

Proposal

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Umbrellas Shop

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. However, I thought that I needed to make my application more appealing by showing my skills through real analysis which benefit the company.

To increase the company profits, more umbrellas need to be sold. Thus, the company should target the most crowded and active areas across the city. Moreover, the company should also predict when to dispatch staff to these areas at the right time to sell more umbrellas. Therefore, I thought that using the available New York subway MTA data could help to conduct the analysis.

In this project, I plan to use the MTA subway data, which is available freely from the city, to help the company optimize the time and placement of the selling points across the city. The entries and exit variables in the subway data help in knowing the number of people commuting through a specific station. I also intend to use the weather data to know the rainiest days 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.