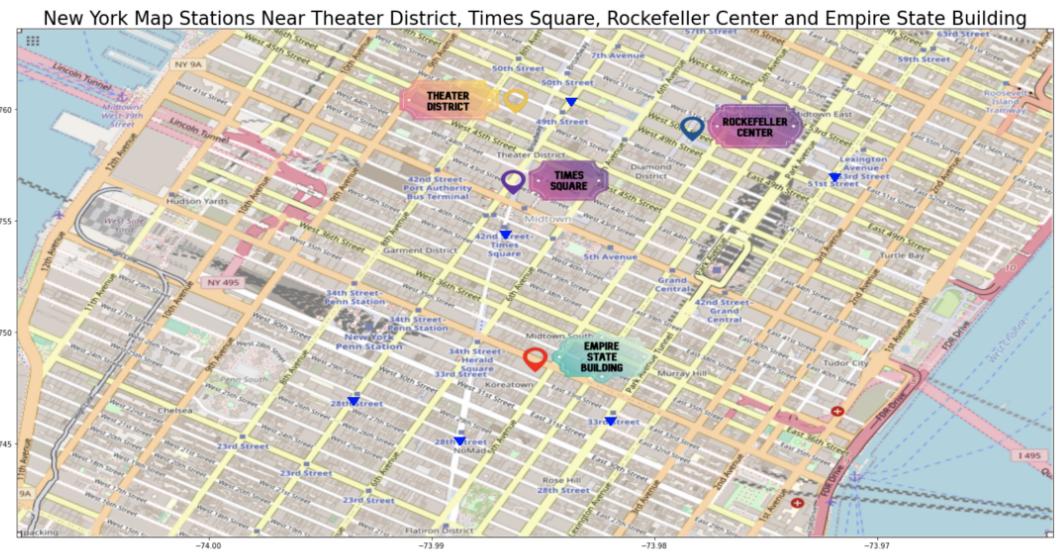
Timeline

Locations



as seen on the geographic scatter plots,
the triangles represent stations and the
location icon represents specific
landmark.

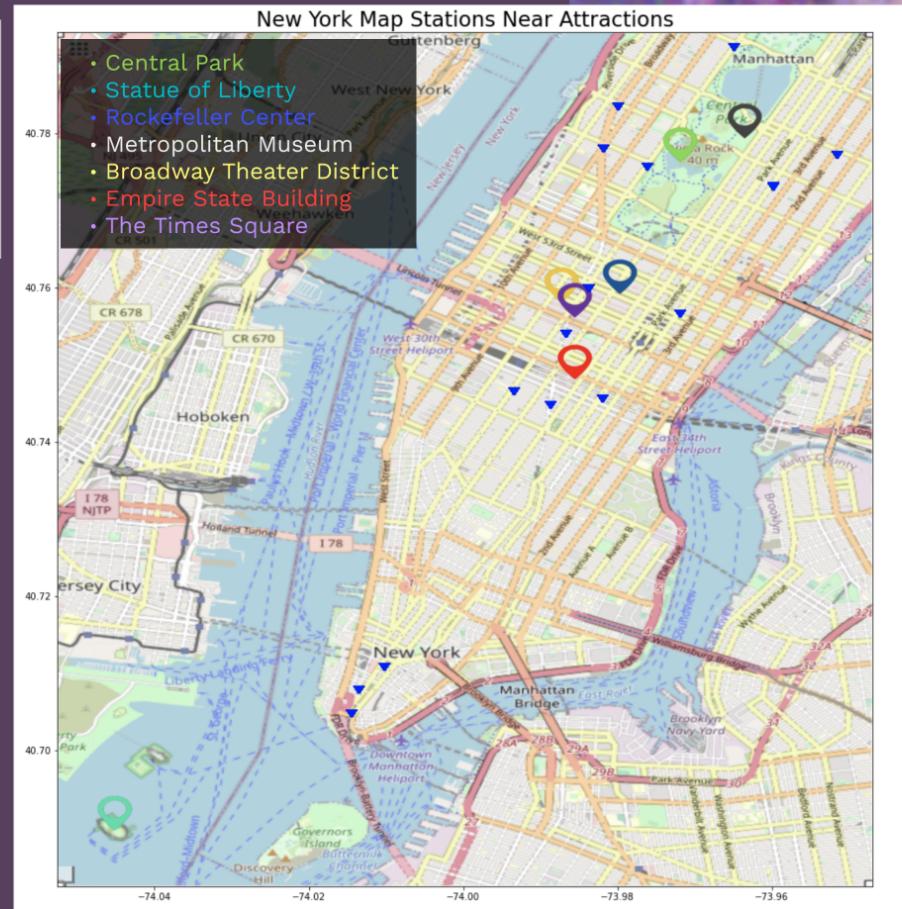




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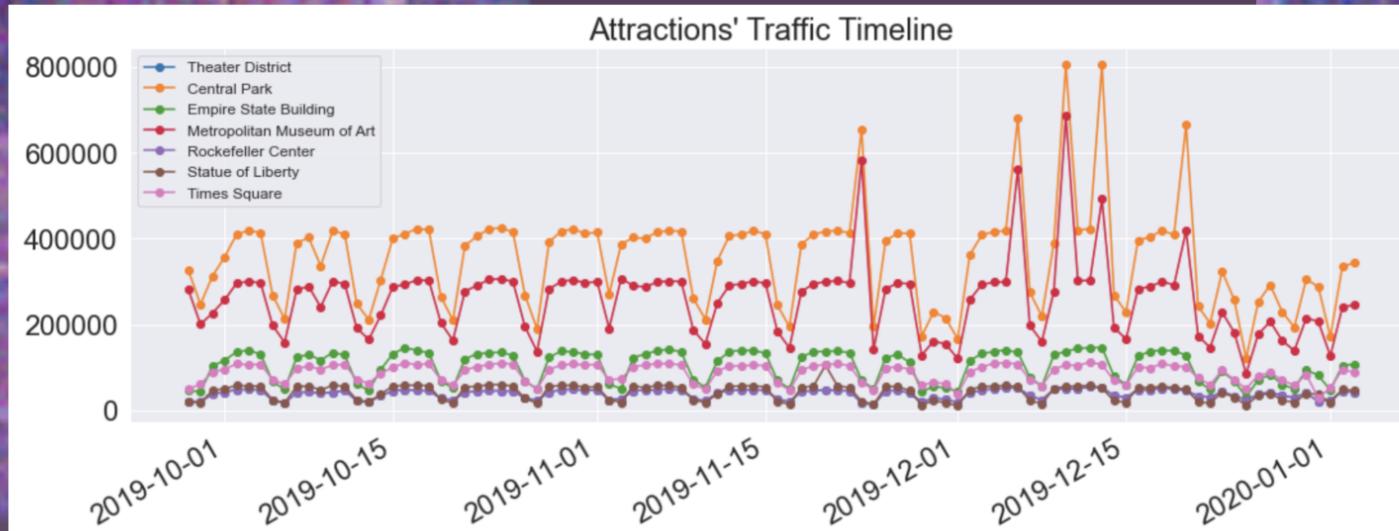
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Percentage

Locations

Timeline

traffic By Date



through September to December 2019 it was found out that Central park has the most traffic of all attractions following it the Metropolitan Museum of Art, and a point of time where the traffic becomes high would be holiday season as Christmas when its shown on the time line graph.

Findings

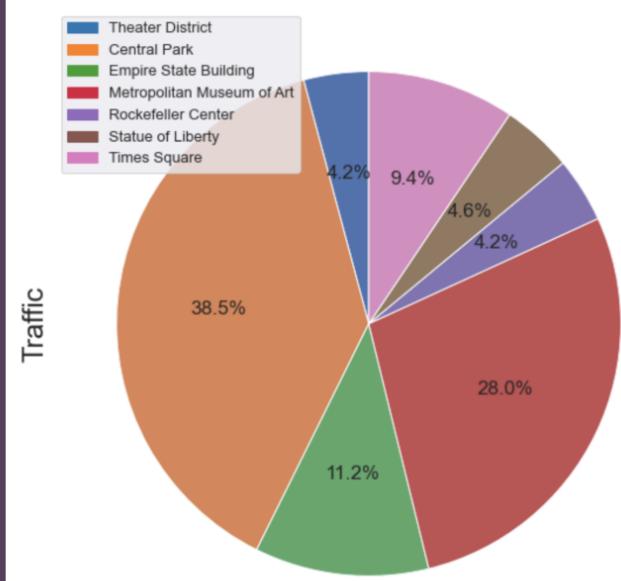
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Percentage

Locations

Timeline

Traffic by percentage



it was found out that Central park has the most traffic of all attractions by 38.5% following it the Metropolitan Museum of Art by 28%,

The recommendation to the client is to price them depending on founding traffic on the times where the traffic becomes high

Findings

- 1 Locations
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Percentage

Locations

Timeline

