

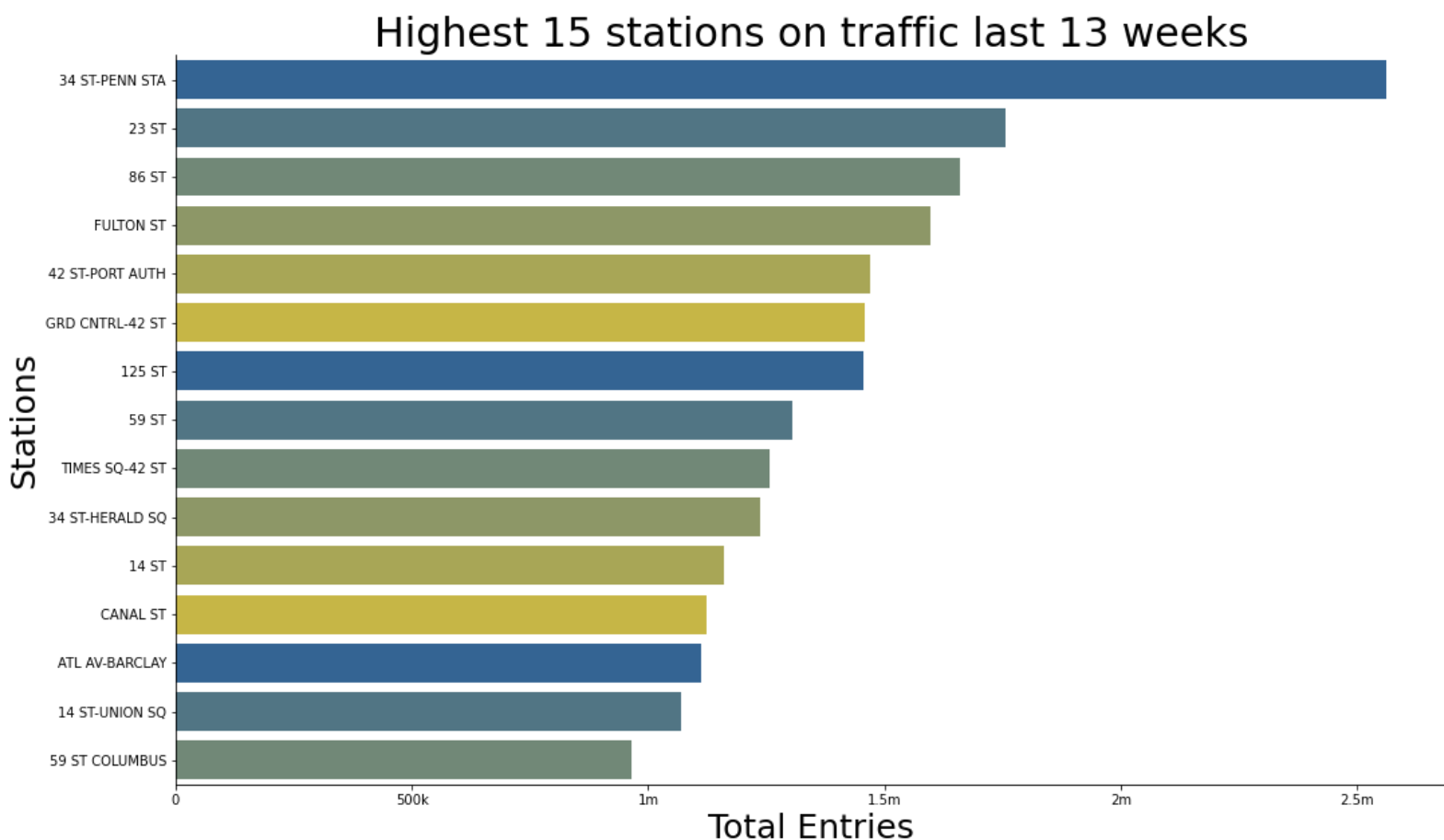


**EDA project MVP**  
IKEA Advertisement campaign

The goal of this project is to analysis the NYC MTA data to help IKEA Advertisement campaign to be successful

## MVP

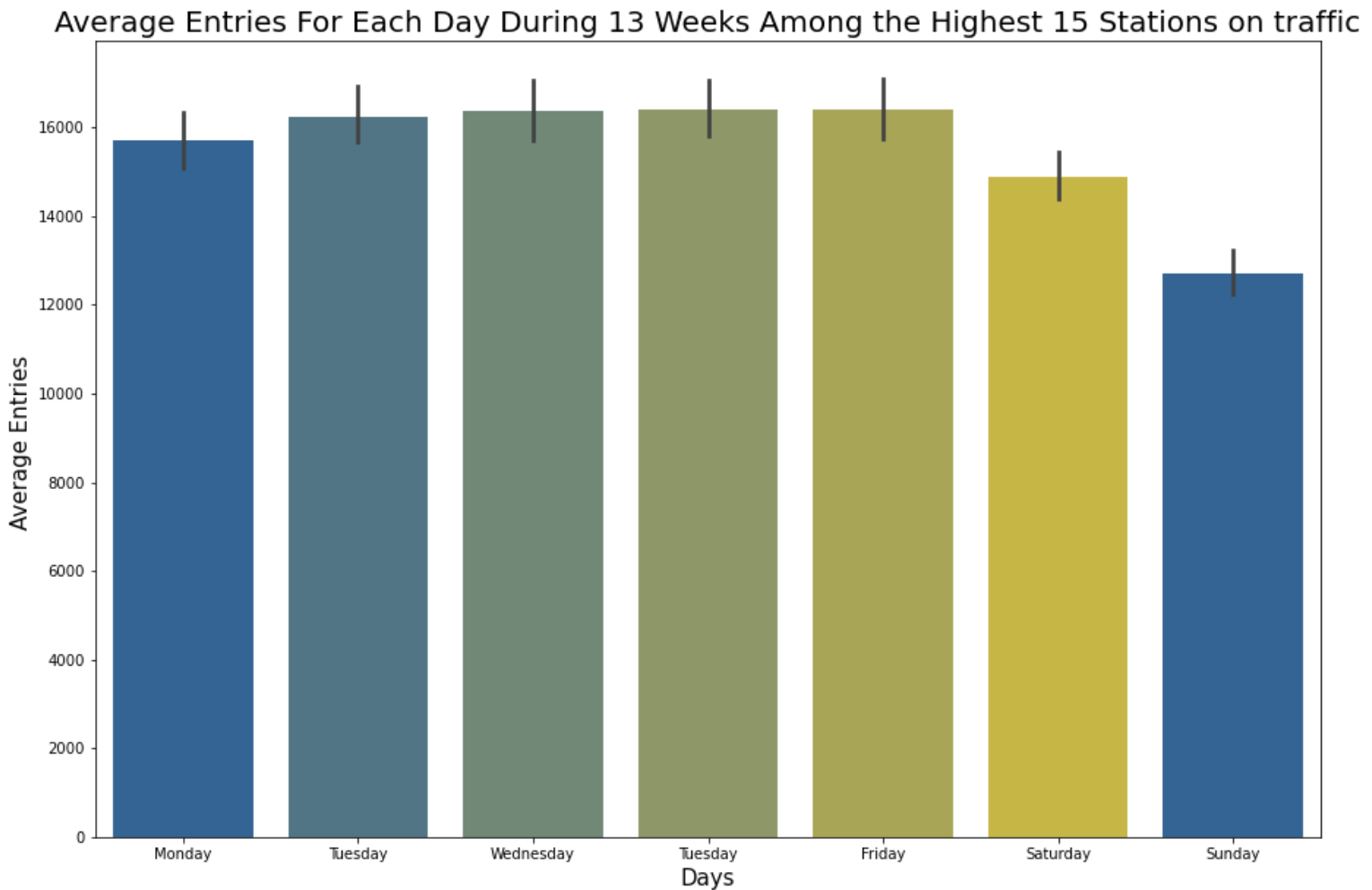
- PLOT 1:



The above bar chart represent the top 15 stations on NYC that has highest entries during the period that I choose to do the analysis on (June to Sep 20201).

So based on the above, we suggest to IKEA to distribute there sleeping capsules to those stations since they have the highest traffic among all the stations

- PLOT 2:



The above bar chart represent the average entries for each day of the week during all the period among the top 15 stations on traffic

So, we can clearly that weekdays has a slightly higher traffic than the weekends and we suggest to do the campaign on the weekdays since it has higher traffic