



**MOB
URST**

Table of Contents

1

Goals

2

Methodology

3

Results & Conclusions

4

Future Work

Goals

1

Top 3 frequented stations.

2

Total entries for each day of the week for all top 3 stations.

3



Methodology



Data

- Main features in MTA data:
 - Stations -Date -Time -Entries
- The used data from 3 July to 2 October 2021.



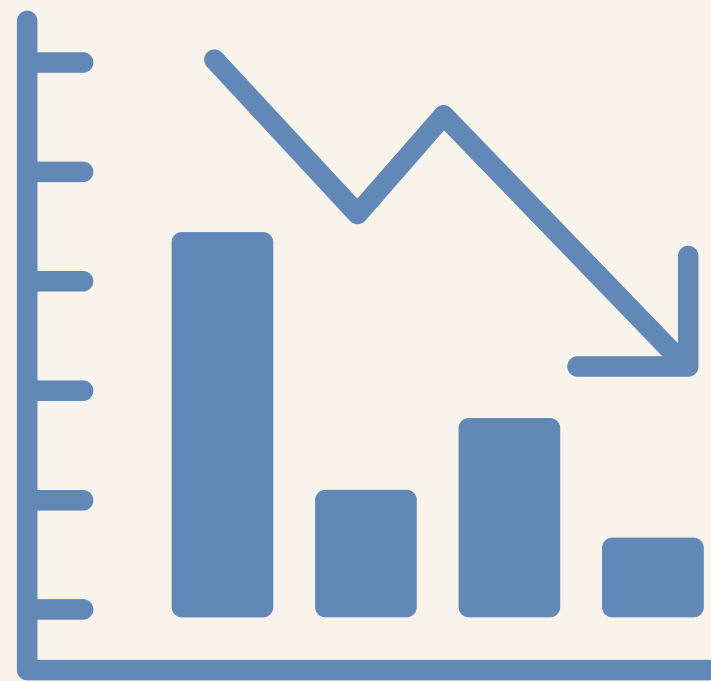
Tools

◀ SQLite
&
SQLAlchemy

◀ Pandas
&
Numpy

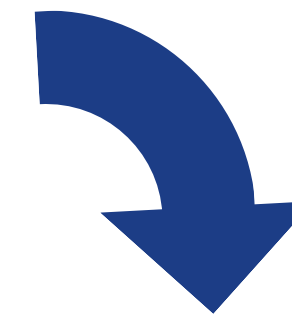
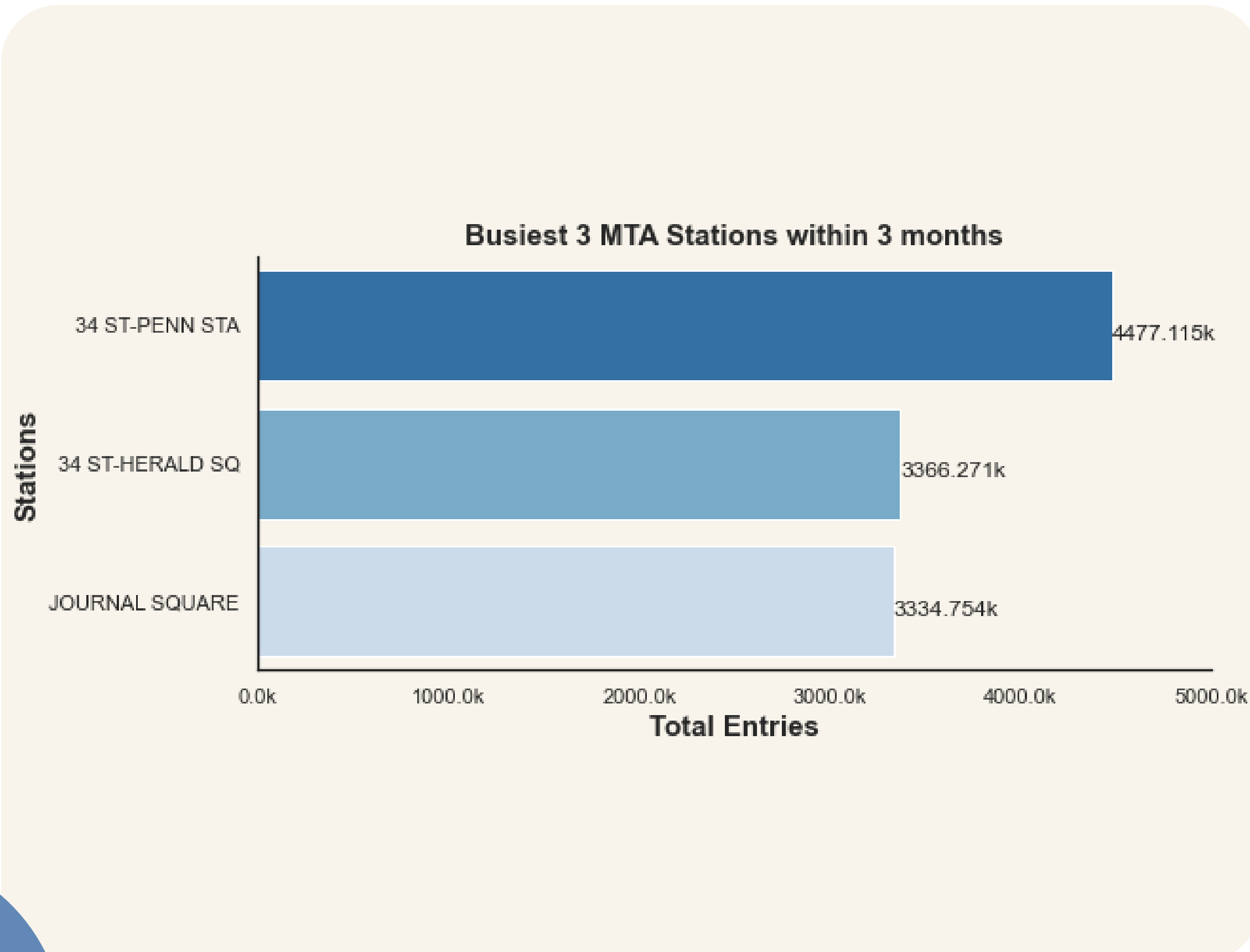
◀ Matplotlib
&
Seaborn

Results & Conclusions

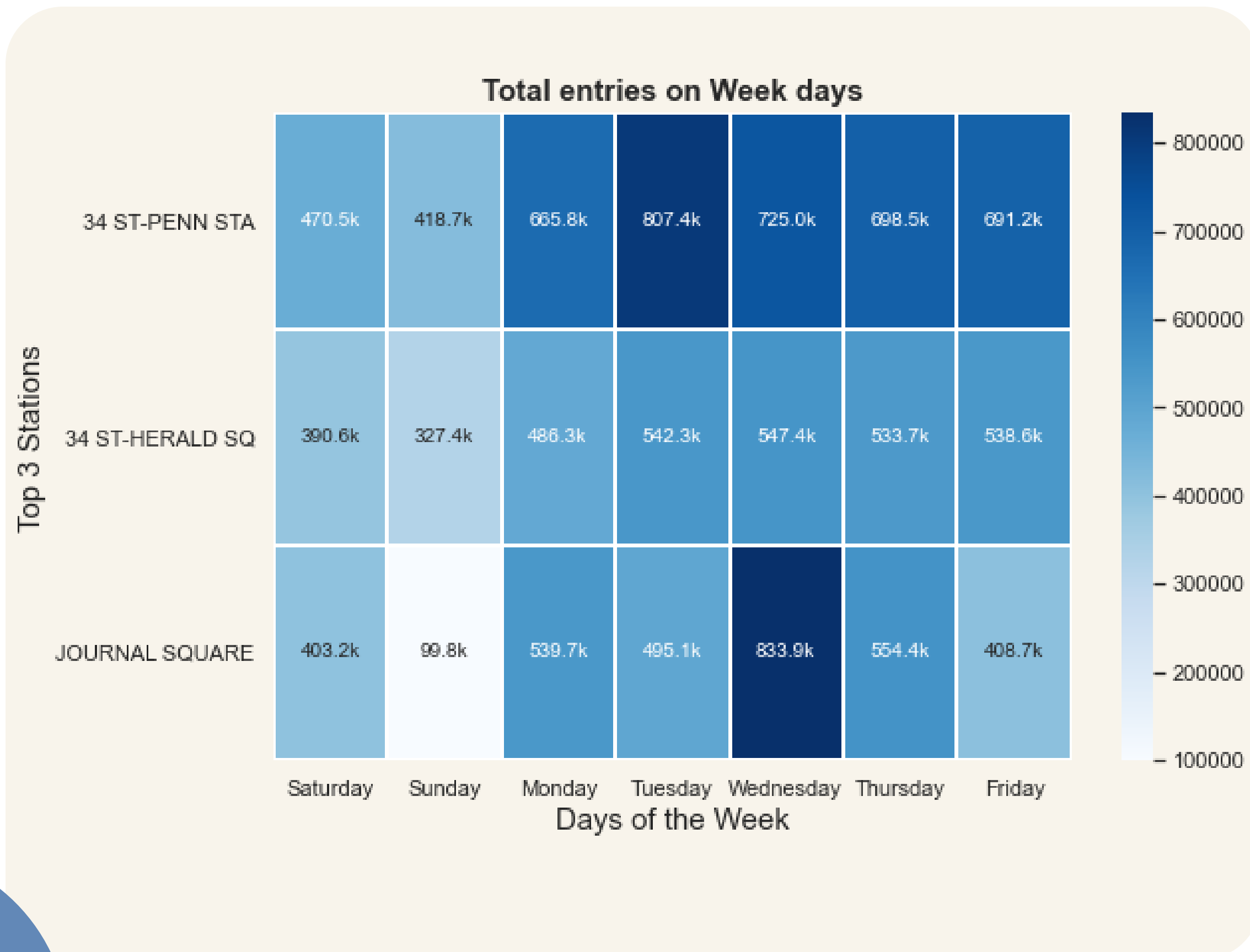


First result

- Vertical axis : Names of top 3 stations.
- Horizontal axis : Number of entries within 3 months at 3 stations.



- Place the 3 billboards at 3 top frequented stations.



Second result

- Vertical axis : Names of top 3 stations.
- Horizontal axis : Days of week.



- The AD price is determined based on the information indicated by the heatmap.

Future Work

Knowing the rush hours



Thank you..

Any questions?



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