

# MTA TURNSTILE- DATA ANALYSIS

## MVP

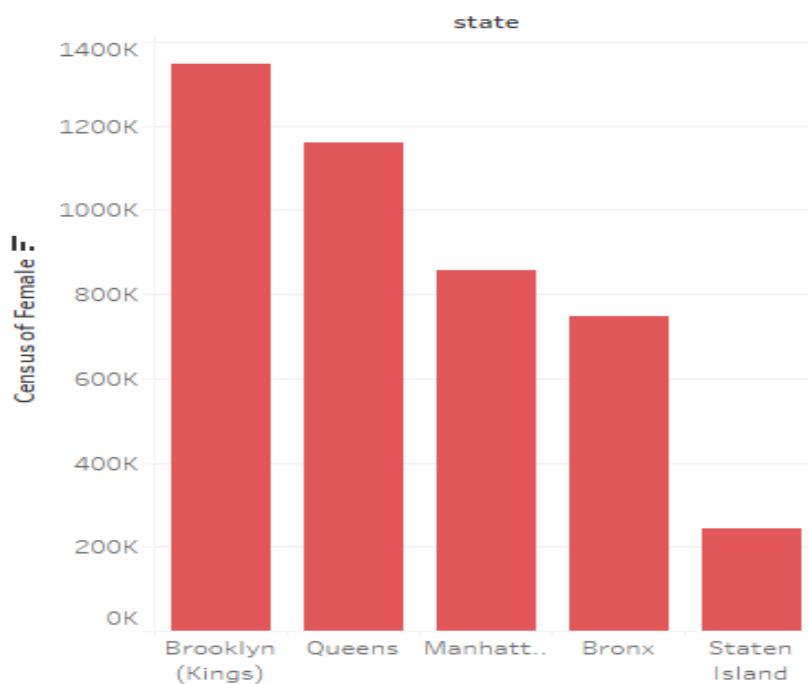
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### Goal of the Project:

The primary goal of the project is to analyze where the most crowded MTA subway stations is with most Female population to help women in their fight of Breast Cancer and market the new products.

Census of Femele in Boroughs of NYC



- According to plot above my station target will be **Brooklyn**.

### Interval:

- Data was used in this project for a period of 4 months (SEP-DEC) 2020.

### Methodology of exploring the data:

1. Each subway station was mapped with its zipcode to find all stations in Brooklyn.

2. Different analysis was implemented to answer the following questions in crowded stations:
- 2.1) Are subway commuters in weekdays different than weekends?
  - 2.2) Is there specific time the subway gets busy?

## First Insight:

