# MVP

The goal of my project is to take advantage of the available MTA data in NYC and increase the Matar company profits by helping the company optimize the time and placement of the selling points across the city and selling umbrellas in MTA subway in NYC. The idea targets to count the umbers of people commuting through a specific station and count rainiest days and months during the year.

The selling points should be at the entrances to subway stations. My analysis includes ingesting the raw data into a SQL database and querying it. Pandas and visualization libraries will be used. The insight and output of this analysis should have a great impact on the company's revenues
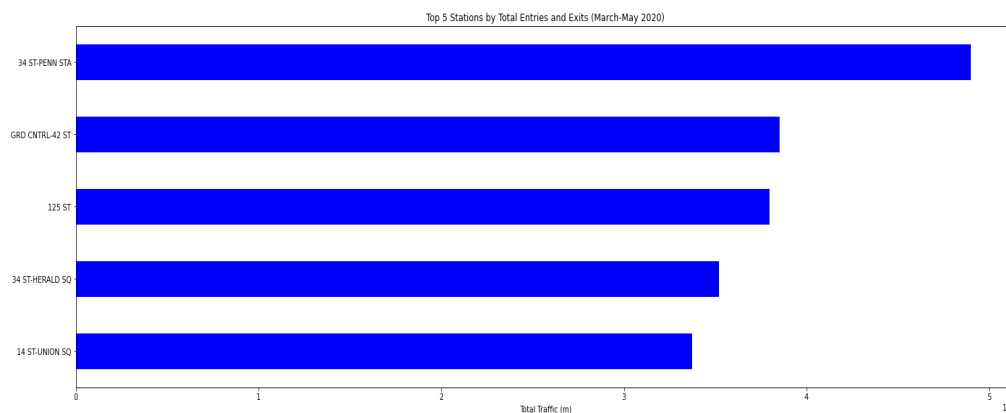
After exploring the data for March, April and May of 2020, I found that 34 St – Penn Stat station was the busiest station. The x-ais shows the total entries and exits of each station. I consider that each station could have more than one turnstile. These results suggest that the company should focus on selling their umbrellas at these stations. However, more analysis needed to confirm that such result is valid all day.