

EDA on MTA data



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MTA data analysis



ADS are important!

2722610

Records

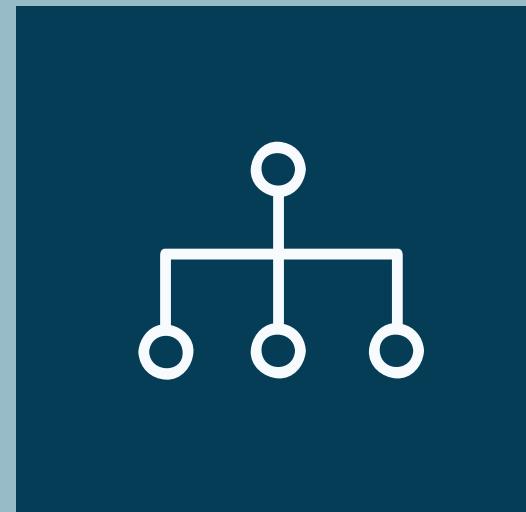
DATA USED FOR 4
MONTHS AT 2021



Pre processing steps



Feature
engineering



Remove Duplicates

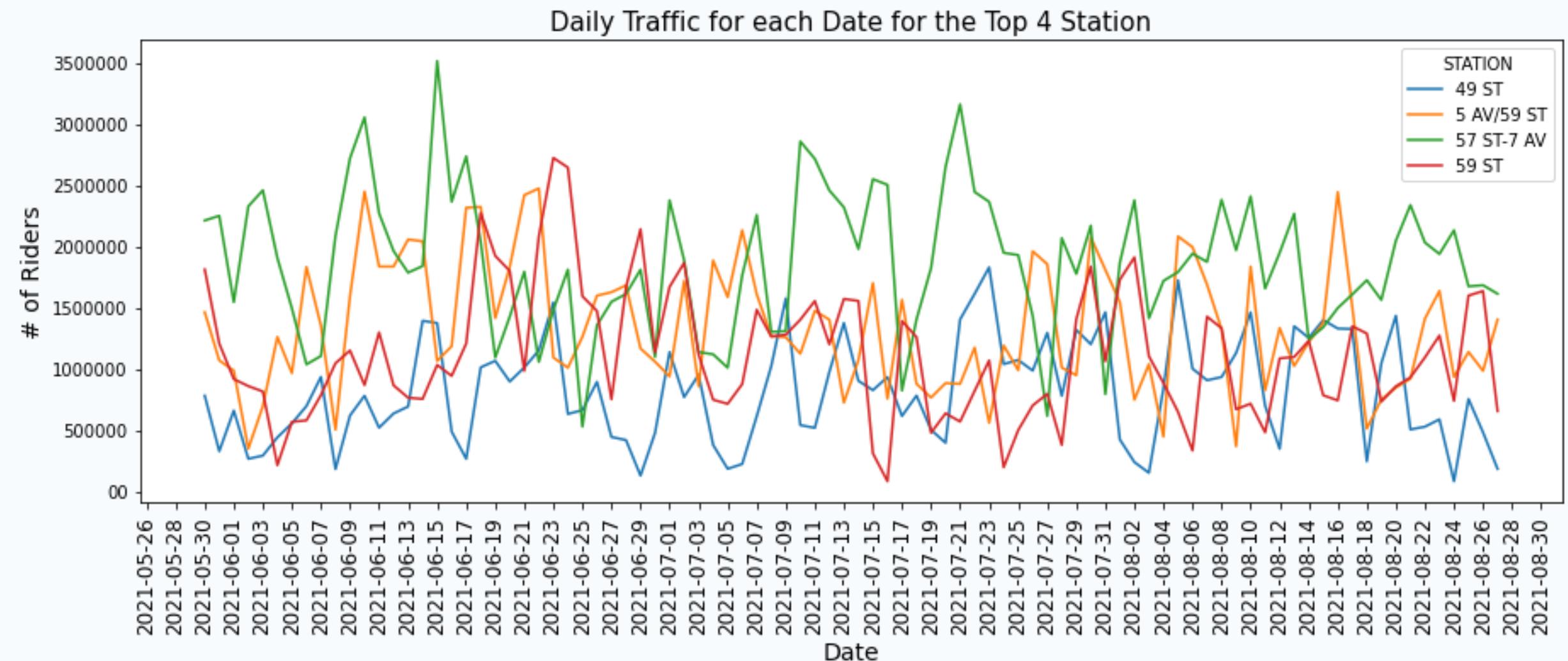


Treat nulls

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.

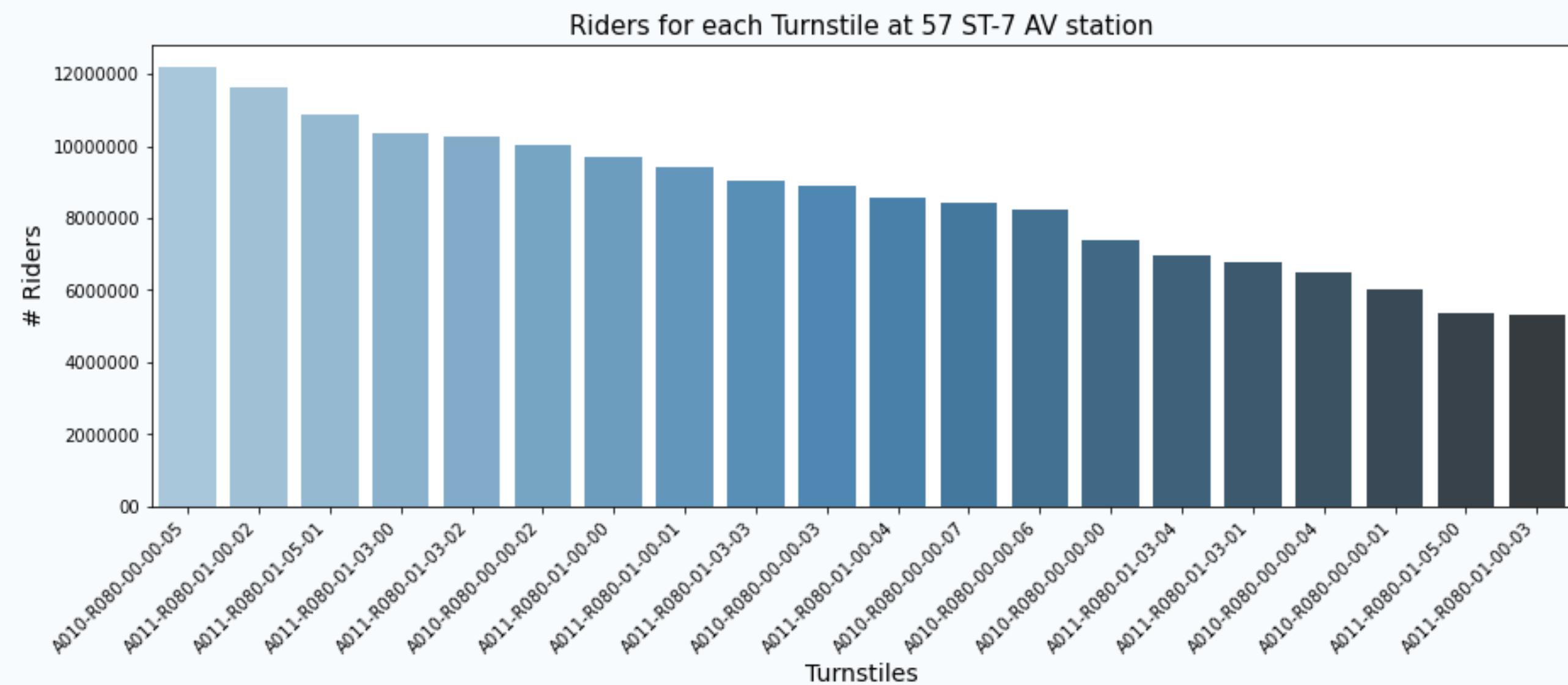
Daily Traffic among 3 months



INSIGHT

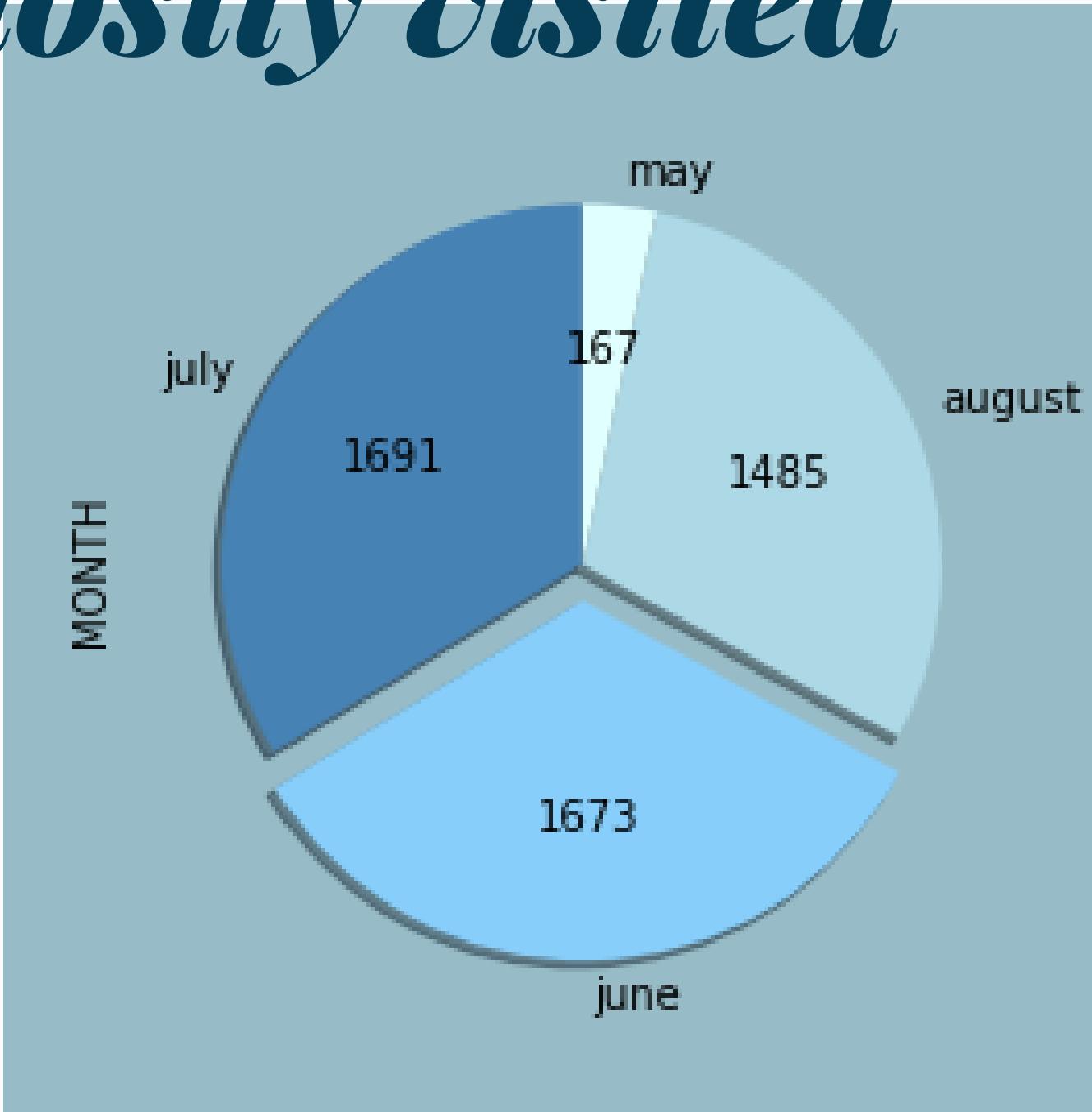
The Turnstile `A010-R080-00-00-05` has most Entries and Exits So number of Riders for this Turnstile are greater than other Turnstiles.

Traffic for each Turnstile at 57 ST-7 AV station



INSIGHT

Months of mostly visited

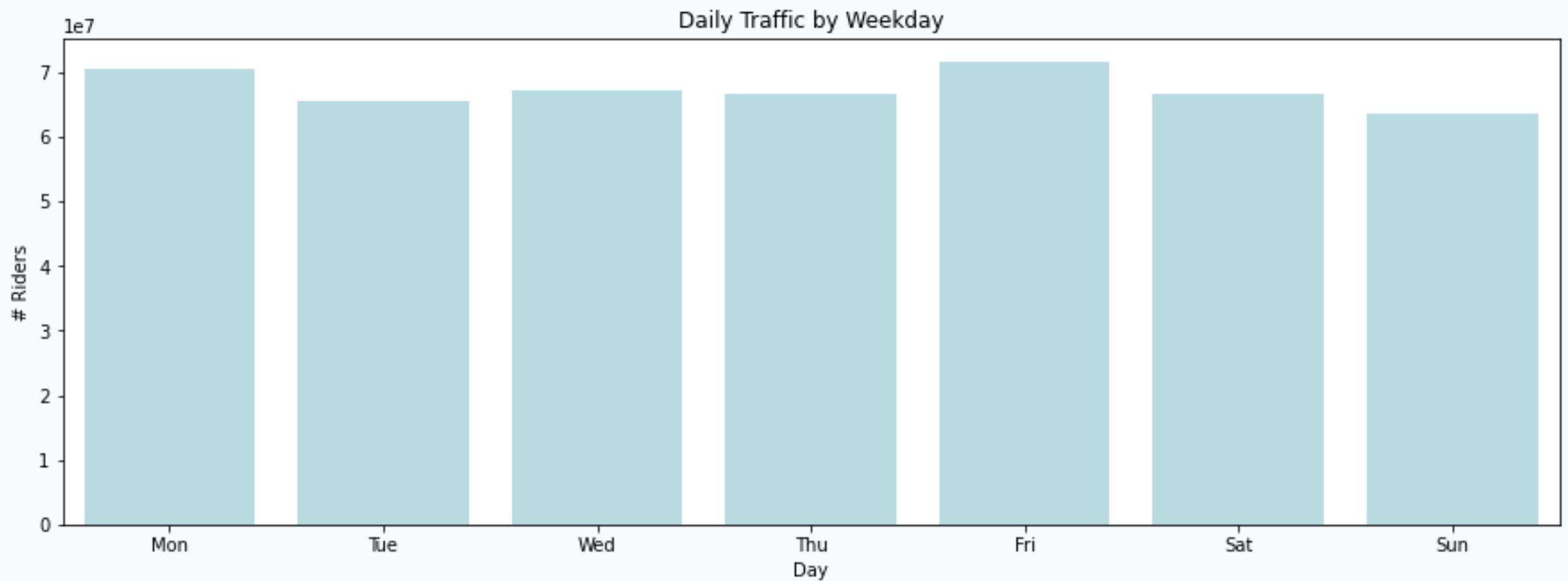


The month where people use metro stations the most is July which make sense because it usually consider summer vacation in U.S, NYC where people travel and go out with their families and friends more than rest of months, thus they use metro stations more.

INSIGHT

Friday is the day has a lot of traffic

Daily Traffic among weekdays

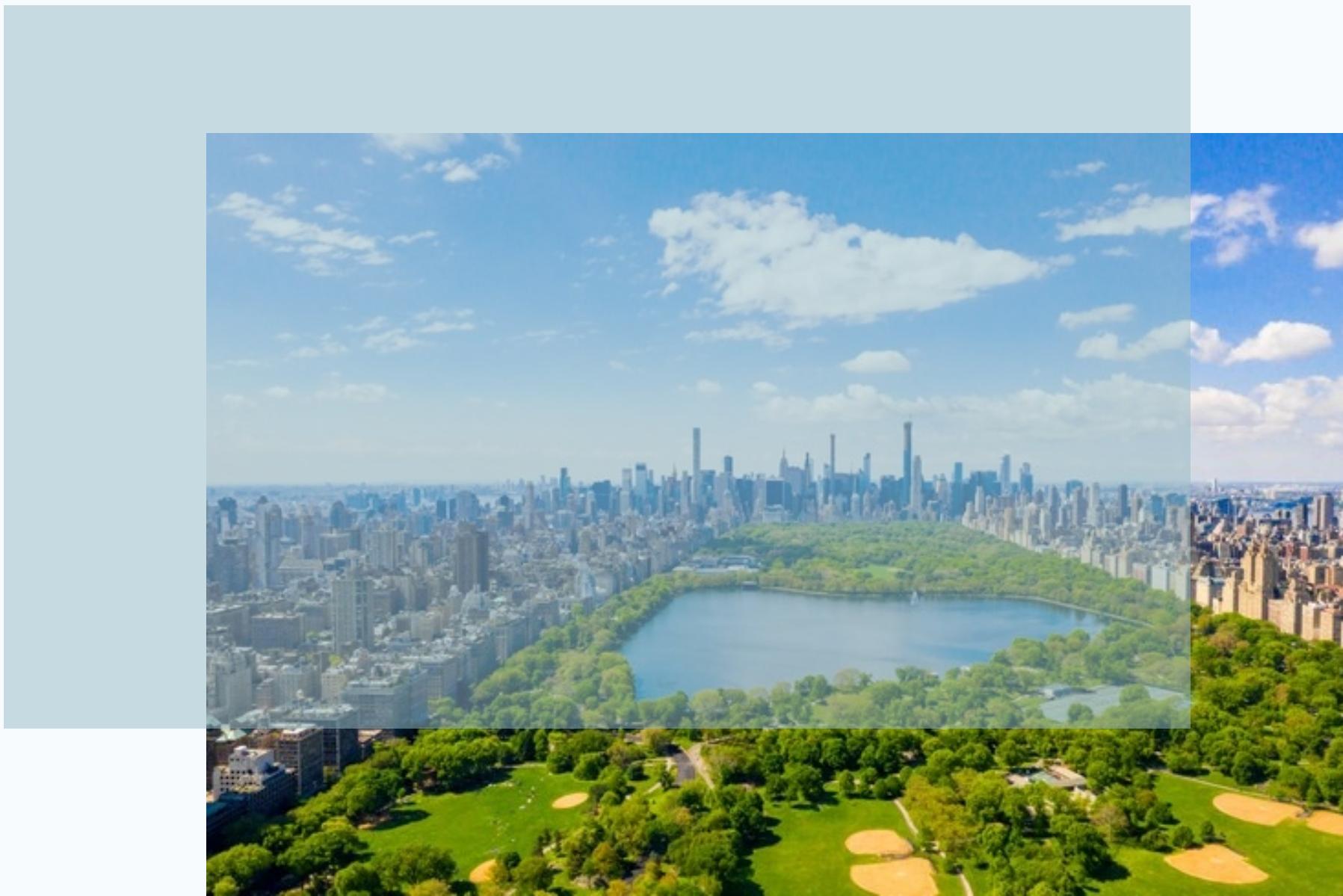




Most crowded places

5th Avenue- Central Park

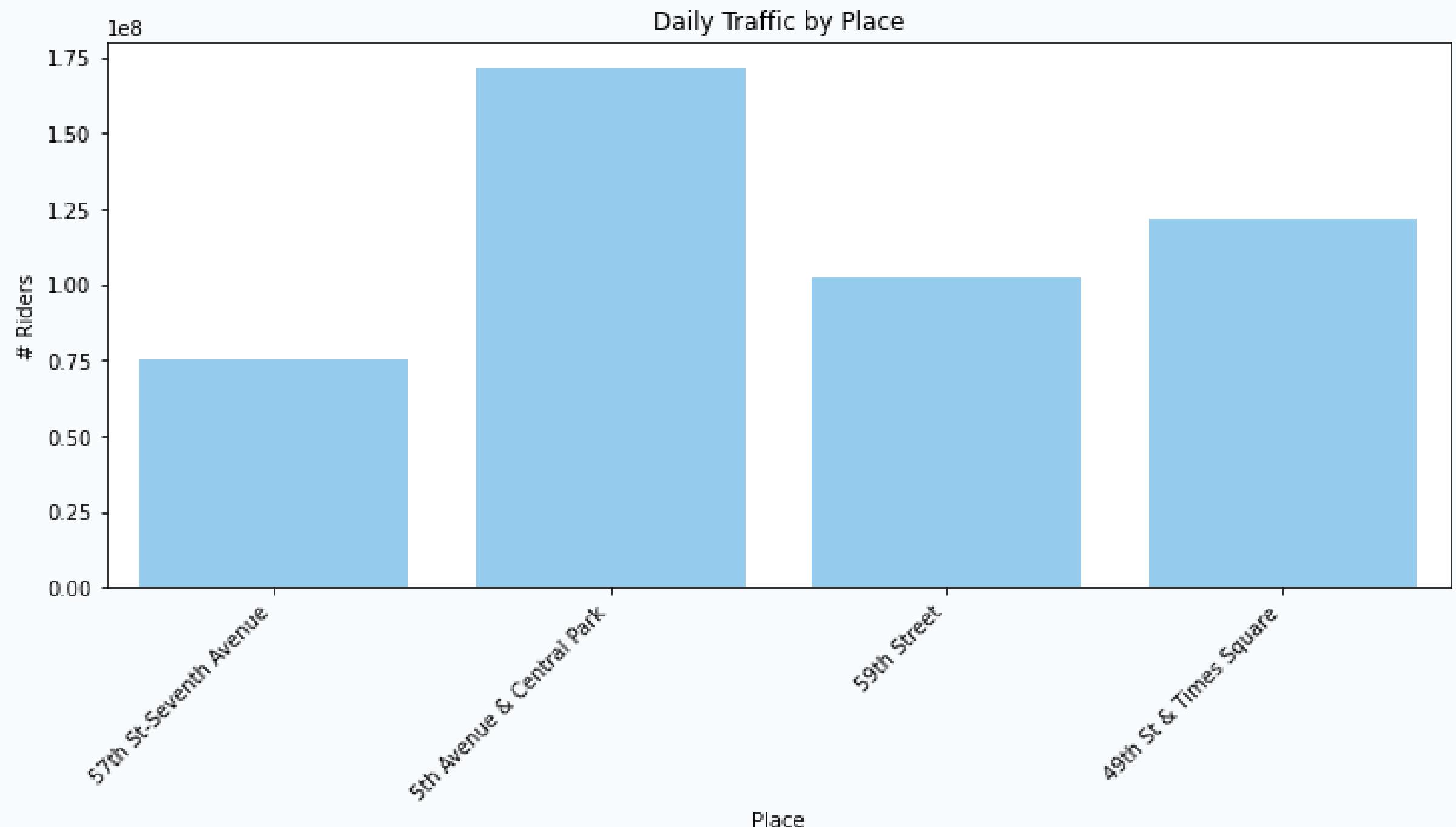
49th St-Times Square



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
- TURNSTILE `A010-R080-00-05` HAS MOST ENTRIES AND EXITS
- 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

Thank you!

ANY QUESTIONS?