



# UMBRELLAS SHOP

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OUTLINE



STORY



IDEA



OUTPUT

# STORY

- DURING MY SEARCH FOR A JOB, MATAR INC. BASED IN NYC, WHICH SELLS UMBRELLAS, WAS LOOKING FOR A DATA ANALYST, AND ALL JOB DESCRIPTIONS AND REQUIREMENTS APPLIED TO ME. THUS, I DECIDED TO SUBMIT MY APPLICATION THROUGH THEIR PORTAL, AND SHOW THEM MY SKILL ON REAL DATA.

# IDEA



To increase the company profits , more umbrellas need to be sold.



Using the available New York subway MTA data could help to conduct the analysis.



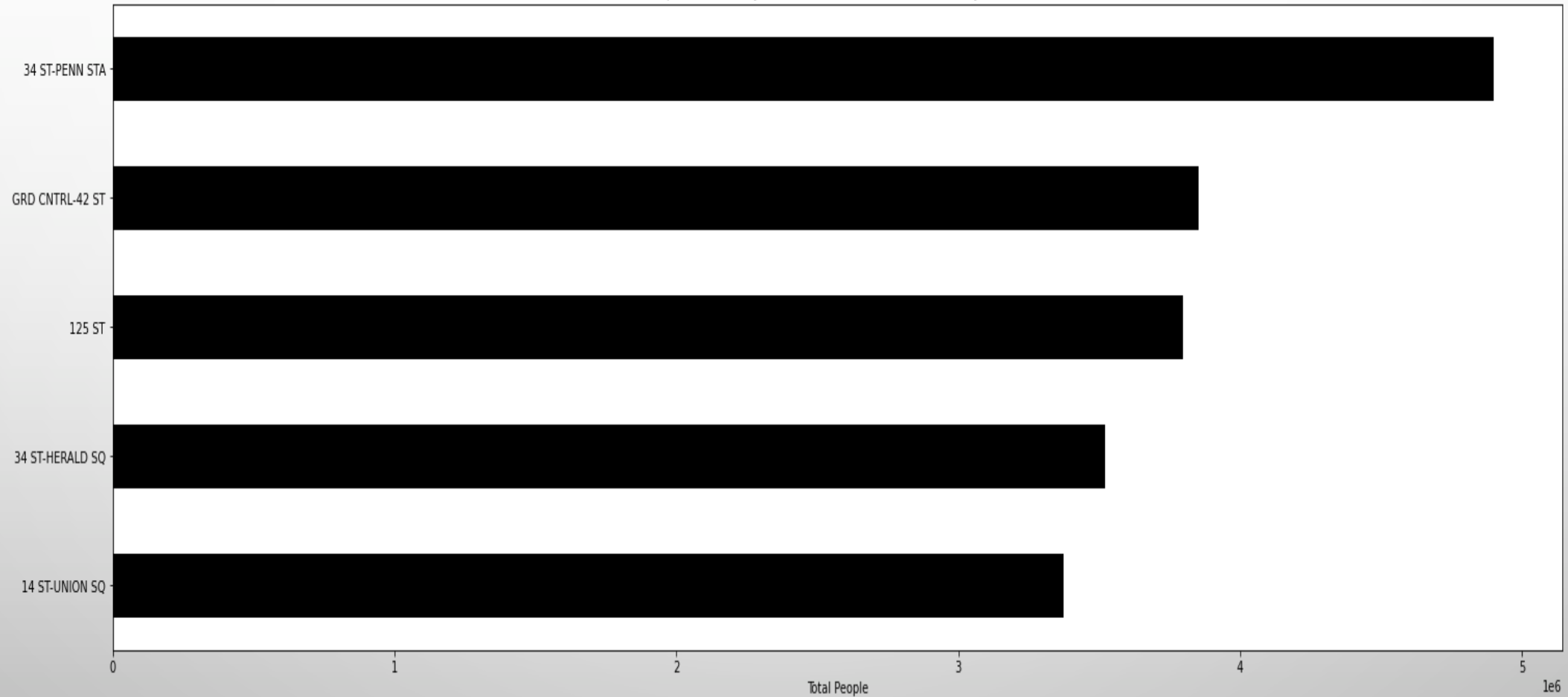
The company should target the most crowded and active areas across the city.



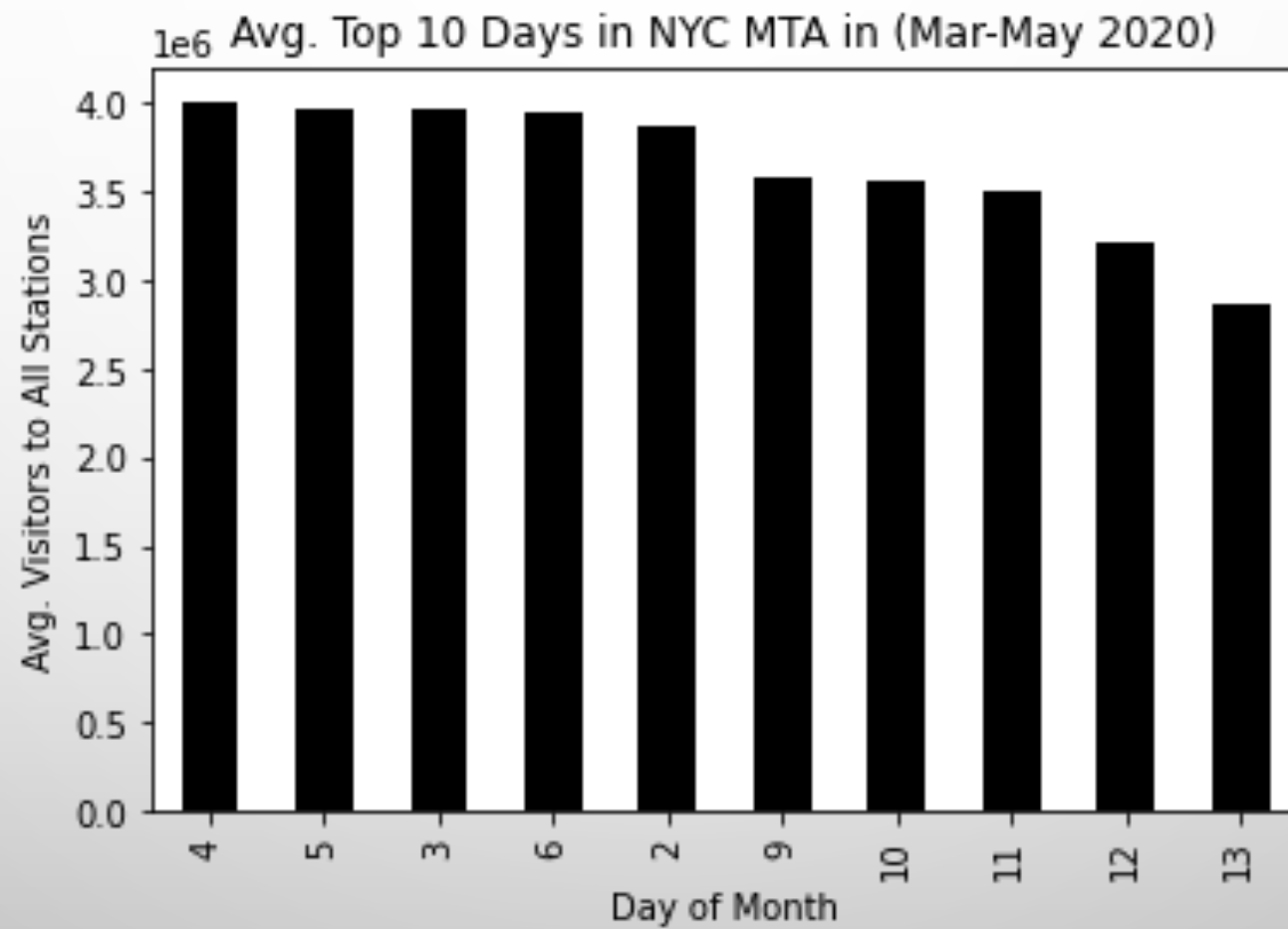
Using the weather data to know the rainiest months during the year.

# PLOTS

Top 5 Stations by Total Entries and Exits (March-May 2020)



# PLOTS



THANK YOU!

