



NYC MTA Subway EDA





CONTENTS

01

Introduction

02

Problem Statement

03

Approach and Methodology

04

Analysis

05

Results

01

Introduction

Bull Ψ

1. Data Analysis and Advertisement Agency.
2. Our Goal.
3. The aim of this project

02

Problem Statement

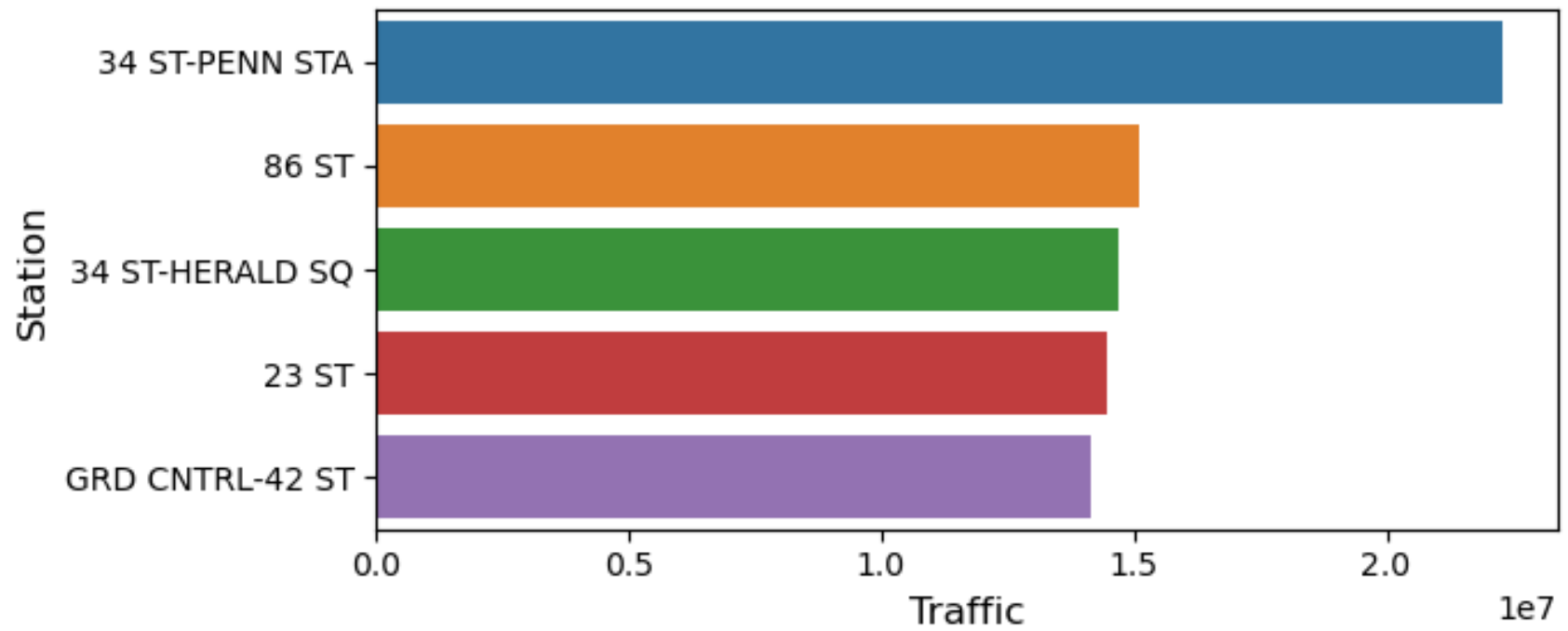
Our agency was hired by multiple clients to promote their products to gain higher exposure levels which would result in increased sales.

03

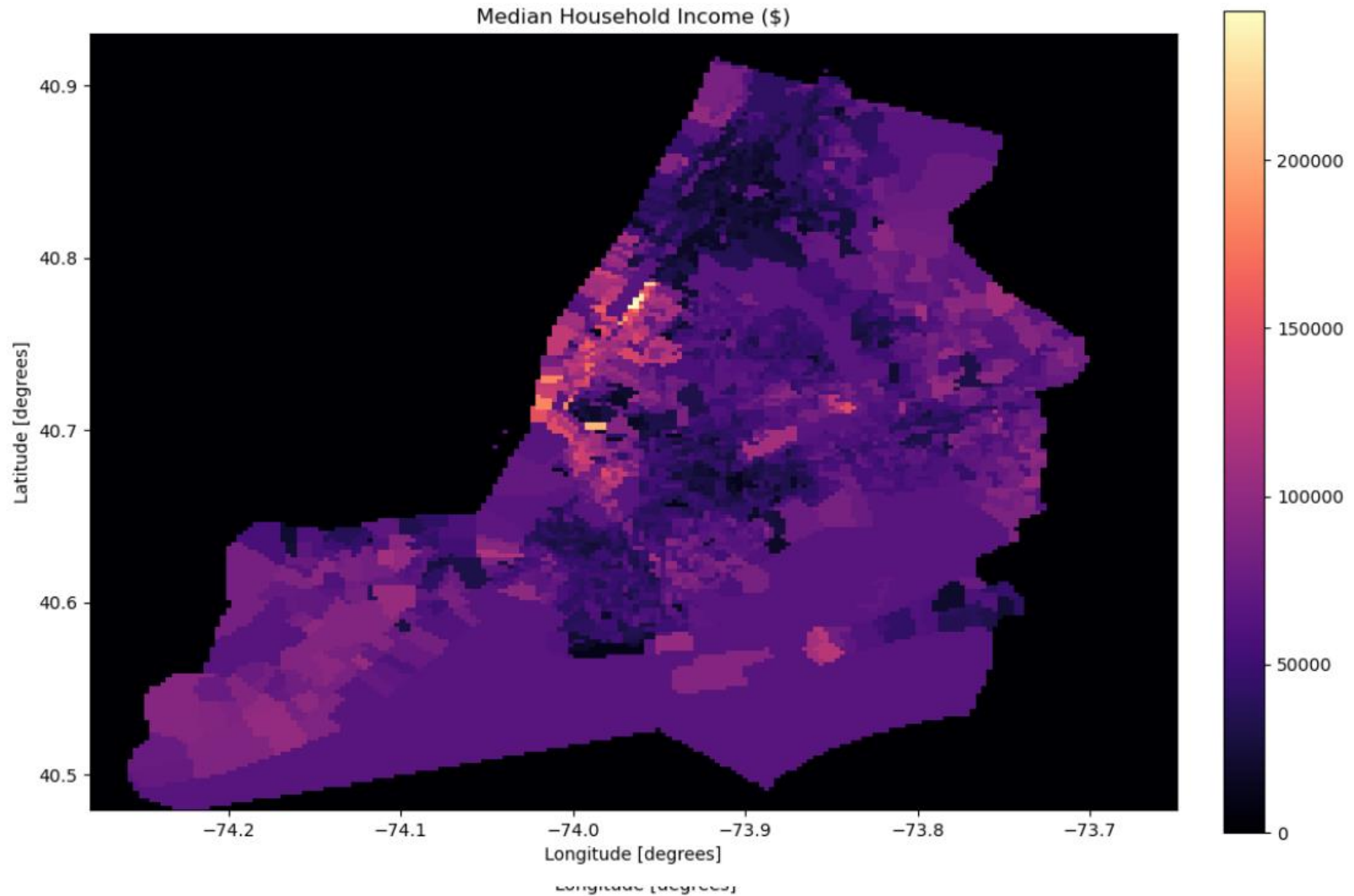
Approach & Methodology

- NYC MTA subway data of 2021
- NYC demographic.
- Data Cleaning
- Performed EDA On:
 - NYC MTA data.
 - NYC Demographic data 1-square Mile block around MTA Subway Stations.
- Based on our EDA we located the top 5 busiest stations.

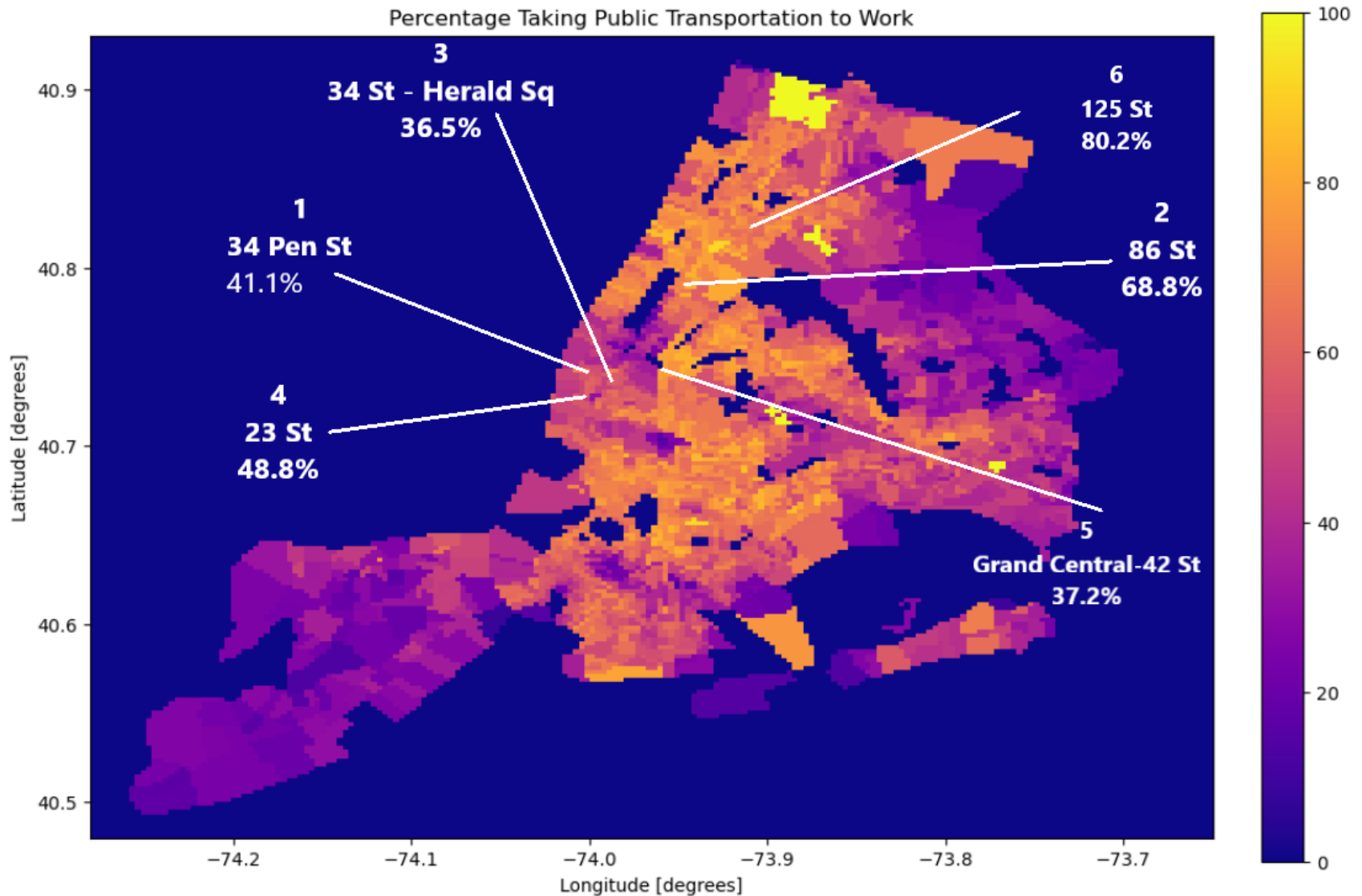
Analysis



Analysis



Analysis



05

Results

1. 34 Penn St fits our Tech Client (Apple)
2. 86 St fits our Retail Store Client(Ikea)
3. 34 St Herald Sq fits our banking client(US Bank)
4. 23 St fits our Make up client(Sephora)
5. Grand Central 42 St fits our clothing client (H & M)
6. 125 St fits our food chain client (KFC)



THANK YOU

