

EDA on MTA data



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MTA data analysis



ADS are important!

2,722,610

Records

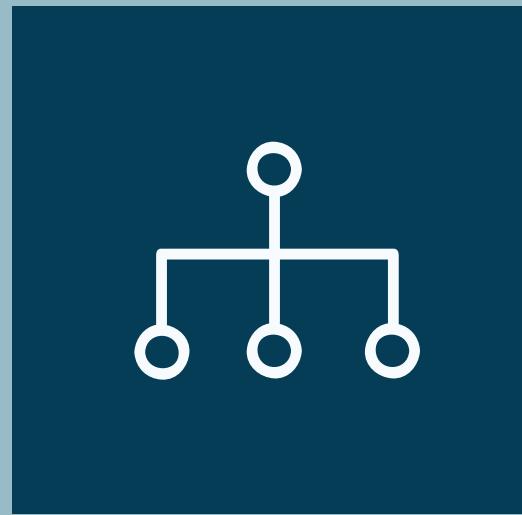
DATA USED FOR 4
MONTHS AT 2021



Pre processing steps



Feature
engineering



Remove Duplicates

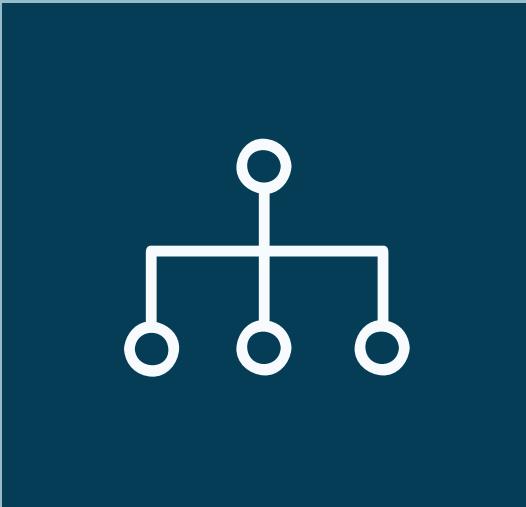


Treat nulls

Tools used



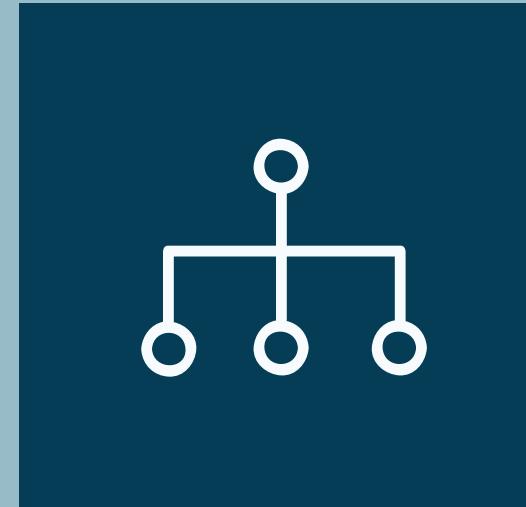
Jupyter notebook



pandas, numpy



matplotlib, seaborn



SQLalchemy

Findings

Using Sqlalchemy

Average No. of riders

10,8115

Day

Sunday

Station

5 AV/59 ST

INSIGHT

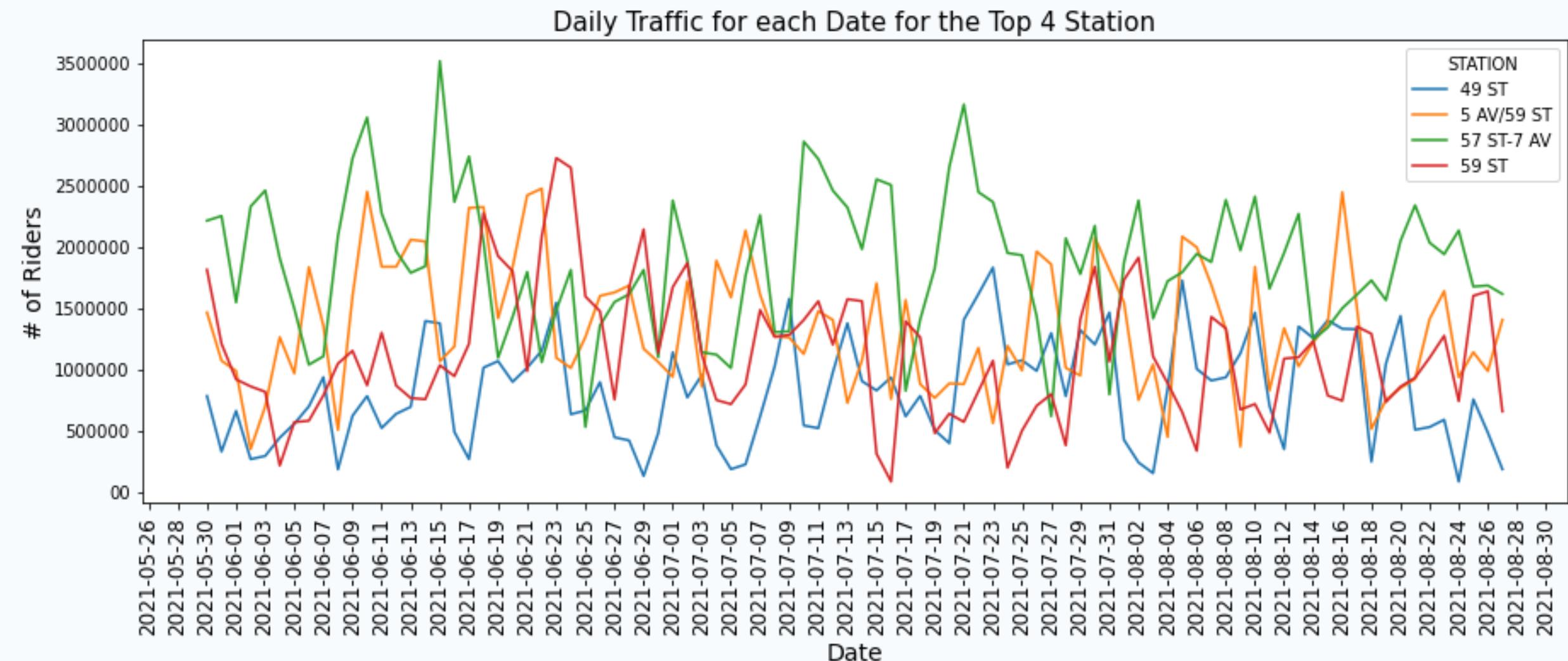
Sunday is meanly the busiest day, I believe because it is a vacation day where people mostly visits and gather with their families.

Findings

INSIGHT

‘57 ST-7 AV’ station was the busiest station and it reach huge amount of riders at 17/6/2021 and 23/7/2021.

Daily Traffic among 3 months

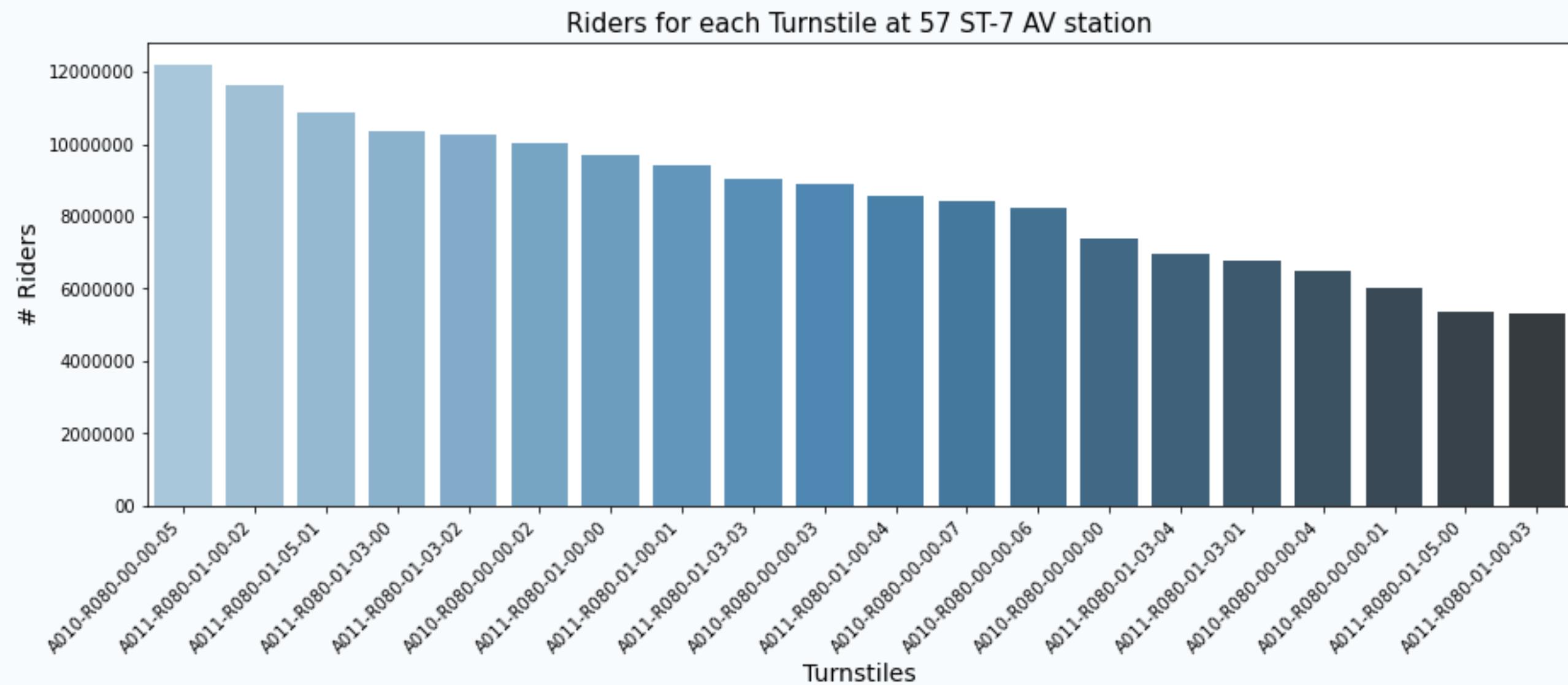


Findings

INSIGHT

The Turnstile 'A010-R080-00-00-05' has most Entries and Exits So number of Riders for this Turnstile are greater than other Turnstiles.

Traffic for each Turnstile at 57 ST-7 AV station

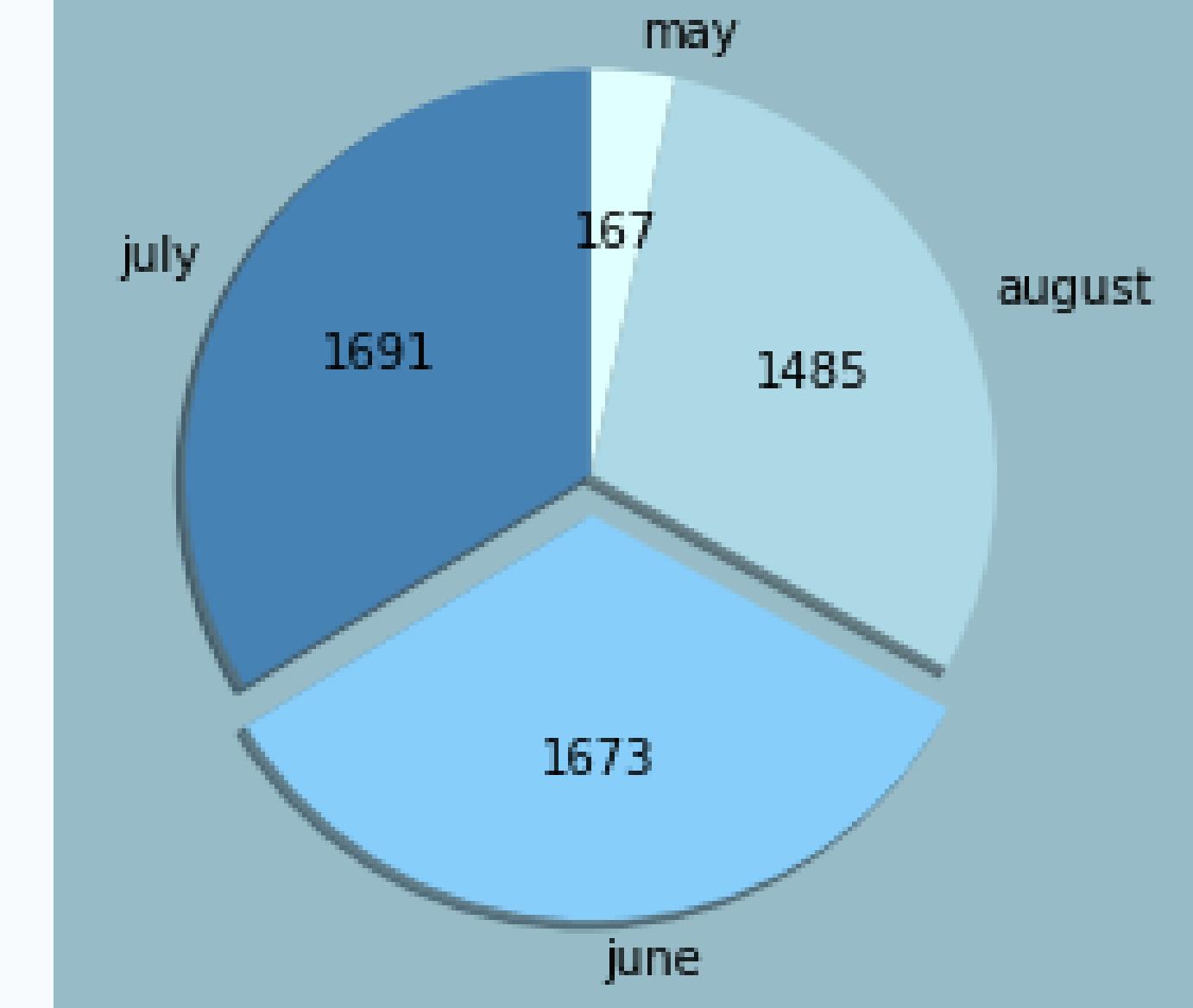


Findings

INSIGHT

The month where people use metro stations the most is July which make sense bacause it usually consider summer vacation in U.S, NYC where people travel and go out with their families and friends more than rest of months, thus they use metro stations more.

Months of mostly visited

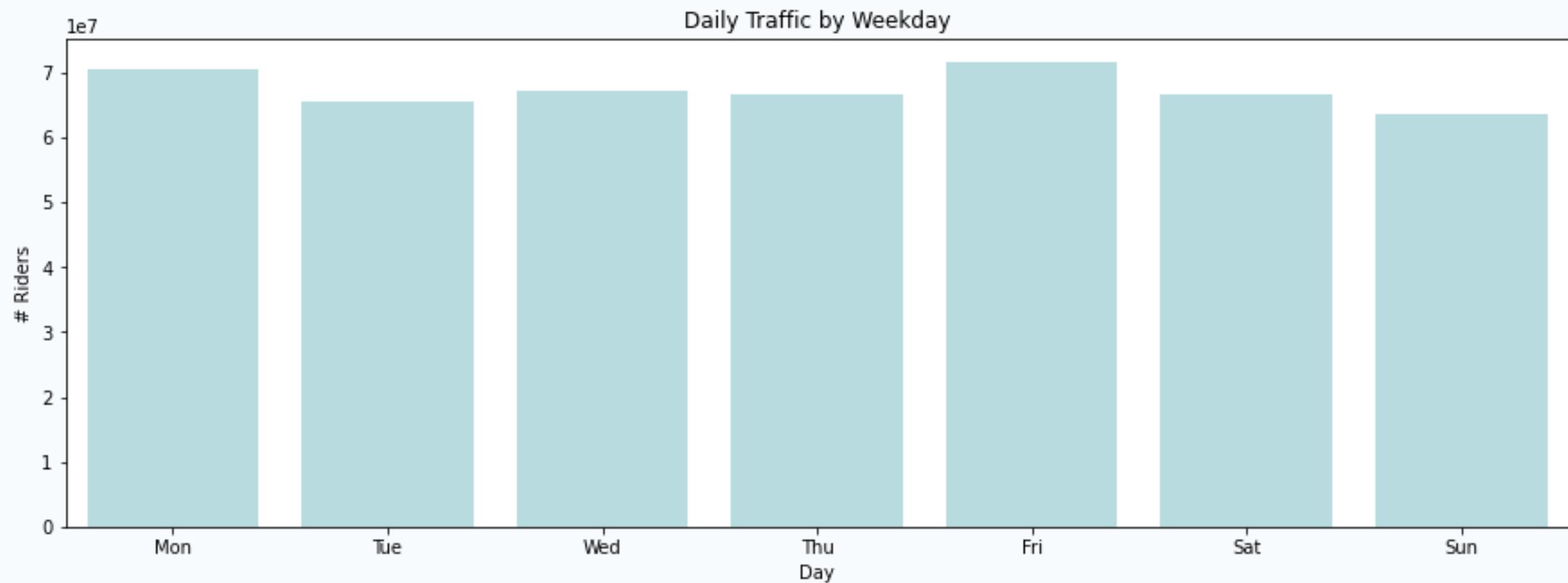


Findings

INSIGHT

Friday is the day has a lot of traffic

Daily Traffic among weekdays

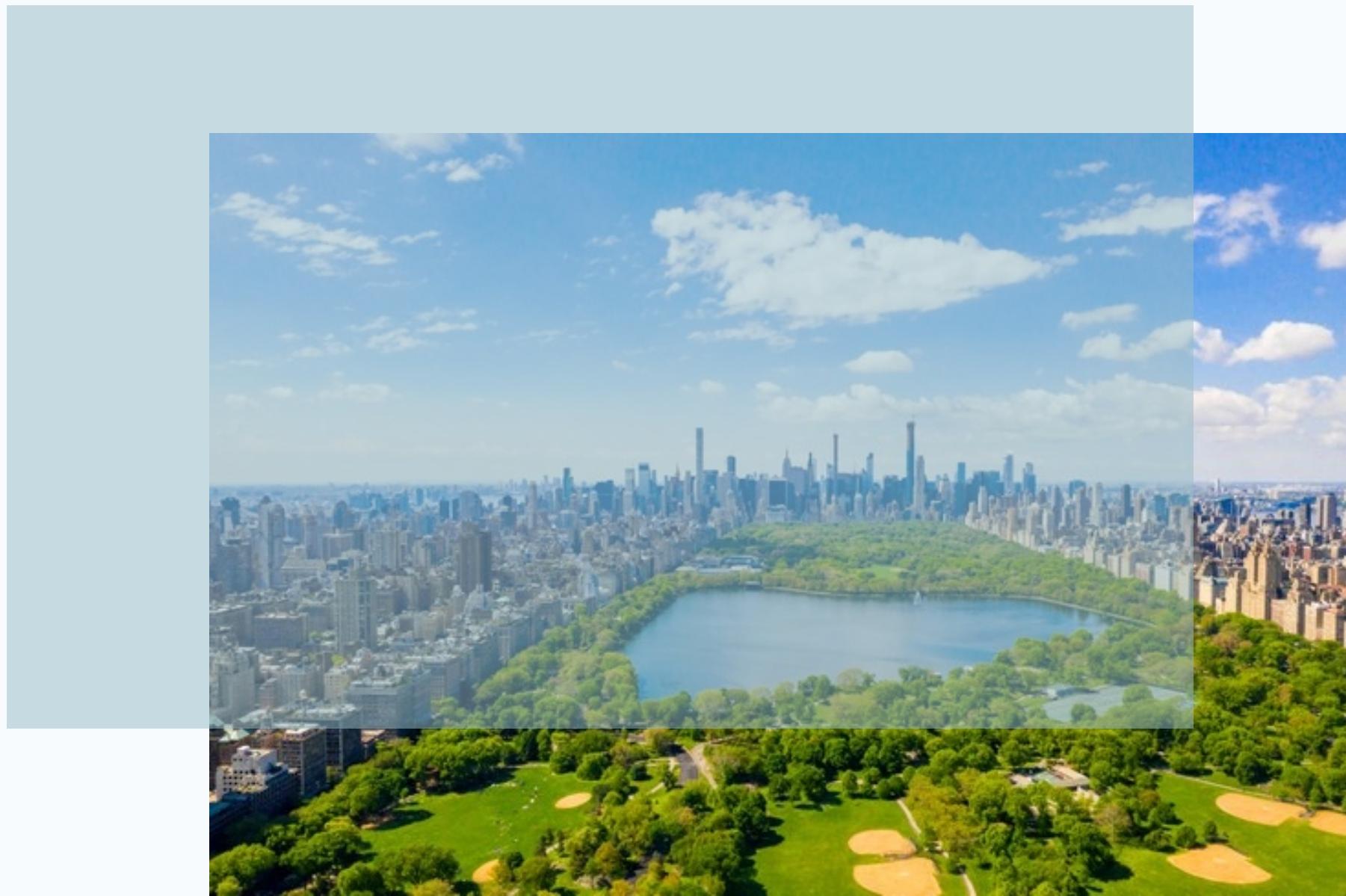




Most crowded places

5th Avenue- Central Park

49th St-Times Square

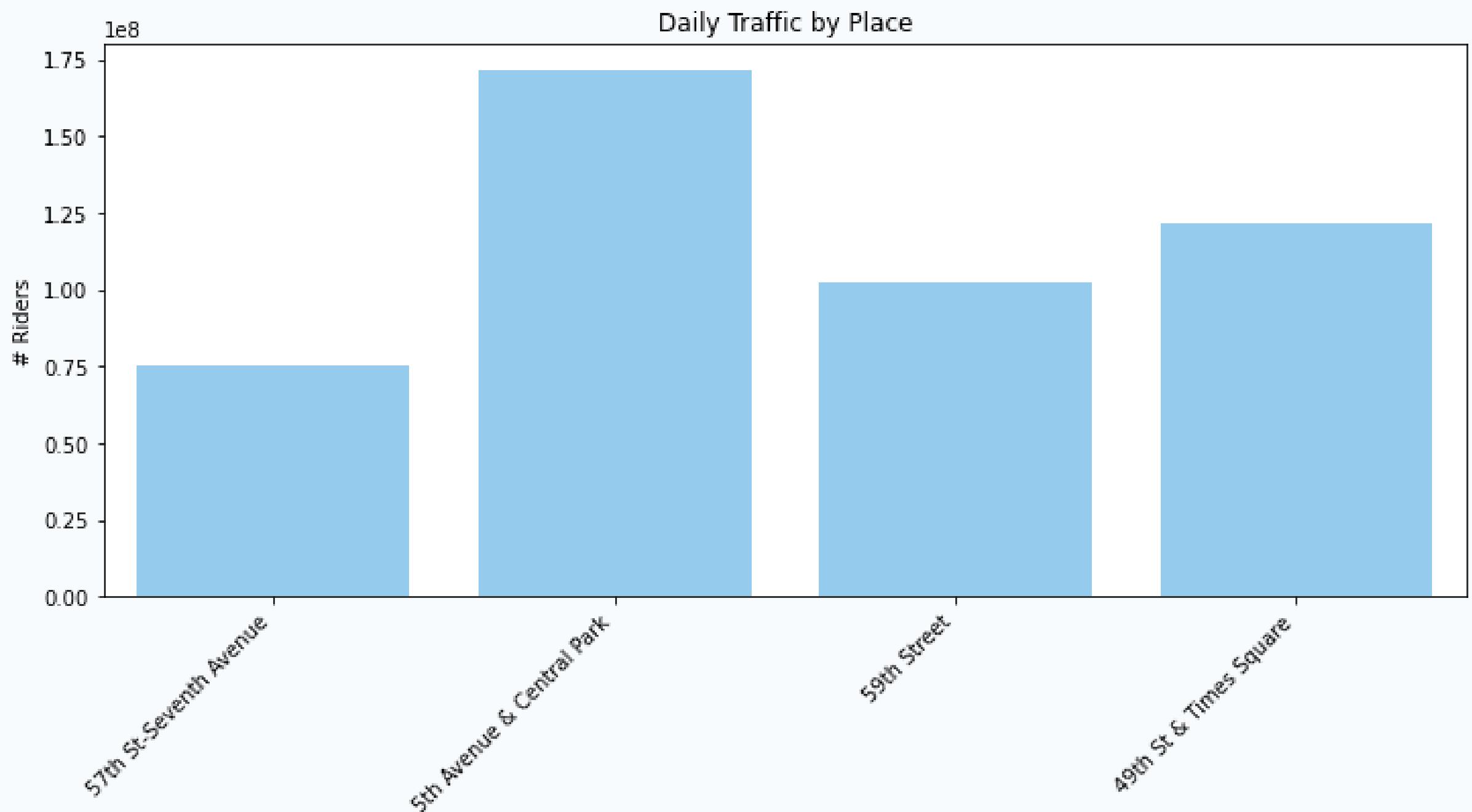


Findings

INSIGHT

"5th Avenue & Central Park" is the most crowded place and "49th St & Times Square" is the second most crowded. hence, we can focus on those places to post our ads.

Daily Traffic among Places



Conclusions

- `57 ST-7 AV` IS THE MOST CROWDED STATION

- FRIDAY IS THE DAY WHERE MOST TRAFFIC OCCUR.

- MOST OF RIDERS WERE VISITING METRO STATION AT JULY.

- 5TH AVENUE & CENTRAL PARK` AND `49TH ST & TIMES SQUARE` ARE MOST CROWDED PLACES

INSIGHTS MAY BE TRICKY!

Thank you!

ANY QUESTIONS?