

## Title: Enhancing Public Transportation Experience through Data

**AnalysisProject Description:** The project aims to leverage data analysis to improve the efficiency and overall quality of public transportation services. By assessing on-time performance, passenger satisfaction, and service efficiency, this project intends to provide valuable insights to support transportation improvement initiatives. Key components of this project include defining analysis objectives, collecting transportation data, designing informative visualizations using IBM Cognos, and integrating code for data analysis.

### Project Phases:

#### Analysis Objectives:

- Define specific objectives for analyzing public transportation data, focusing on on-time performance, passenger satisfaction, and service efficiency. These objectives will guide the entire project.

#### Data Collection:

- Identify and gather transportation data from various sources, including schedules, real-time updates, and passenger feedback. Ensure data quality and relevance to support meaningful analysis.

#### Visualization Strategy:

- Plan the visualization strategy using IBM Cognos. Create informative dashboards and reports to present the insights derived from the data analysis, making them accessible and actionable for stakeholders.

#### Code Integration:

- Determine which aspects of the analysis can benefit from code integration, such as data cleaning, transformation, and statistical analysis. This will enhance the accuracy and depth of the insights generated.

#### Project Goals:

1. Improve public transportation services by identifying areas for enhancement.
2. Enhance on-time performance to provide a more reliable service.
3. Increase passenger satisfaction by addressing their feedback and concerns.
4. Optimize service efficiency to reduce operational costs and minimize delays.

#### Expected Outcomes:

1. Actionable insights that can guide transportation improvement initiatives.
2. Informative visualizations that provide a clear understanding of the data analysis results.
3. Improved public transportation services, resulting in a better overall passenger experience.

#### Project Team:

1. Data Analysts: Responsible for data collection, cleaning, and analysis.

2. Visualization Experts: Create informative dashboards and reports in IBM Cognos.
3. Programmers: Integrate code for data analysis and transformation.
4. Transportation Experts: Provide domain knowledge and insights.