Abstract

Will opening a cafe in the busiest stations and the target market is to know the number of transportation entrants (MTA) as passengers entering the terminal are very likely to buy from a prospective coffee shop in the morning before going to work. In order to increase the number of visitors to the store, the project will be limited to establishing stations that have more entrants in the MTA stations.

Requirements

Colab
Python
Pandas
Matplotlib

MTA passenger terminal selection criterion

Publicly available MTA turnstile data for the three months of 2019 were analyzed to determine the stations with the highest daily entry. The standard here is the high rate of entry during the morning commute hours.

Data Analysis Approach

Data was grouped by station, date, and time. Since the data was audited over morning periods, the morning commute hours were set between 4 AM and 12 PM.

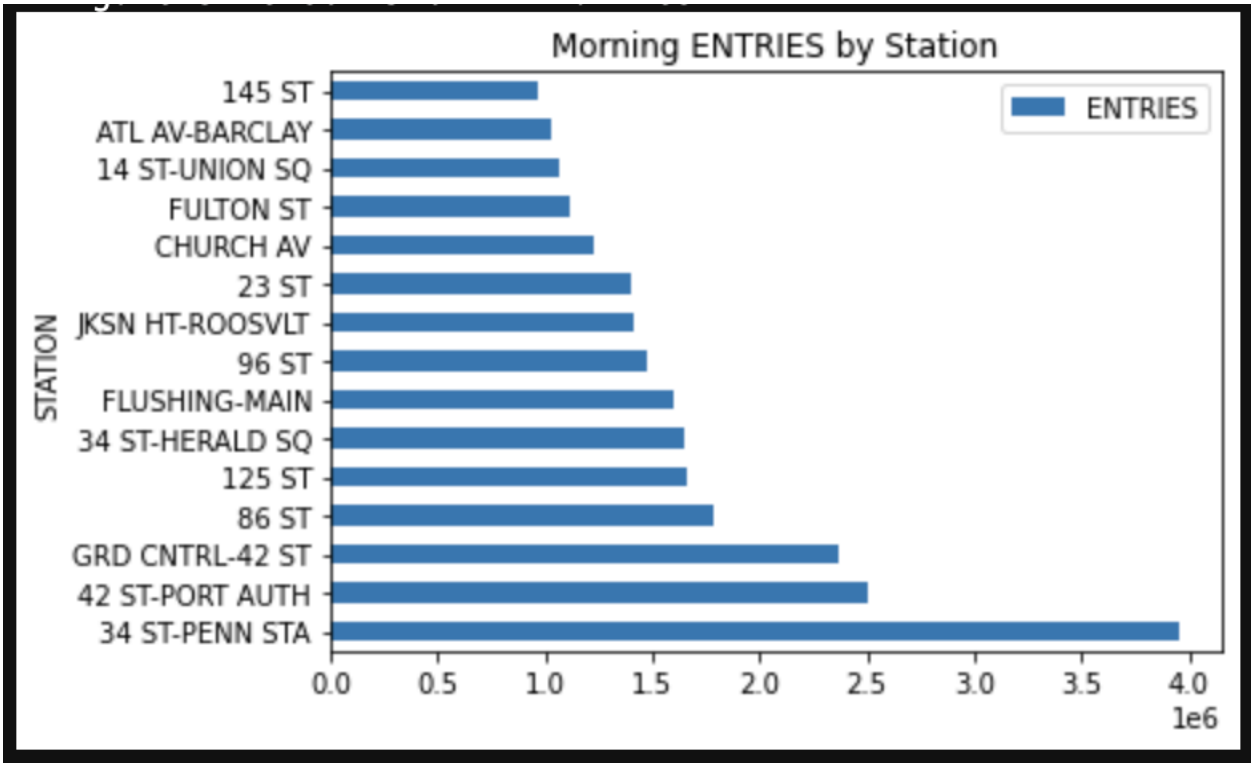
Algorithms

head()
tail()
sum()
Pandas
Matplotlib
Seaborn

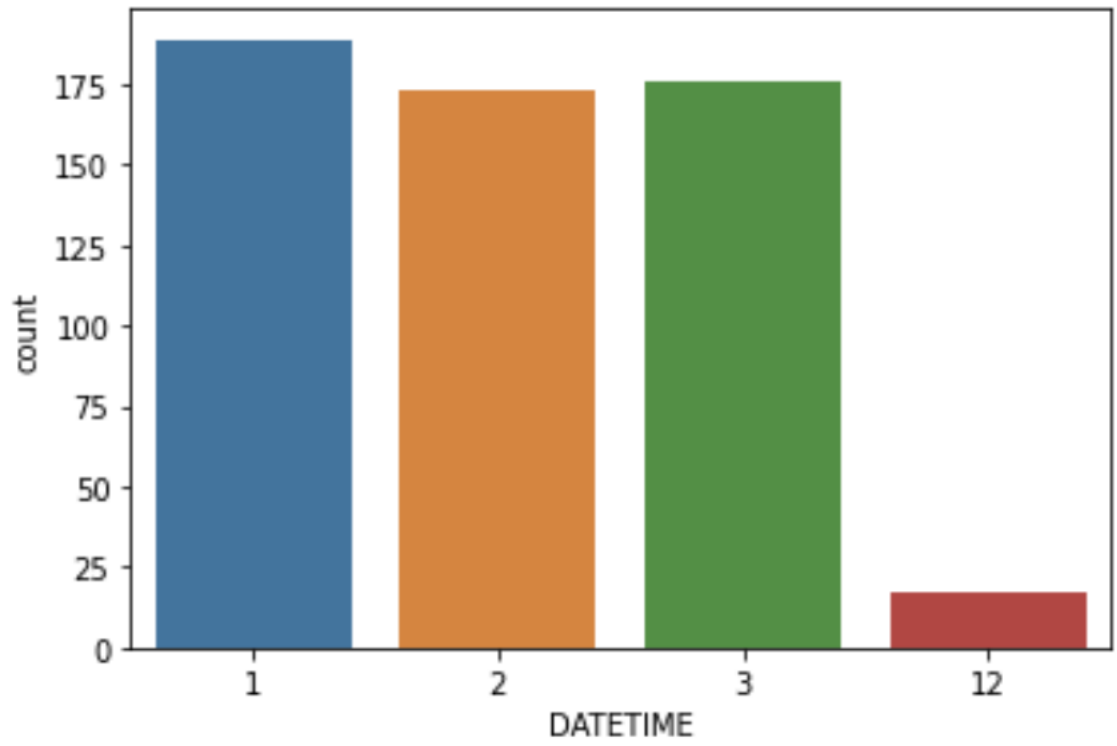
Conclusion

In conclusion, the project strategy is to target stations with the highest morning entry rates. The project must be opened in one of these stations. Finally, it will achieve success due to the density of entrants to the station.

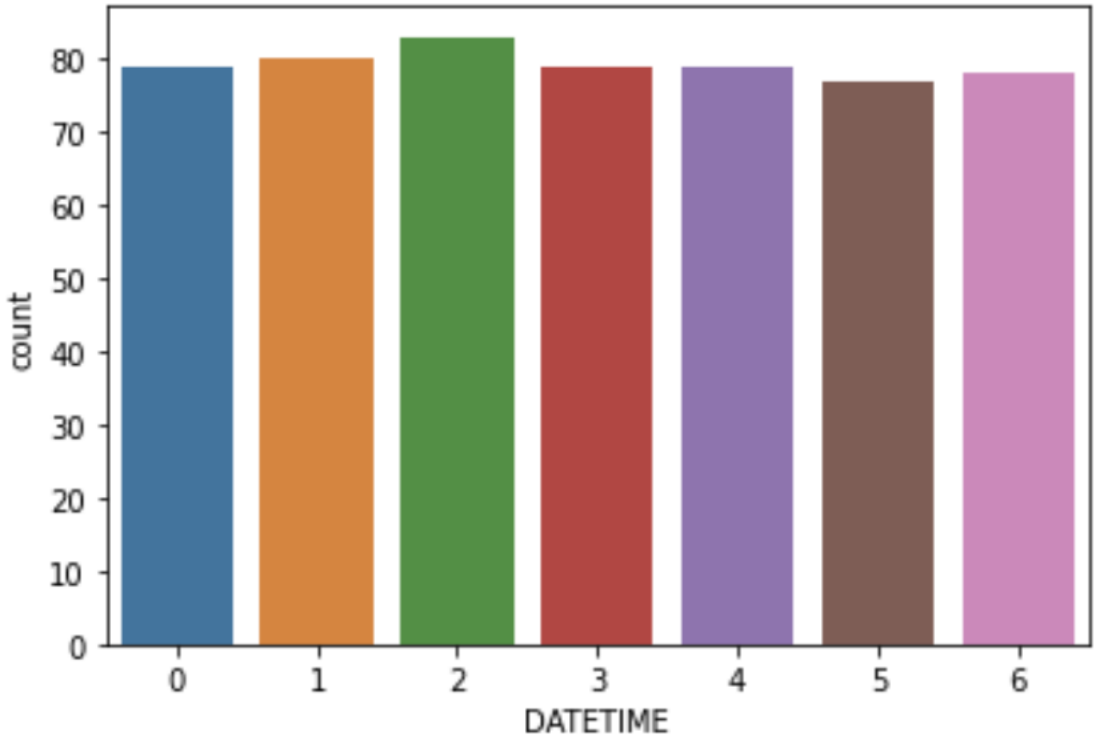
Communication



The figure shows that the stations with the highest density of entries in the morning.



The figure shows the number of entrants to station 34 ST-PENN STA during the three months.



The figure shows the number of entrants to the 34 ST-PENN STA station during the week.