MOB URST
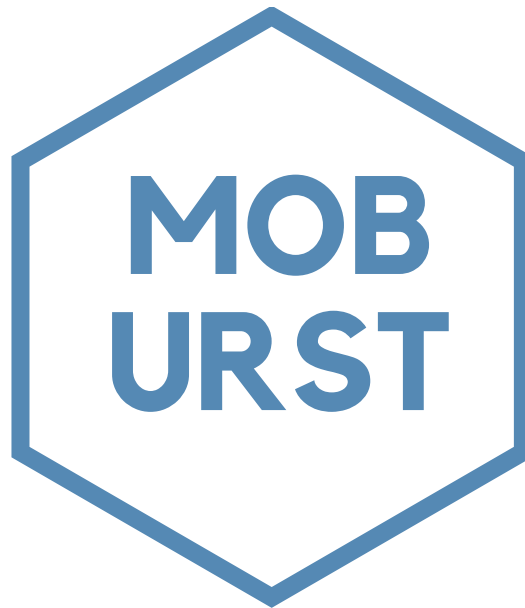
MVP

written by

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written to

Moburst Advertising Company

Analysis of the MTA data

The Moburst project's goal is to use the MTA data to recommend the Moburst company to place an animated billboard at the most frequented station. So that they can attract entrants to the station to advertisements
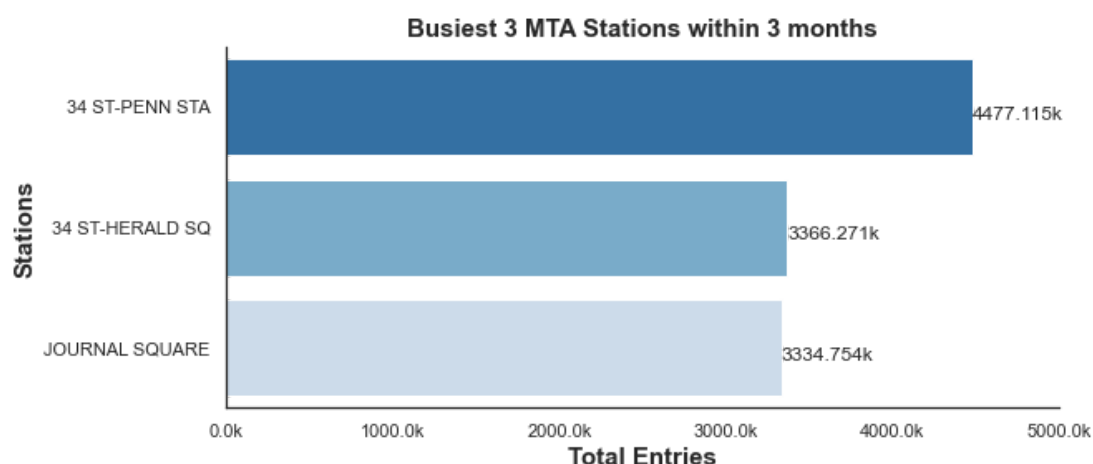

Figure 1

To start exploring this goal,I performed EDA on MTA data. And the outcome is depicted in Figure 1, where the bar chart displays the names of stations on the vertical axis and the number of entries within three months at these stations on the horizontal axis. Which displays the busiest 3 stations.

This result suggests that the 34 ST-PENN STA station it's the most frequented station, then 34 ST-HERALD SQ , and then JOURNAL SQUARE. In these places, I recommend Moburst Advertising to place their billboards.