**OVERVIEW**

We understand MTA stations challenges because we’ve lived through them. Our team have launched and ran successful local brands and have also held senior marketing positions within multi-national organizations. So, In ADVERTISETECH we engage deeply with strategic challenges, and only when we’ve identified that one key element pivotal to success, then we develop and execute brand communication and advertising.

**GOALS**

1. Improve the income of MTA stations.
2. Focusing on advertisement.
3. Improve its financial sustainability model.

**SPECIFICATIONS**

**Using** the dataset of MTA stations for the past three months have provided us a solid knowledge of what solutions we can give and how we can enhance the advertisement in MTA stations, our data Scientists expertise have made the appropriate EDA on the MTA dataset by using PYTHON and SQL to provide strong statistical data that will give a clear picture of how they will improve the revenue of MTA stations.