MOB
URST

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Goals

1. Top 3 frequented stations.

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

Methodology

Data

- Main features in MTA data:

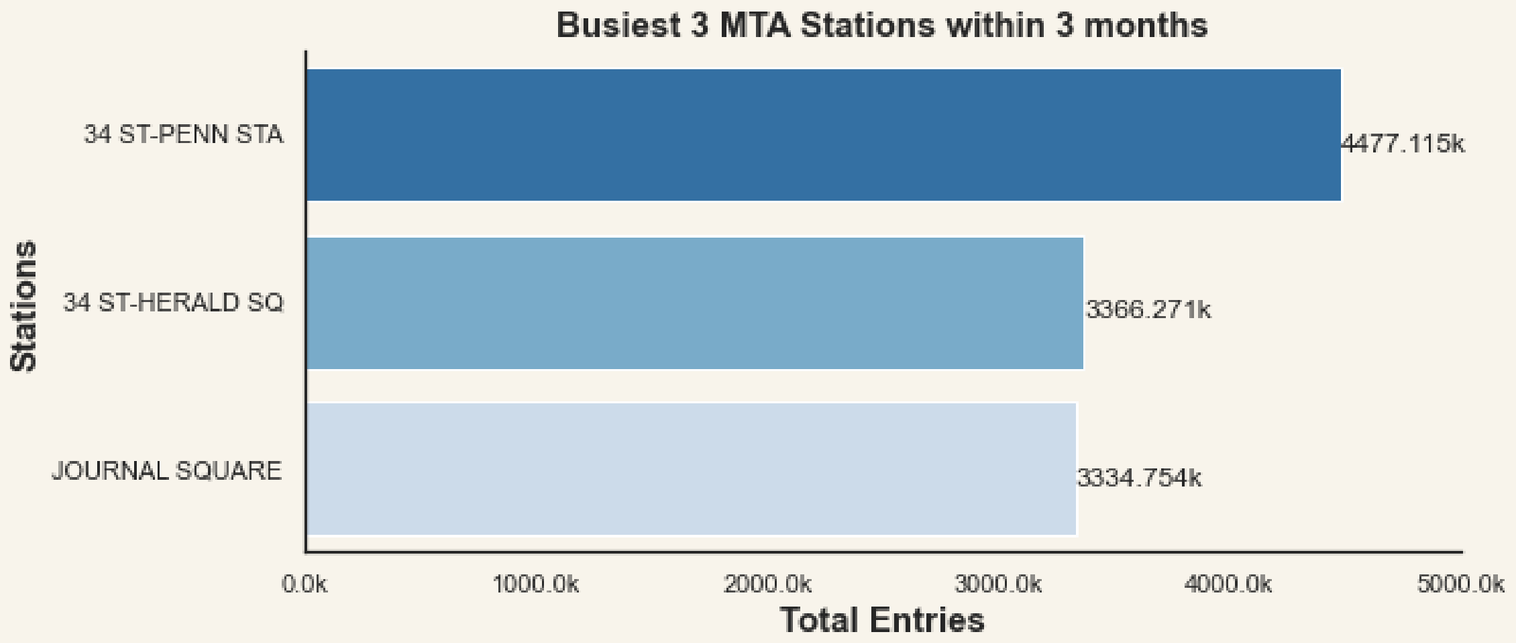
  - Stations -Date -Time -Entries

- The used data from 3 July to 2 October 2021.

Tools

- SQLite
  &
  SQLAlchemy
- Pandas
  &
  Numpy
- Matplotlib
  &
  Seaborn

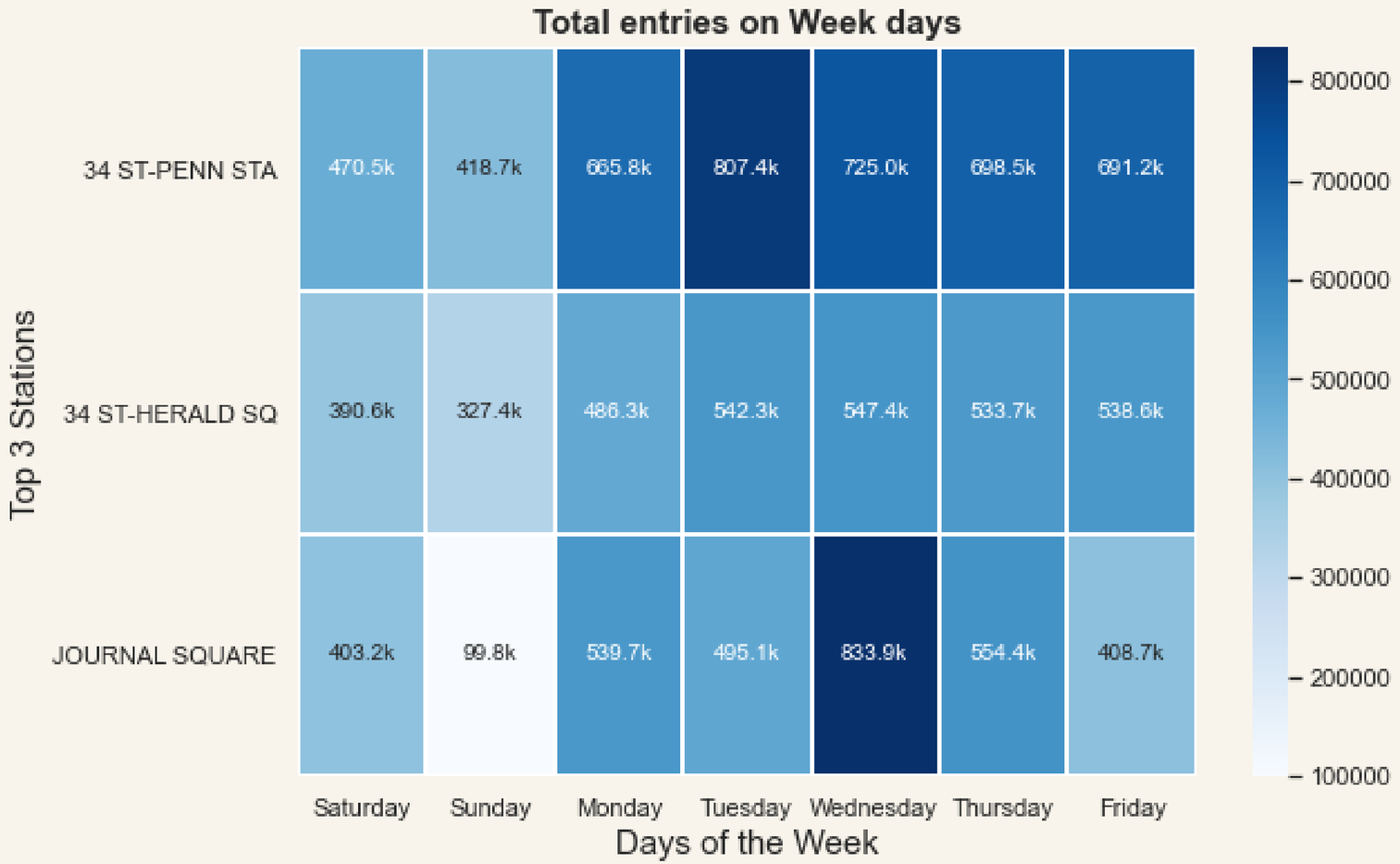
Results & Conclusions



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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