

SEPTEMBER 2021



Proposal

PROPOSED BY

Rania Almneie

PROPOSED TO

Moburst Advertising Company

Overview

Moburst Advertising wants to place three billboards in the top three most visited stations. They also want to know the total number of visits for each day of the week so that the ad price can be determined accordingly.

Goal

Exploratory data analysis on MTA data to aid Moburst Advertising company:

- 1- Determine where the three animated billboards will be located.
- 2- Knowing how much the advertisement will cost over the course of the week, based on the number of visitors on each day.

Question

- Will the EDA assists Moburst Advertising in reaching its goal?

Data Description

To fulfill the project goal, I will analyze the MTA data , namely the following features (C/A, UNIT, SCP, STATION, DATE, TIME, ENTRIES) . Additionally, I will obtain MTA data via the MTA website. I will use data from July 03, 2021 to October 02, 2021, totaling 2934629 observations.

Tools

Python

SQLite

NumPy

Matplotlib

Jupyter

SQLAlchemy

Pandas

Seaborn