

# Analysis Of The Best Times To Shop For Christmas in Des Moines

By Team API Keys

# Shopping Rush

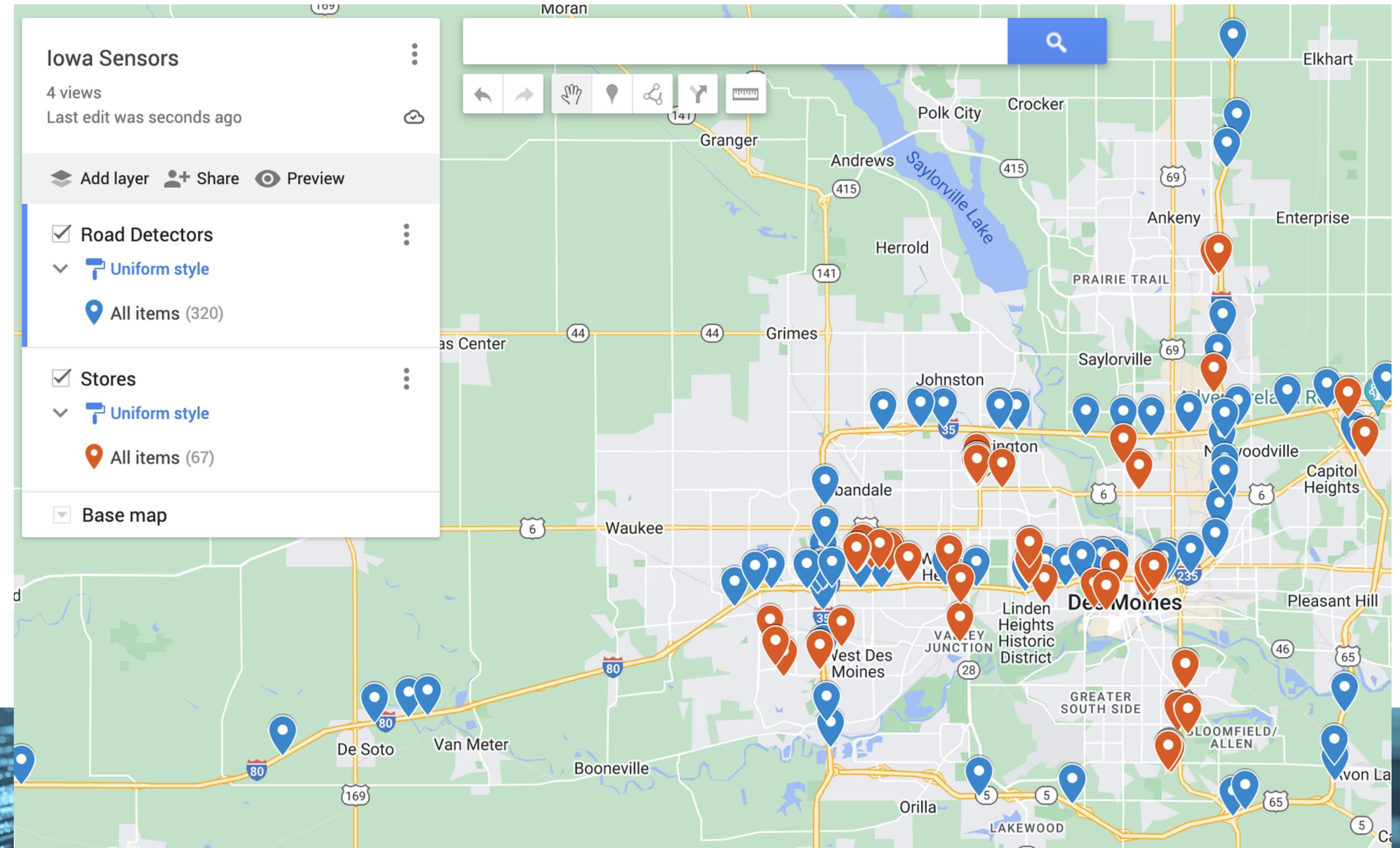
# Problem



# Data

	month-day-hour	detector-id	lane-count	lane-occupancy	lane-speed	day-of-week
0	11-01-00	100	2382	3.044817927170870	52.03022670025190	Tue
1	11-01-00	101	5215	2.6530805687203800	70.0529242569511	Tue
2	11-01-00	11	3753	2.7017543859649100	63.42366107114310	Tue
3	11-01-00	110	9819	3.883663366336630	68.59120073327220	Tue
4	11-01-00	111	4875	3.0215827338129500	69.13251282051280	Tue
5	11-01-00	115	4209	3.013215859030840	69.9223093371347	Tue
6	11-01-00	116	4809	2.7017543859649100	68.0	Tue
7	11-01-00	117	6627	3.6108786610878700	70.24219103666820	Tue
8	11-01-00	118	5508	4.316816816816820	68.87545388525780	Tue
9	11-01-00	119	11814	4.983333333333330	68.77450482478420	Tue
10	11-01-00	12	4887	5.716666666666670	71.97053406998160	Tue
11	11-01-00	16	13299	3.838888888888890	58.36431310624860	Tue
12	11-01-00	17	4980	2.9497206703910600	60.804819277108400	Tue
13	11-01-00	18	13230	3.399581589958160	67.5453514739229	Tue
14	11-01-00	19	30255	8.261702127659580	61.46732771442740	Tue
15	11-01-00	2	8400	2.226890756302520	64.5575	Tue

# Data



# Challenges



Large Dataset

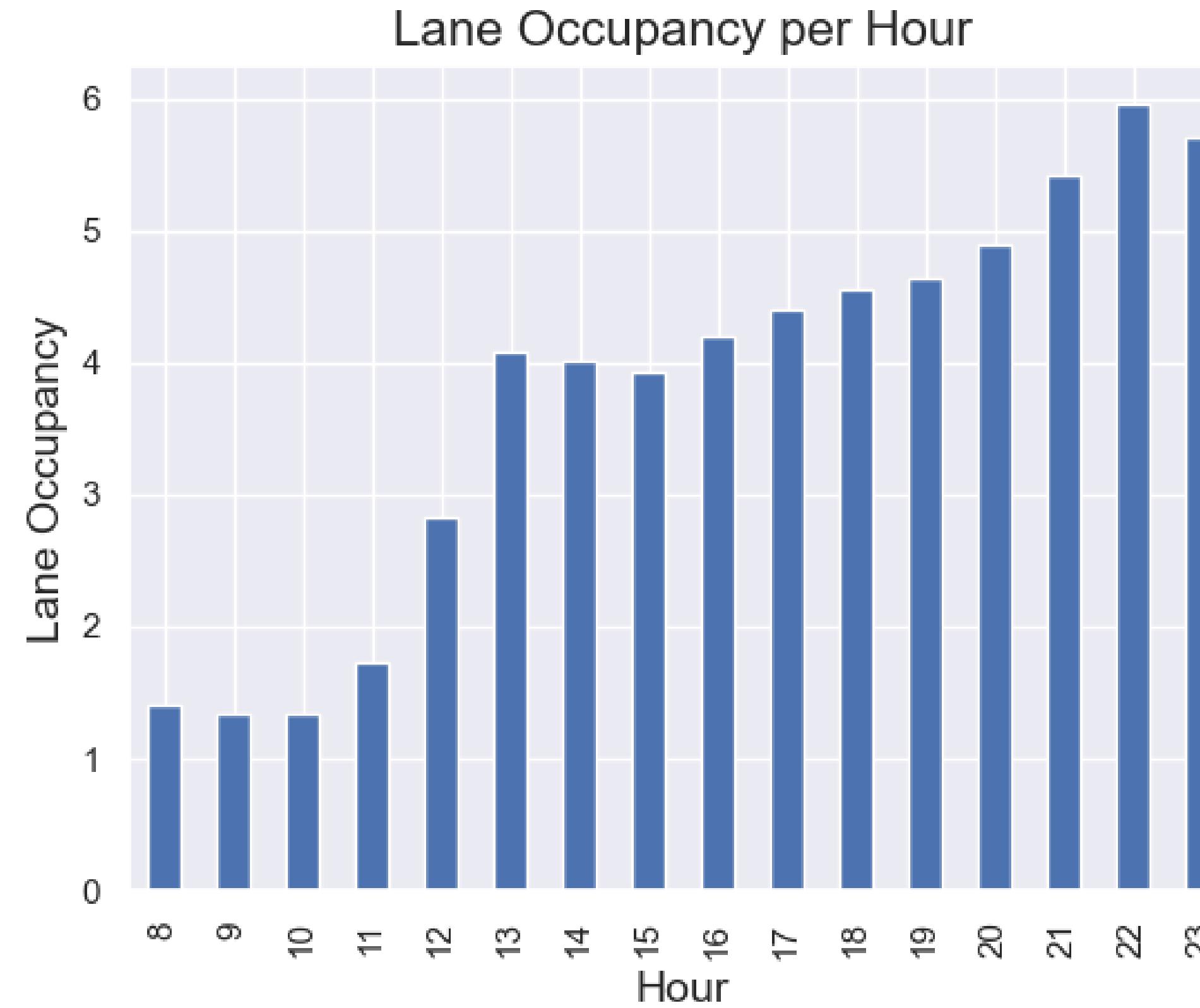
Bad Data

Unrelated Data

Testing the Hypothesis

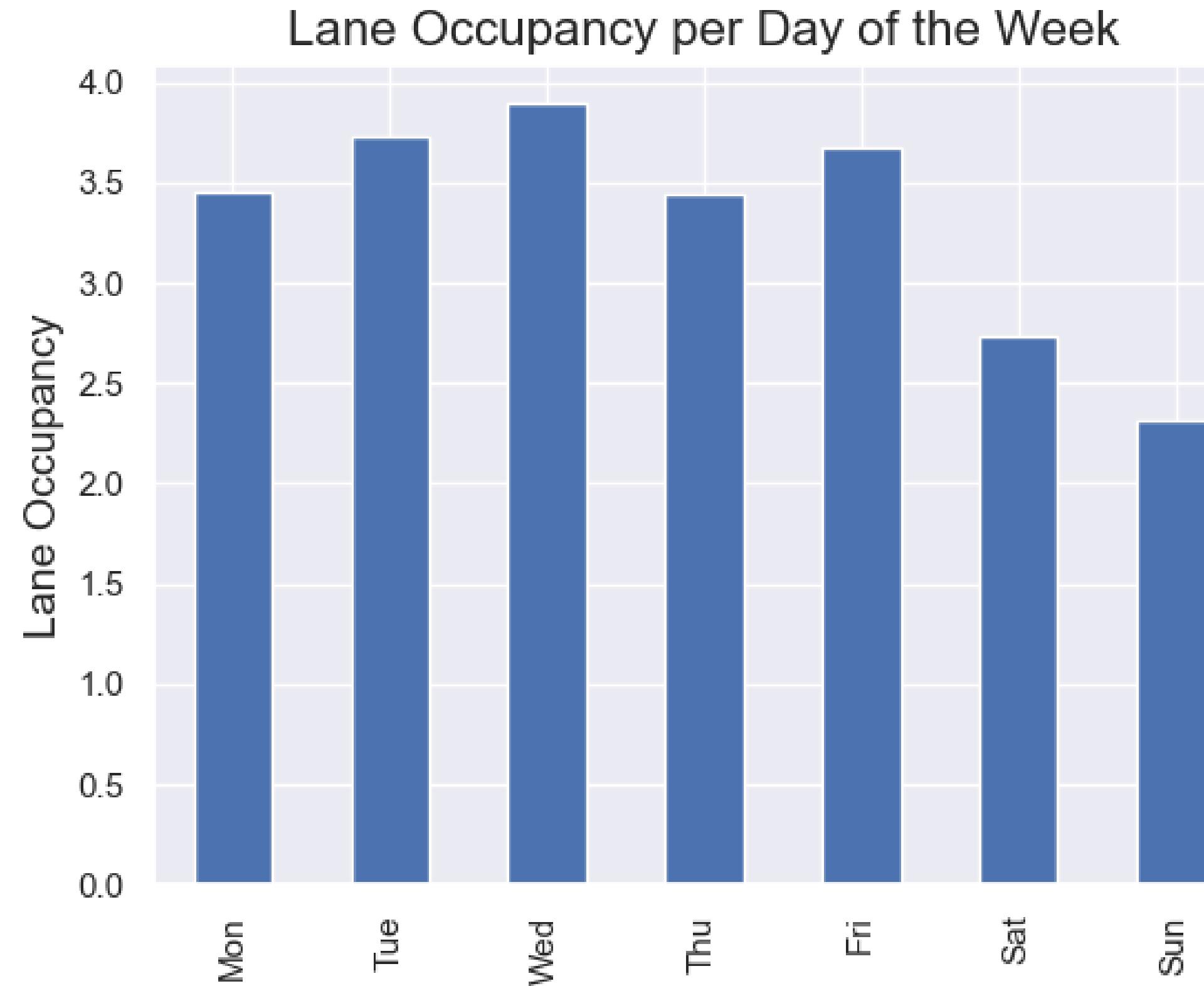
# Visualization

## Best times of the Day



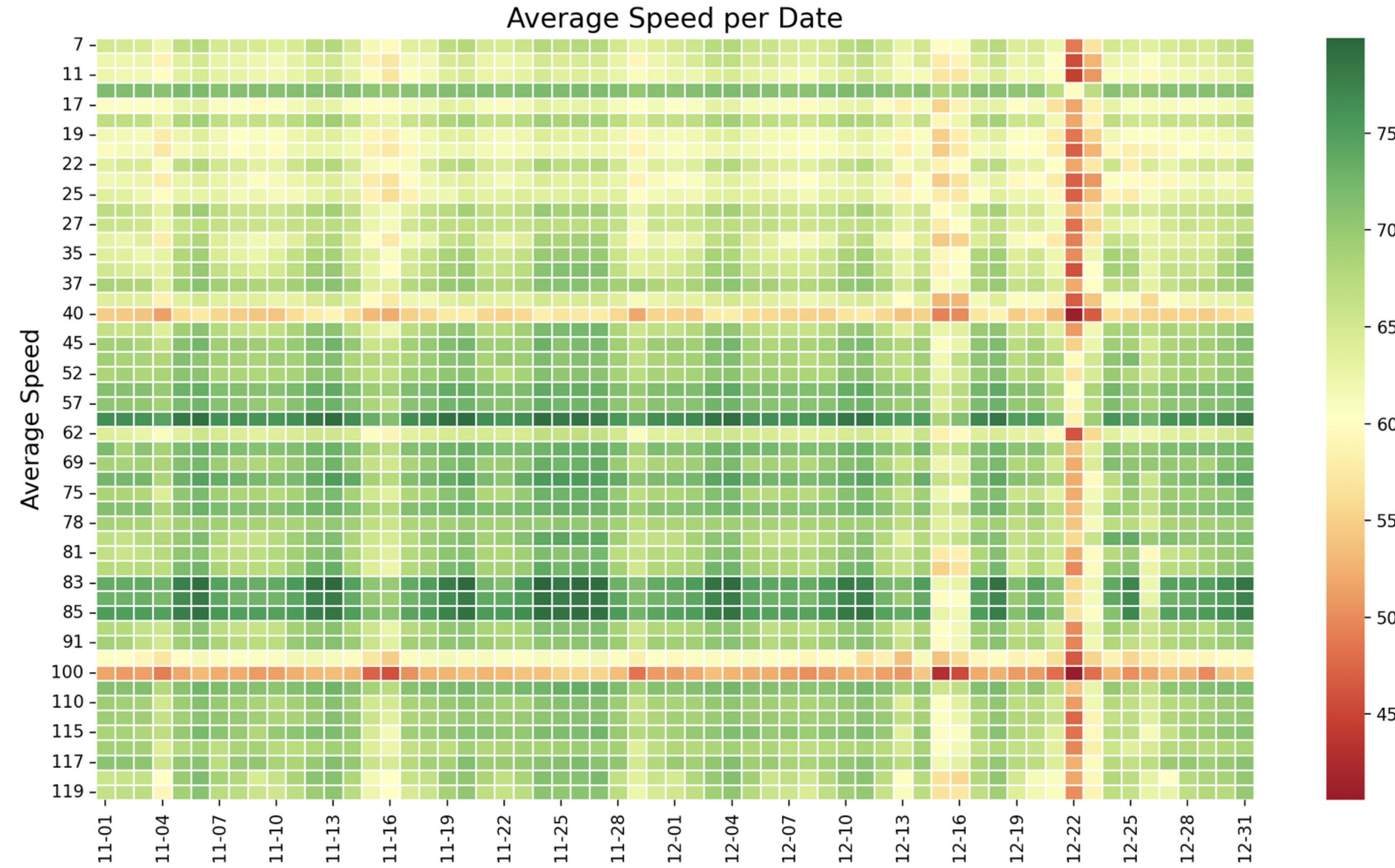
# Visualization

## Best times of the Week



# Visualization

## Best times of the Month



# Research & Verification

“The busiest time to shop tends to be two days before a major holiday.” - Tasting Table



**It is about  
the people**



**It is about  
their behavior**



**It is about  
their wants**



**It is about  
what we have on  
this earth.**



**It is useful  
in many fields.**

# Why is this data important to the public?

Providing guidance on the best times to shop before Christmas is about helping consumers make informed decisions, save money, and enhance their overall holiday shopping experience.

**It helps you to:**

**01** Know the best time to avoid traffic

**02** Be safe and avoid car accidents

**03** Plan ahead for the holidays

**04** Know the best time to avoid crowds



# Thank you

## References:

Tasting Table, <https://www.tastingtable.com/1390725/best-worst-time-grocery-shopping-holidays/>

New Year Post, [https://www.google.com/url?sa=i&url=https%3A%2F%2Fnypost.com%2F2015%2F11%2F11%2Fthe-10-worst-days-to-do-your-holiday-shopping%2F&psig=AOvVaw3yxfrPzoHtSaiylnC9OBIm&ust=1698068083373000&source=images&cd=vfe&opi=89978449&ved=0CBAQjRxqFwoTCPCb8d\\_jiYIDFQAAAAAdAAAAABAE](https://www.google.com/url?sa=i&url=https%3A%2F%2Fnypost.com%2F2015%2F11%2F11%2Fthe-10-worst-days-to-do-your-holiday-shopping%2F&psig=AOvVaw3yxfrPzoHtSaiylnC9OBIm&ust=1698068083373000&source=images&cd=vfe&opi=89978449&ved=0CBAQjRxqFwoTCPCb8d_jiYIDFQAAAAAdAAAAABAE)