

## PROJECT XYLO!:

### METIS DATA SCIENCE BOOTCAMP - MARCH 2021

#### PROJECT SPONSOR: AKRAM BEVERAGES INC

#### PROJECT SUMMARY

**AKRAM BEVERAGES INC** a beverage start-up has been providing the ultimate refreshment for the Indian summer for the past 5 years. The company has considered breaking into the US market, but has always lacked the best product. Well, they now do.

#### THE PRODUCT:

**XYLO!** Their new refreshment beverage is trending in India and the US.. Current US online sales are in excess of \$2M and growing steadily. The product needs to get closer to the consumer.

This a product made for the ordinary commuter who walks a considerable distance and will need refreshment on the final leg. **XYLO!** is a commuter's breath of fresh air on a hot day.

#### THE ROLL-OUT

AKRAM has secured FDA approval for street-level vending of drink-on-on-the-go portions and has identified New York as an ideal launch pad.. AKRAM Inc will position branded ready-to-go vending machines on streets leading to and around New York City's transport hubs. Target roll-out is Summer 2022.

#### NATURE'S LOVES XYLO!

The fact that the National Weather Service has projected Summer 2022 to be the warmest in a decade has also not gone unnoticed by XXX. This is the best time to roll out Sip-Aaa!

#### The Project Challenge:

Optimum location is KEY.

The project will identify and recommend the best possible locations to capture pedestrian attention using New York's MTA Turnstile Data.

Key deliverables:

Deliverable	Status
1. Identification of the best public transportation junctions by numbers during the roll-out season (Summer)	50 Train stations by commuter numbers have been identified for strategic placement of vending machines.d
2. The most vantage entrances/exits to place vending machines near by or at.	Only entrance data has been used since approval for placement of vending machines INSIDE the stations has not been secured yet.
3. The most populated tiems in a 24hr window. 4. The longest window between off-peak and passenge resumption. 5. SUGGESTED: All vending dispensers should be recyclable for maximum tax benefits.	Both the peak and off-peak hours have been identified.  4. Similar to '3. And addressed as an extension of 3.

#### PROJECT TIMELINE: 2 WEEKS

**PROJECT DESIGN:**

- Project requirement is a platform of numbers and street-level visibility for product dispensing.
- Necessary approval was recommended and secured for product permissibility into the target market.

This was a major prerequisite for project sanctioning.

**PROJECT DATA:**

Commuter data was a major requirement, fulfilled with MTA turnstile data.  
4 month data for the summer months May, June, July and August.  
Additional weather data has been added to confirm the weather forecast as mentioned in the project proposal.

**PROJECT ALGORITHMS:**

The data was loaded into sql and imported to Python.  
Data from May, June, July and August was secured.  
Data was exhaustively cleaned of inconsistencies.  
Clear recommendations have been thereof.

**Project Tools:**

It is acknowledged that while SQL would have been ideal but all the cleaning was done in Python due to the extreme time constraints.  
Project was executed in Python 3.88 .  
Data and recommendations were delivered via Git/Github as recommended by the client.

**Communication:**

Project findings were presented for the client's representatives Metis Inc via Zoom Link, well within Covid regulations.

**Dennis Ssekamaanya**  
**PRINCIPAL DATA SCIENTIST.**

**Approved by: : Project Sponsor**