MOB URST

Project Proposal

PROPOSED BY

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PROPOSED TO

Moburst Advertising Company

Overview

One of the tourism businesses asked Moburst Advertising Company to market the packages they provide in such a way that the advertisement targets individuals visiting the city where the tourist places are situated, and the advertisement for the packages is suited for the weather on that day.

Need

The model I intend to create will assist Moburst Advertising Company in determining which station to place the animated billboard, which will be the most frequented station, and which will display the right package based on the weather on that day.

Questions

- Will this model assist the Moburst Advertising Company?

- Will the advertisement of the tourism company's package be appropriate for the weather on that day?

- Will the animated billboard's location be effective?

Data Description

To fulfill the model's goal, MTA data must be analyzed, namely the following features (ENTRIES, STATION) to determine the busiest station for placing the animated billboard. In addition, MTA data can be obtained via the MTA website. I'll be utilizing data from June, July, and August of 2021, totaling 2,524,812 observations.

Furthermore, the New York City weather API must be used to display the appropriate tourist places in the weather of that day.

Tools

Python   SQLAlchemy   SQLite   Matplotlib   Numpy