MTA Turnstile EDA Analysis For Dior Marketing

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Dior is one of the largest companies in the world in the field of fashion and beauty products, it wants to market its products extensively to attract the largest number of customers, the wanna promote the new perfume on the subways so it wants to work with me on the analysis of MTA data, in the EDA on MTA data the goal is to determine which days, times, and stats are the best to promote the Dior perfume. the motive to increase profits.

problem statement

- ◇ How can Dior have a promotional campaign?
- ◇ The best time to advertise the new Dior perfume?
- ◇ The best stations to promote the product are suitable for the segment of the population that can buy it?

The dataset is reported in weekly updates, Our approach is to utilize the MTA turnstile data retrieved online for the period from May to August 2021 to recommend a list of top 3 stations with the highest amount of ridership and which day of the week to focus on. To analyze a bigger data set that covers a longer period to increase the accuracy and reliability of the result derived. I will use a set of data set that has 200,000 observations and 8 fields named { C/A, SCP, STATION, DATE, TIME, DESC, ENTRIES, EXITS } from MTA turnstile data.