



Nerdalytics

New York Subways Traffic Analysis



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AGENDA

Who are we?

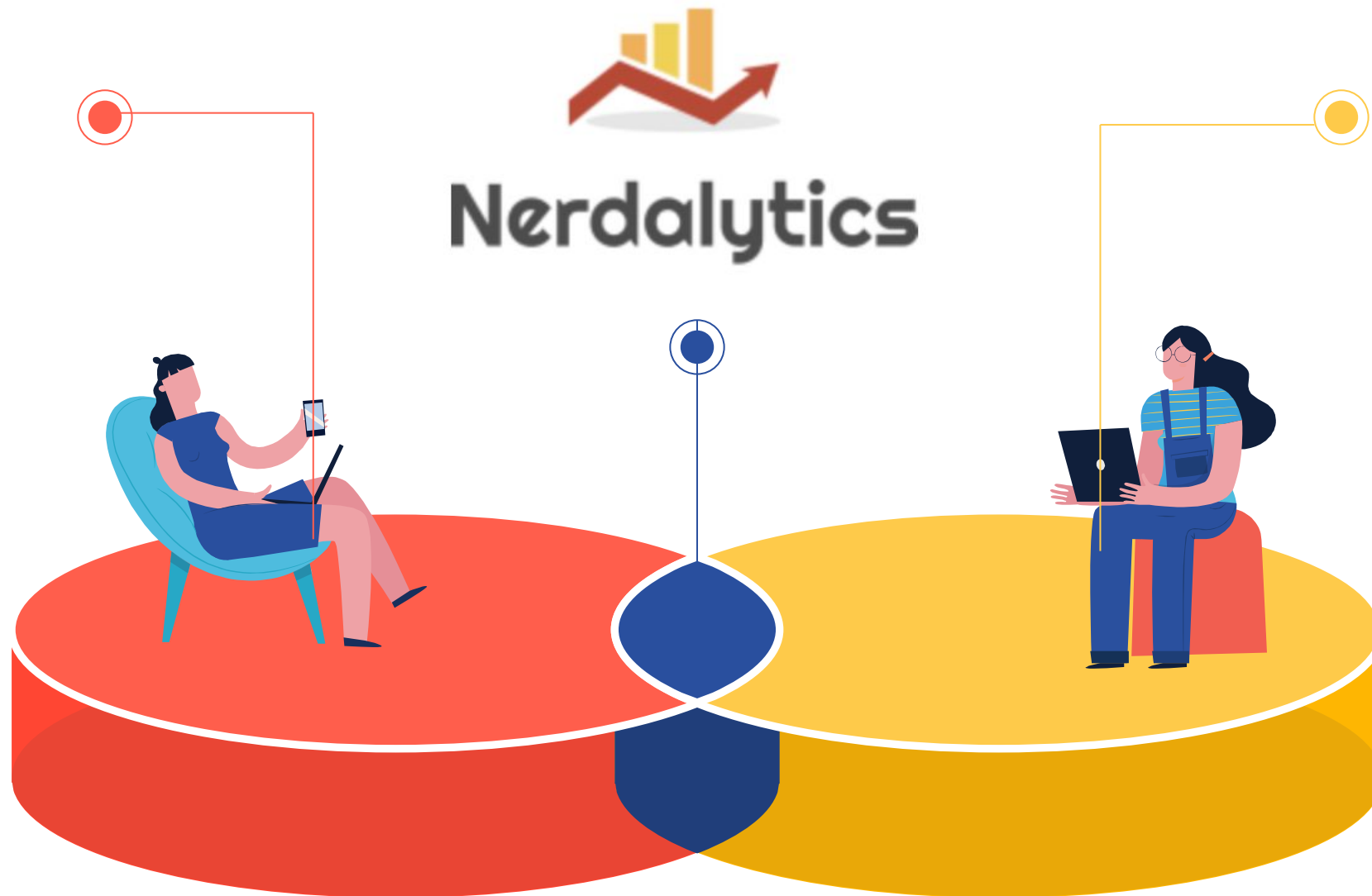
Workflow

Results

conclusion Future work

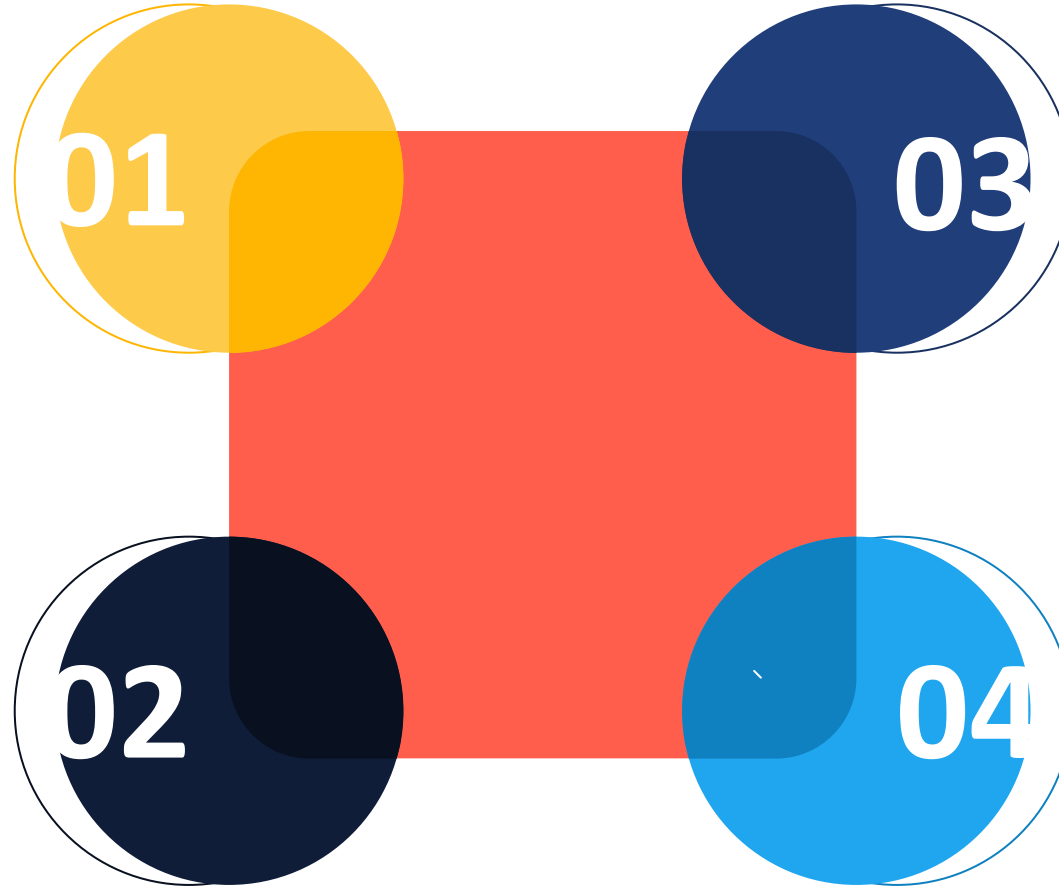


Who are we?



WORKFLOW

Business case
evaluation &
Data
Acquisition



Data
understanding
& cleansing

Descriptive
analysis & data
visualization

Results
interpretation

Business case evaluation

- Our goal is to optimize their street teams so that they can get the most email signups for their annual OMGYN Gala.

Data Acquisition

MTA, NYC subways data for two months May , August 2019.

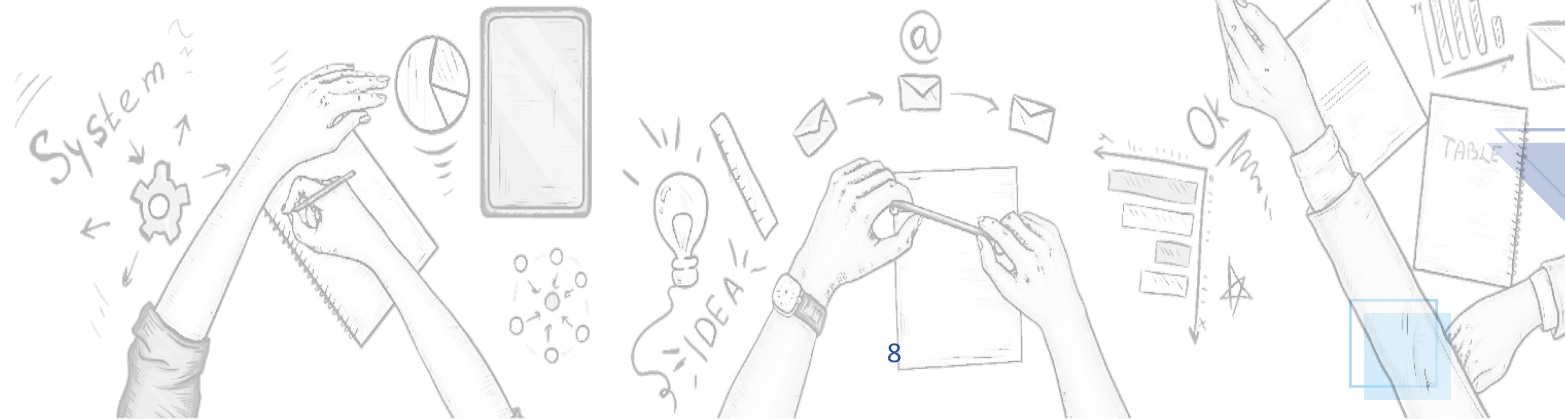
- Data Columns =14
- 378 Stations, 469 Units and 224 Scp's.

Data cleansing

- Removing white spaces in columns' names.
- Handling Entries and Exits accumulation process
- Dealing with missing and negative values.

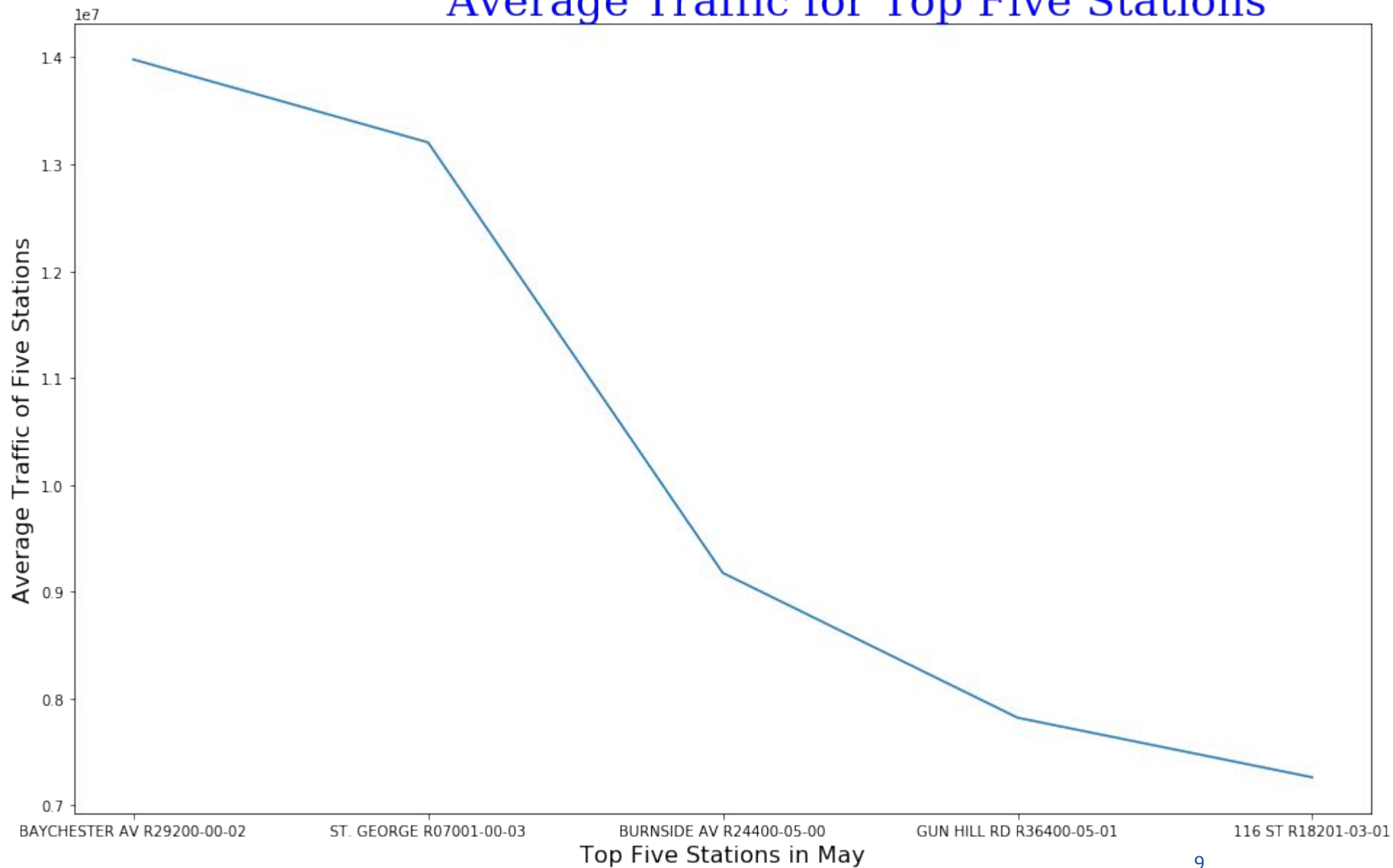
Feature Engineering and Selection

- DATE_TIME , STATION_UNIT_SCP
- Hours, Months, Weekdays, and Weekends columns.
- Drop LINE NAME, DIVISION, DESC , C/A columns

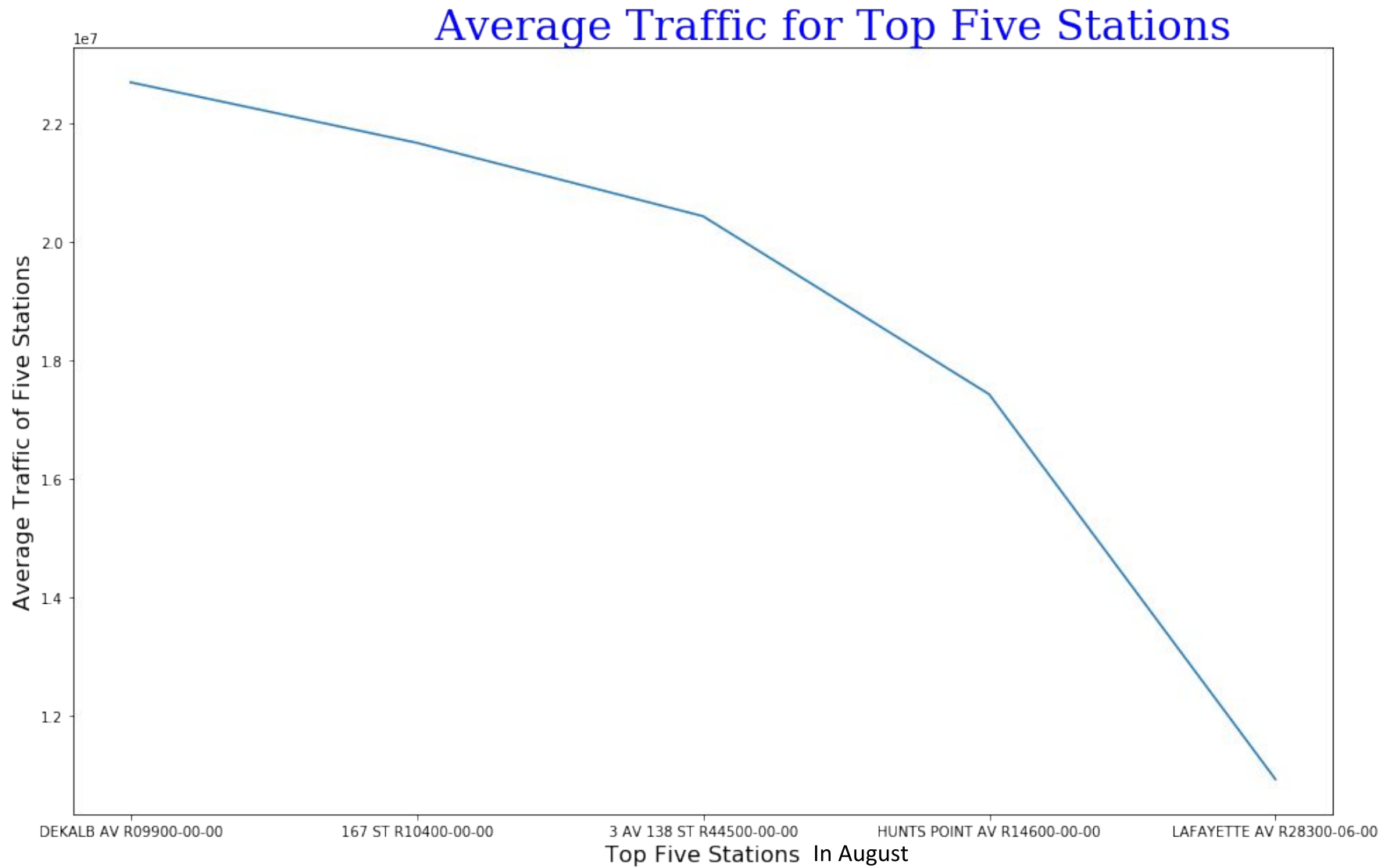


In May

Average Traffic for Top Five Stations



In August



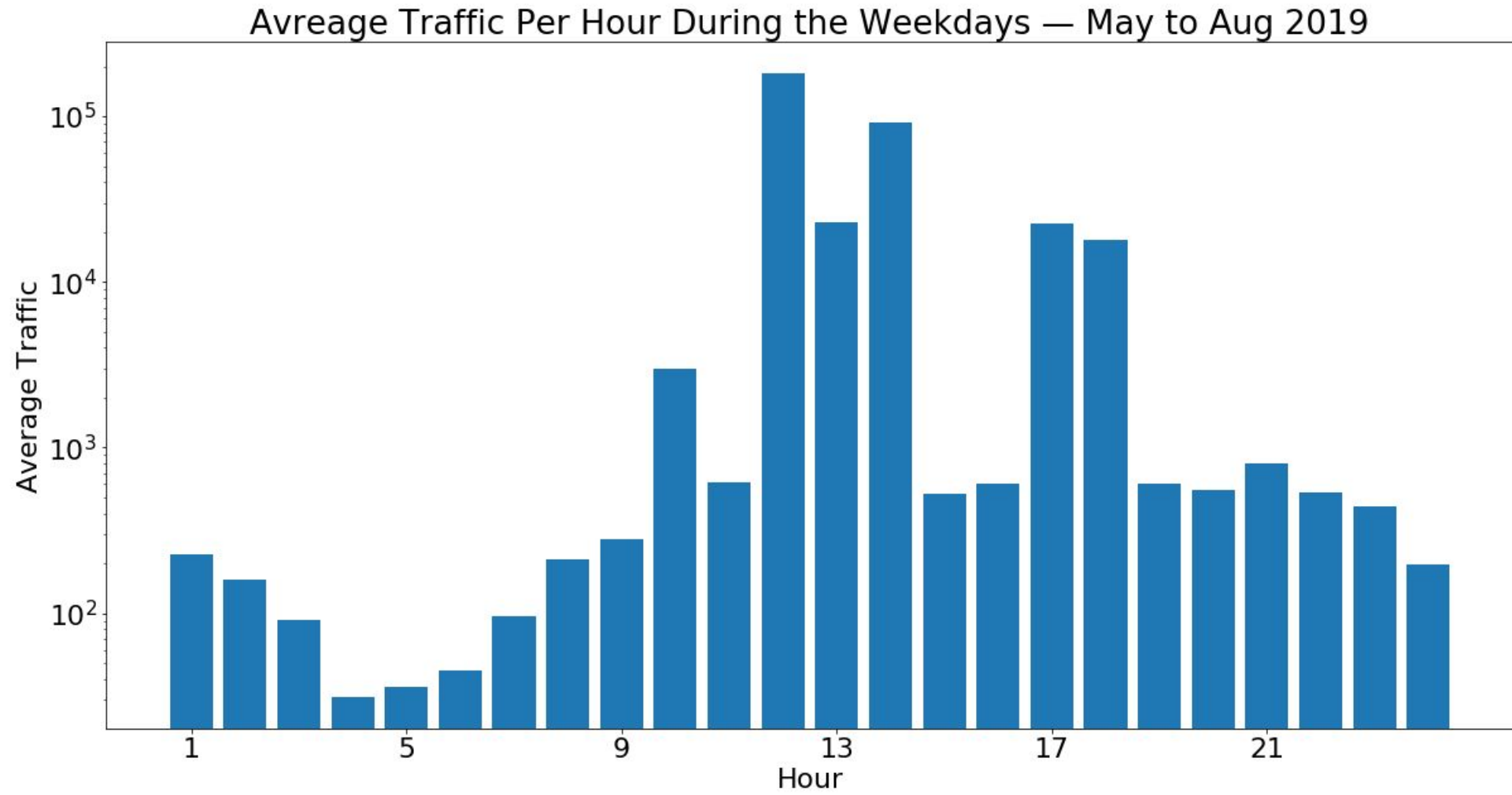


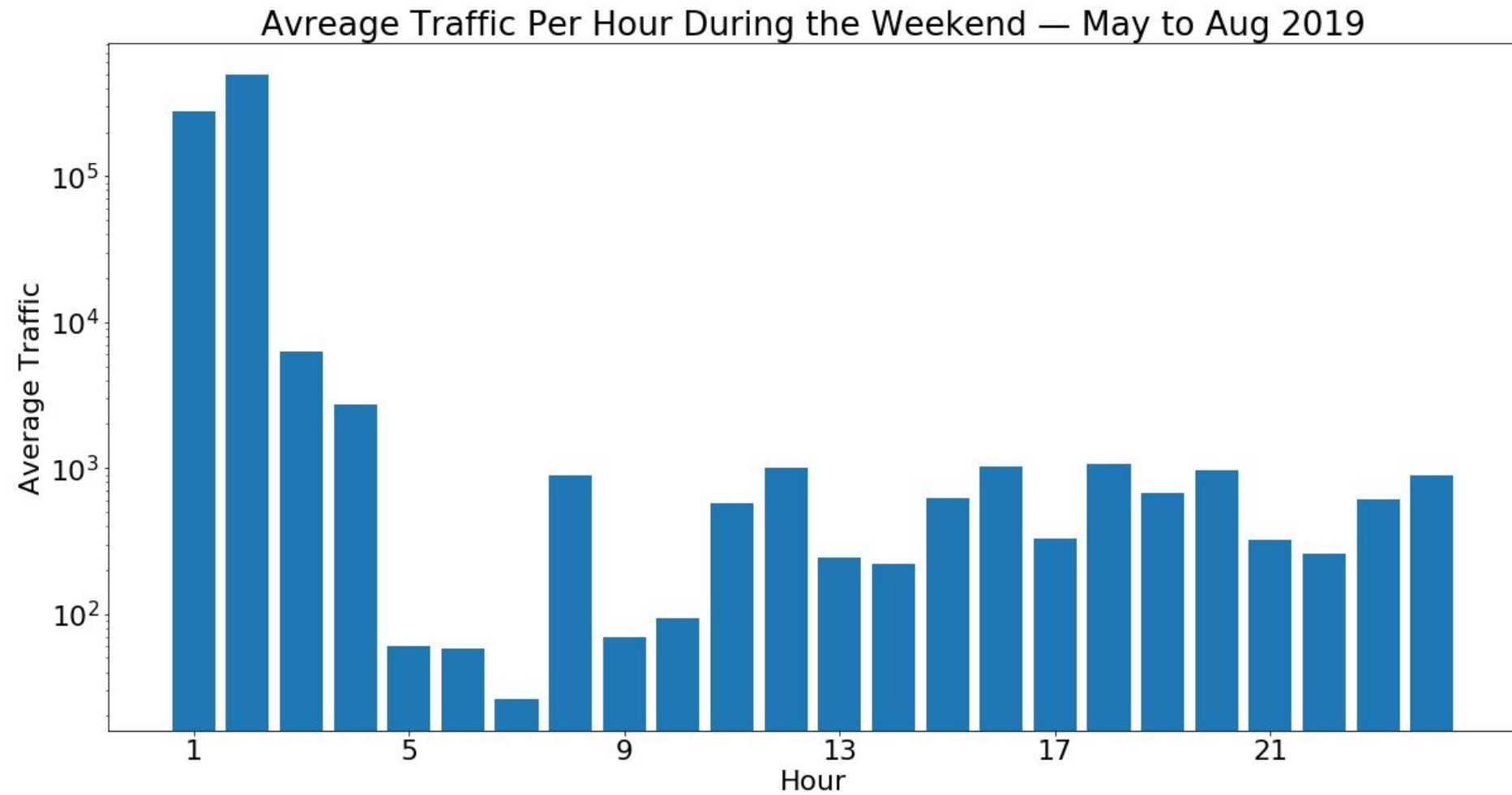
We considered the situation of some closed stations on certain dates on the month of August, due to some maintenance services.



Reference:

<https://patch.com/new-york/new-york-city/nyc-weekend-subway-service-changes-august-24-25>







Conclusion & Future work





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Any Question?