MTA Turnstile EDA Analysis

Dior Marketing

Submitted By:

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Abstract

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.

Design

This project originates from the MTA turnstile data . 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 . To analyze a bigger data set that covers a longer period to increase the accuracy and reliability of the result derived.

Data

- The dataset contains 345.0+ MB of raw data used in analysis data that from May to August 2021

Algorithm

- Fetch : create a variable to read desird weekly CSV files from the MTV Data website.
- Cleaning : clean all space for column. and remove any duplicates .
- Check : for all code and fix the errors
- create a plot diagram for the enters.

Tools

- IED : Python , Jupyter
- Libraries : Panads , Datetime , Matplotlib