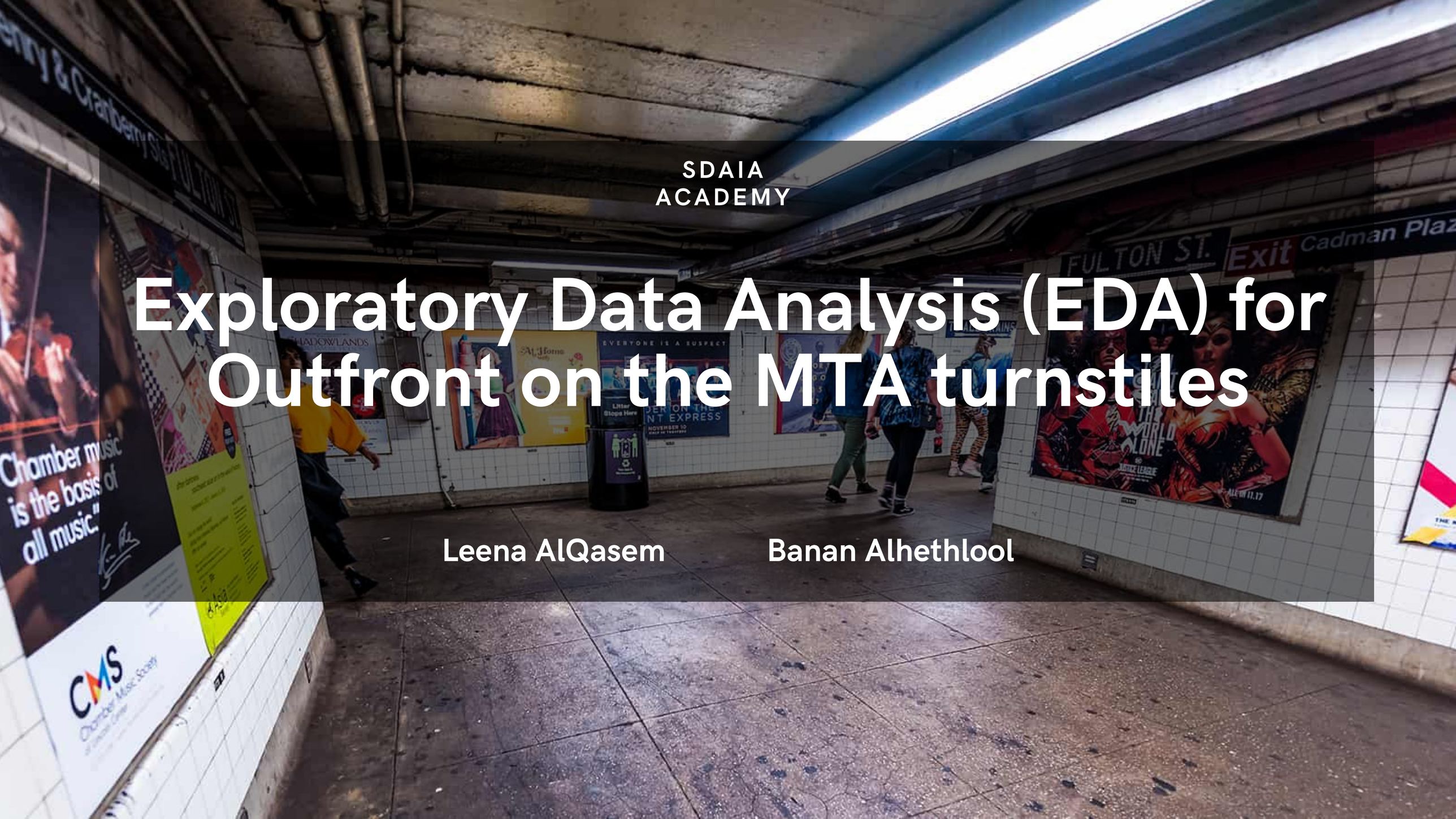


SDAIA
ACADEMY

Exploratory Data Analysis (EDA) for Outfront on the MTA turnstiles

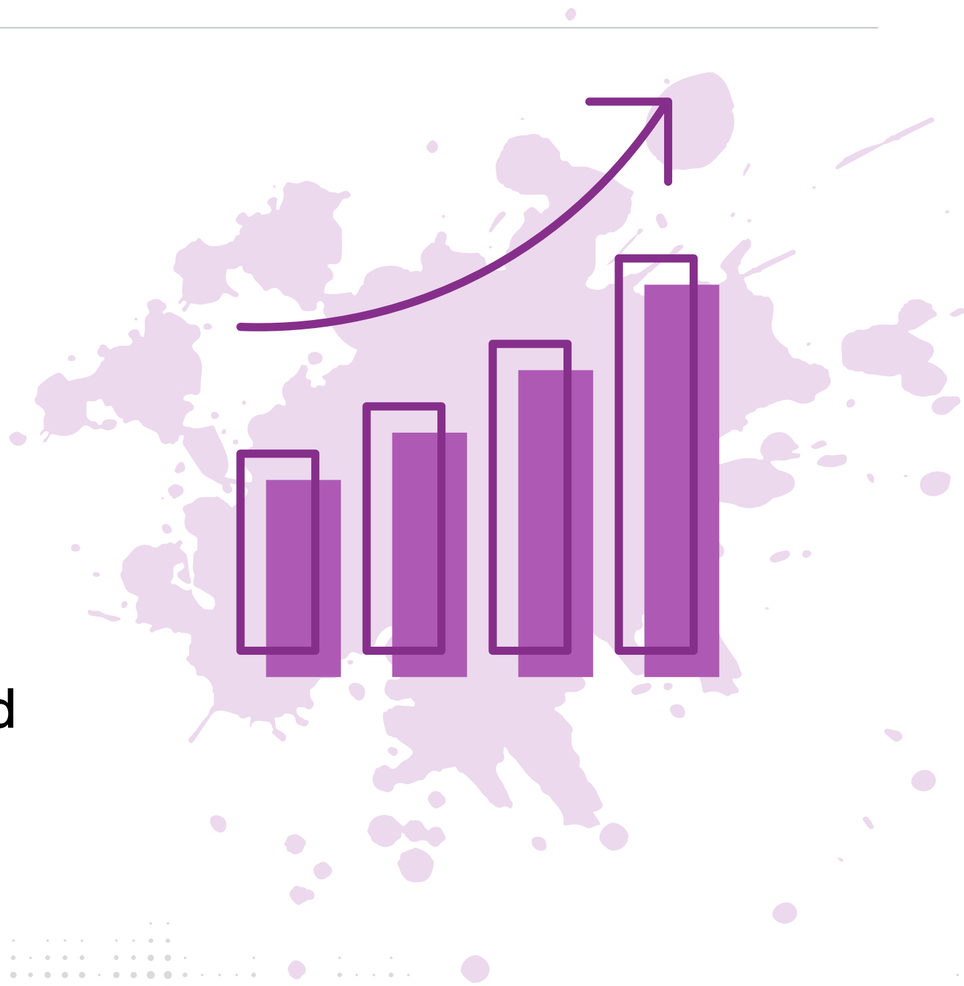
Leena AlQasem Banan Alhethlool

Outfront Objectives

Outfront is one of the largest media and outdoor advertising companies.

01 Cost-effective

02 Reduce the time and recourses



Outfront's Goals are Knowing rush hours, idle times, and Covid-19 effective

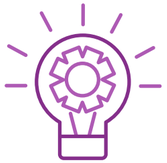
Methodology

OUTFRONT

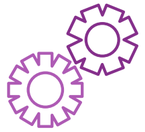
Data Exploring and Assessing

Data Analysis and Visualization

Understanding the problem



Data Cleaning and Filtering



The Chosen Dataset

OUTFRONT

2019 Feb 23 to Mar 23

2020 Feb 22 to Mar 21

2021 Feb 27 to Mar 27

ROW
3092381

COLS
11

Analysis and results

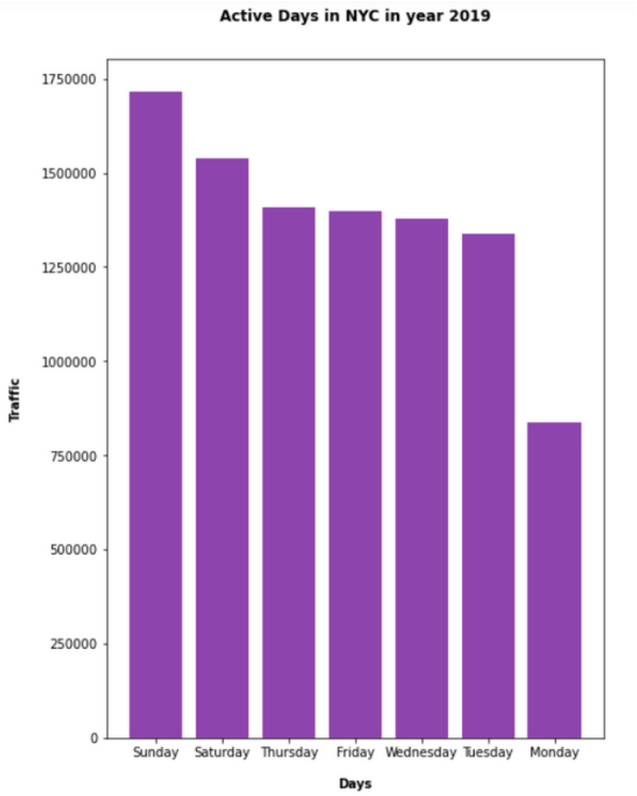
01 Active Days in NYC for each year

02 Active Time Period in NYC for each year

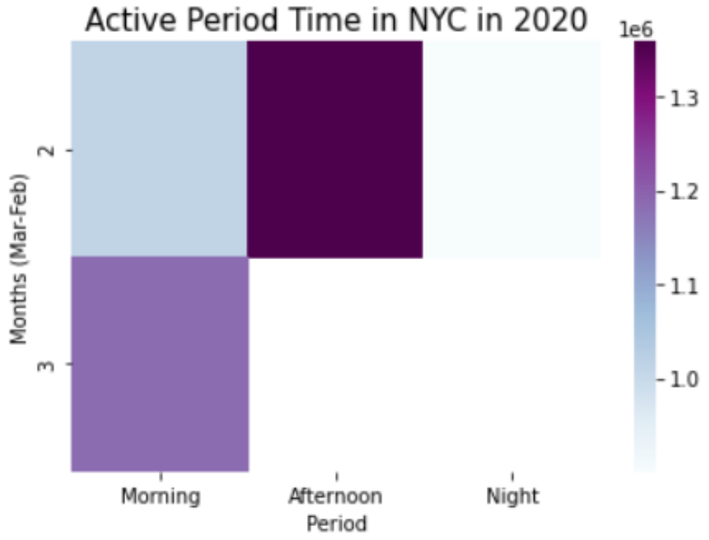
03 Top Crowded Stations in NYC for each year

Analysis and Results

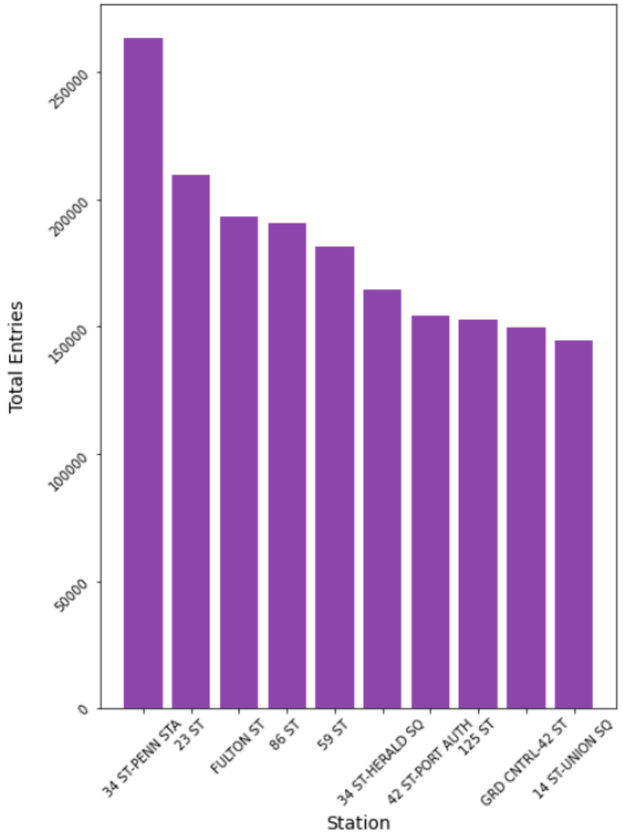
Active Days in 2019



Active Time Period in 2020



Top Crowded Stations 2021

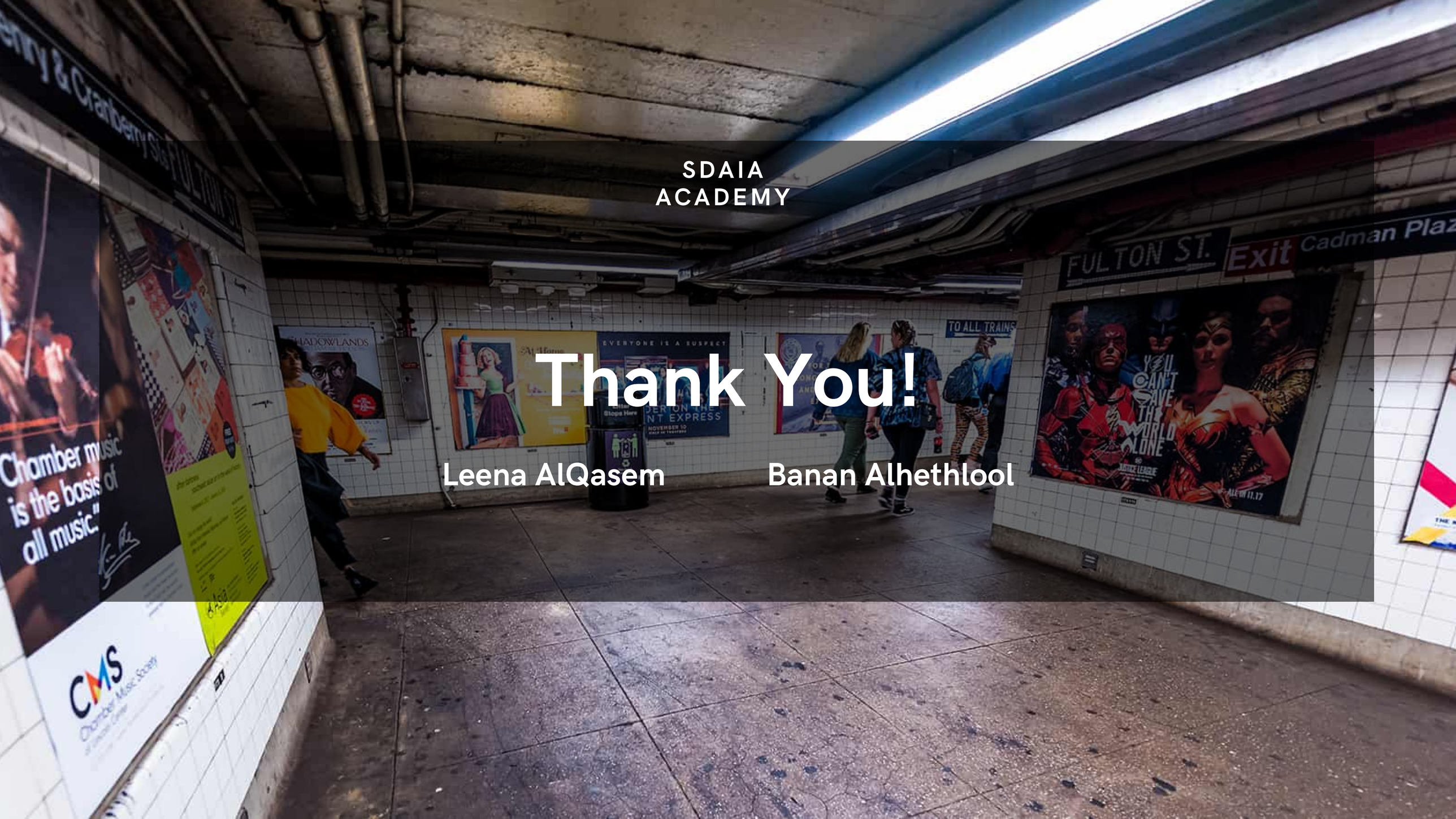


Recommendations

Weekends rather weekdays

Displaying it in afternoons

Top 5 stations



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Thank You!

Leena AlQasem

Banan Alhethlool