



# DOUNTS Trucks

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# Backstory

- Donuts trucks is a new business company.
- They need to explore the areas with highest traffic in New York City.
- So, by analyzing MTA Turnstile Data we can help them to explore where should these Dounts' trucks take location.
- Distributing 10 trucks as the first step , three days weekly





## Dataset: MTA Turnstile

### Sample

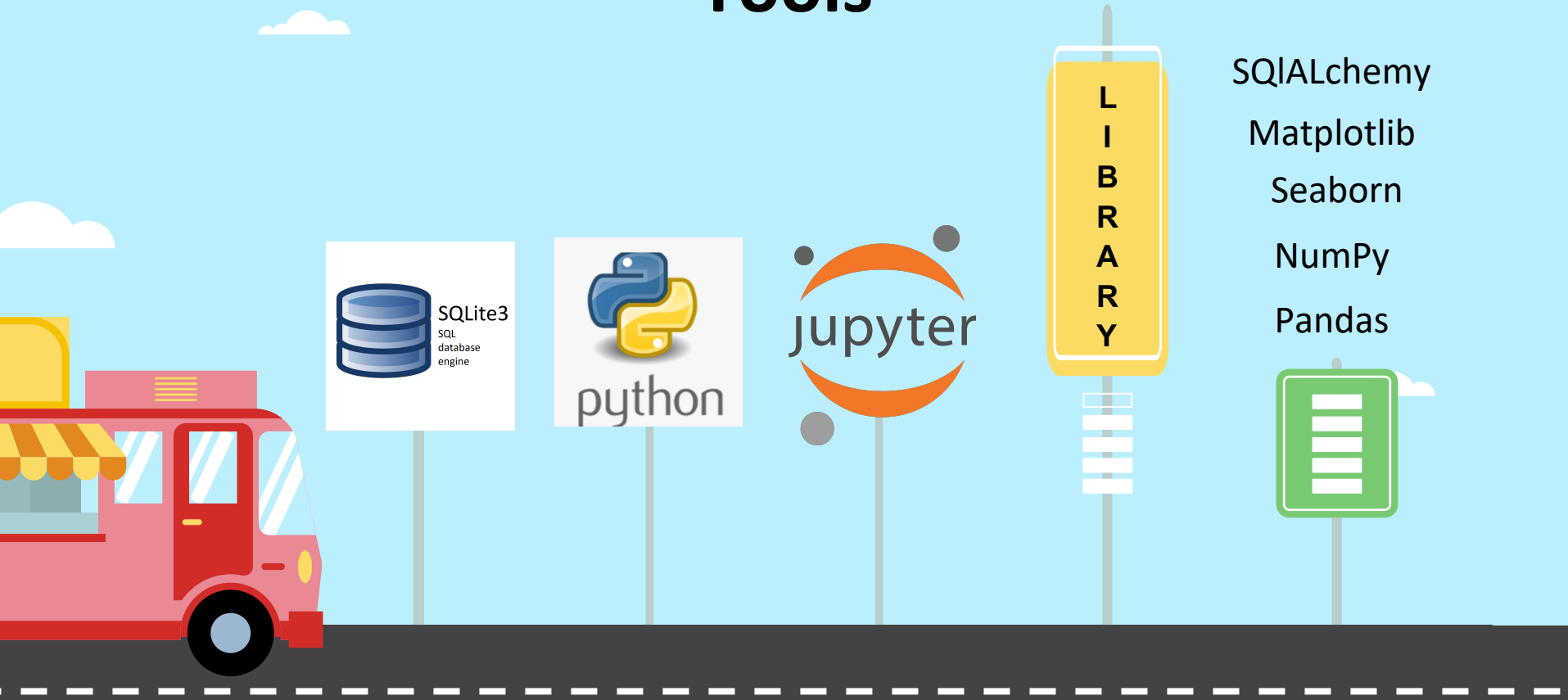
4 months of 2018  
(July-October)  
555,156 rows × 12 columns

Food  
Party

DOUNTS

SWEET

# Tools





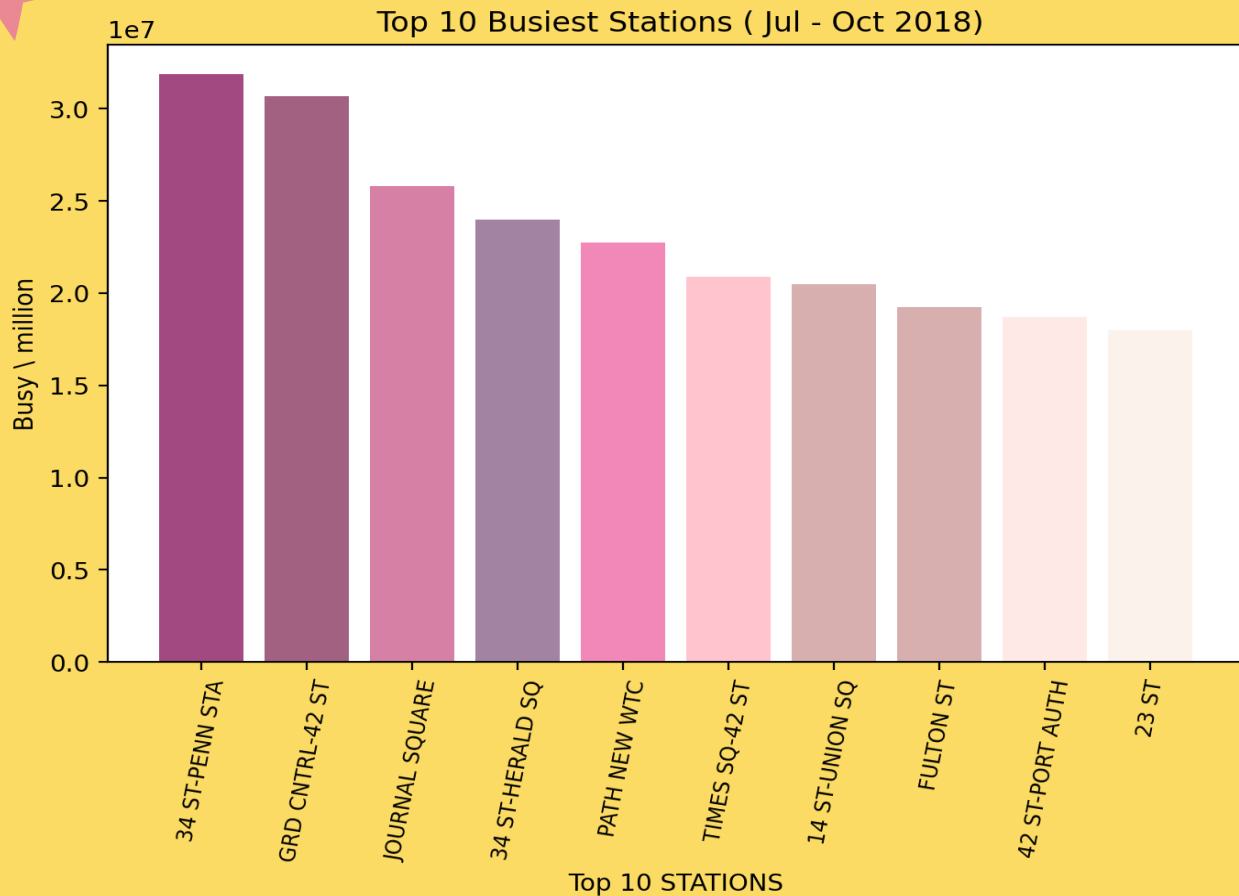
# Data Cleaning

- Check nulls values.
- Check Duplicates rows.
- Add new columns.
- Delete unnecessary columns.
- Strip columns names.

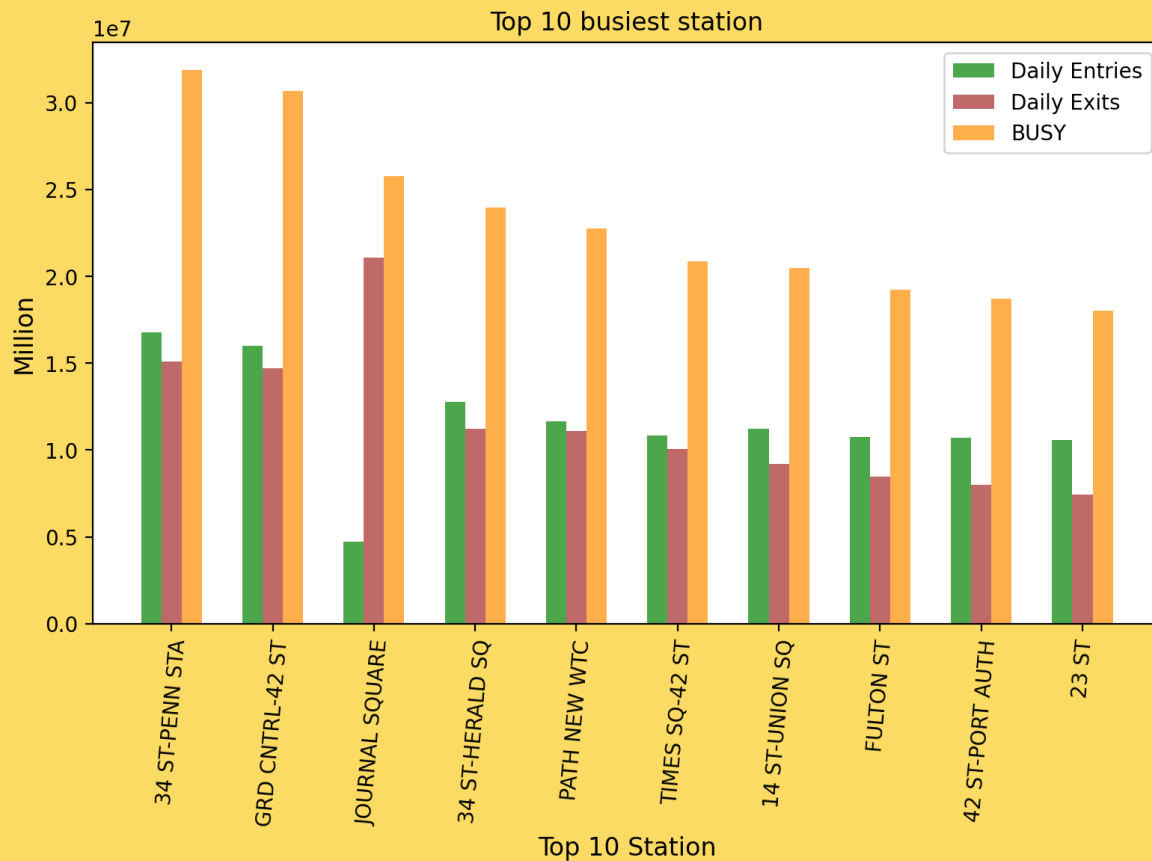
# Data Analysis



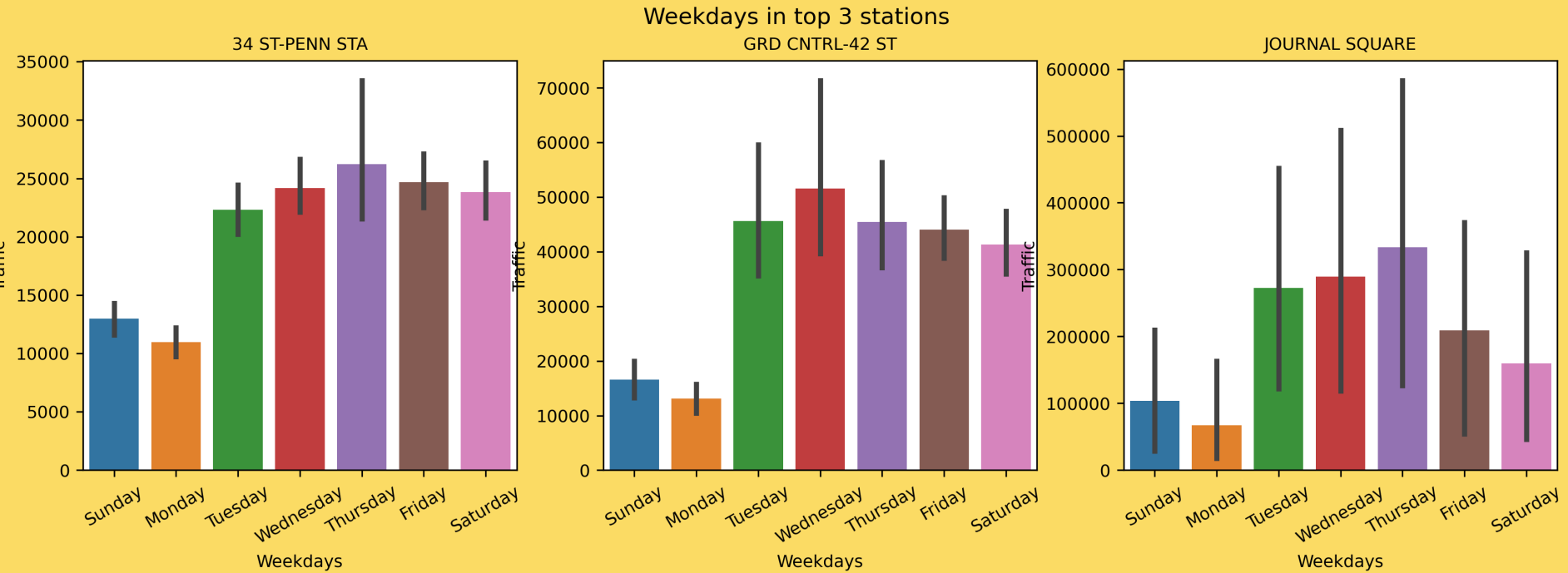
# Top 10 Busiest stations in NY City



# The Entries, Exits and Traffic for each top 10 stations







Weekdays of 3 top stations

## Weekdays of 3 top stations as a sample

### 34 ST-PENN STA

- Thursday, Friday, and Saturday.

### GRD CNTRL-42 ST

Tuesday, Wednesday, and Thursday

### JOURNAL SQUARE

- Tuesday, Wednesday, and Thursday

## Future Work

Generating other insights by  
focusing on time to  
determine when the trucks  
opening and closing

# Thank You

