Ice Cream Trucks

MTA Turnstile Exploratory Data Analysis

Back story

- Ice cream Trucks company want to increase the sales of the ice cream
trucks by identifying the busiest stations and determining the best located for the ice cream
trucks.

- The project period is four months (May, June, July, August) of the summer period in 2018,
and to achieve increase the sales well analyze the stations data in New York City.
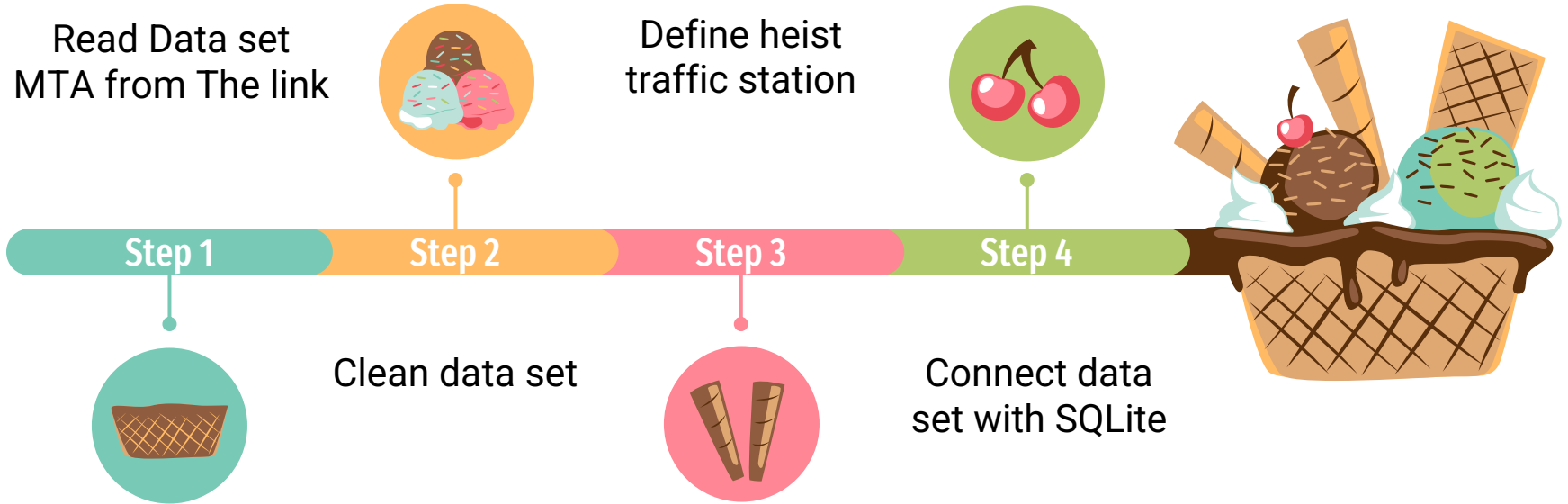
Tools

Terminology

Jupter Notebook, Python

Libraries

Numpy, Matplotlib, Pandas, SqlAlshema, Seaborn

Workflow

Step 1 — Read Data set MTA from The link

Step 2 — Clean data set

Step 3 — Define heist traffic station

Step 4 — Connect data set with SQLite

Clean Data set

01 **Check of NAN**
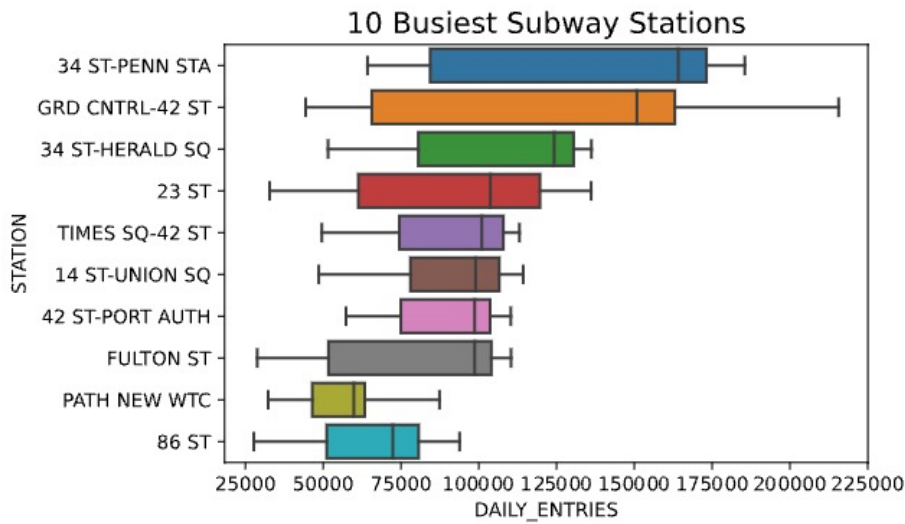
Drop duplicates **02**

04 **Minimum and Maximum of numerical values**

Outlires **03**

Heist Traffic Station
with Daily_Entries

Heist Traffic Station
with Daily_Exits

Heist Traffic Station

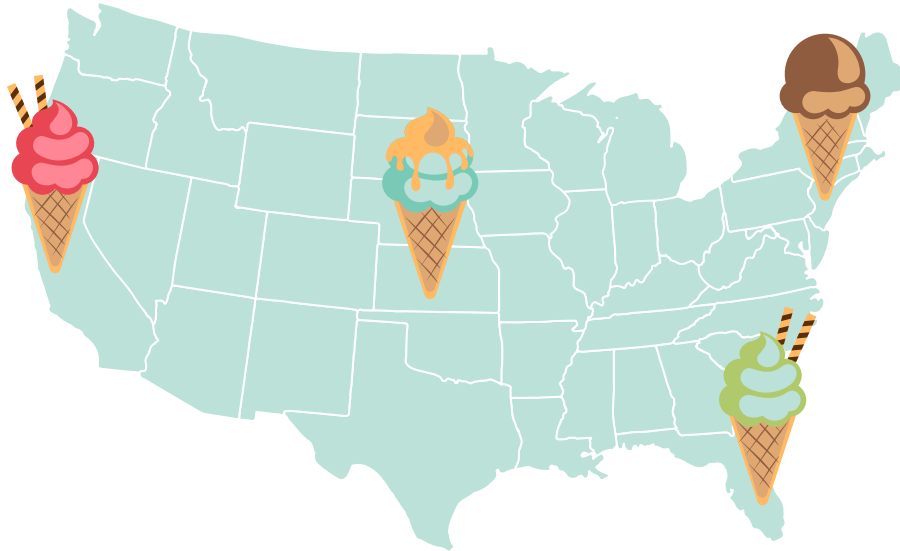Top 10 Stations by Total Entries and Exits (January-June 2018)
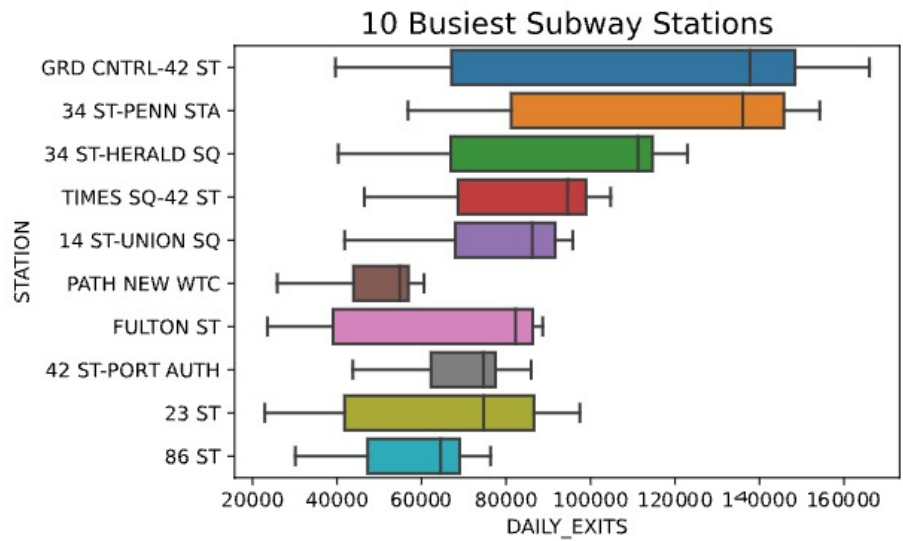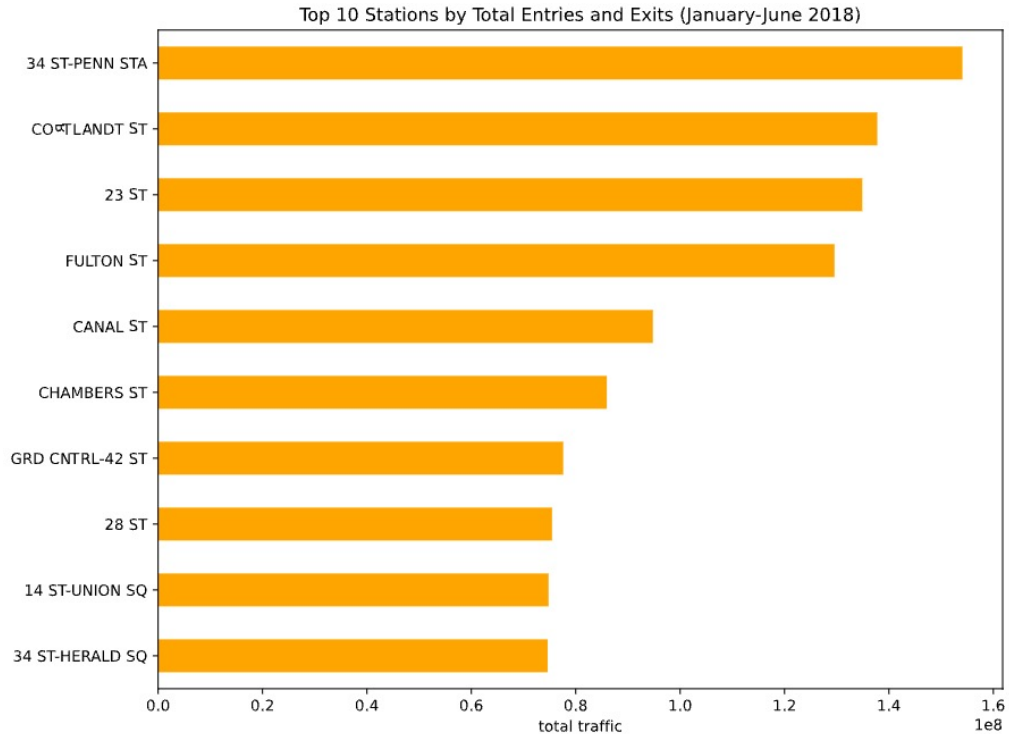
Conclusion

It is preferred to locate Ice Cream trucks at the top 10 crowded stations and provide the most famous flavors in New York.
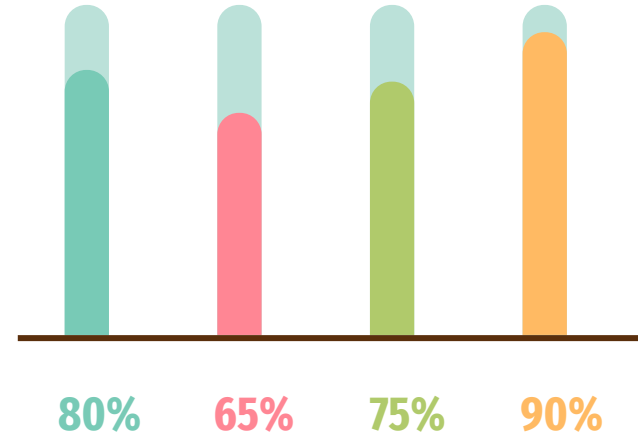
Strawberry

Candy

Chocolate

Pistachio

Future Work

As a result, the trucks will be located to the 10 busiest stations to increase sales of the Ice Cream Trucks can be set based on when the temperatures are rising and during the rush hours.

80% **65%** **75%** **90%**

Thank you

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