



Turnstile Advertisement for TC05 Company

Introduction:

TC05 company will launch its new energy drink beginning of the summer of 2022 in New York City. The goal is to find the busiest stations in NYC during the summer to place an advertisement on every turnstile. Starting from doing an EDA for MTA turnstile data in May, Jun, July, August of 2019. Choosing data from 2019 to take into consideration the up normal changes in data that happened during the covid-19 pandemic is essential to have the most beneficial results.

Strategy:

- 1- Collect data from (<http://web.mta.info/developers/turnstile.html>) .
- 2- Data cleaning: dropping duplicate outlier and null values.
- 3- Exploratory data analysis
- 4- Algorithms
 - subtract the difference between entry and prev-entry dates.
 - Adding entry and exit for total traffic.
- 5- Communicate my findings and results in a PowerPoint.

Tools:

Python with Jupiter Notebook.

Libraries: NumPy, Pandas, Matplot, SQLAlchemy, Seaborn.

