

Analytics Design

Case 1:

Traffic Geolocation Data Recommandation

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Nov 6, 2022

Project mandate

- Kid's Day organizing committee
- Data analysis
- Most strategic locations
- Sell the newspaper with special edition

Key Findings & Recommendation

Findings

- The location
- Compass direction of the traffic
- The recording date and time
- The average speed of vehicles
- Sum of count of vehicles

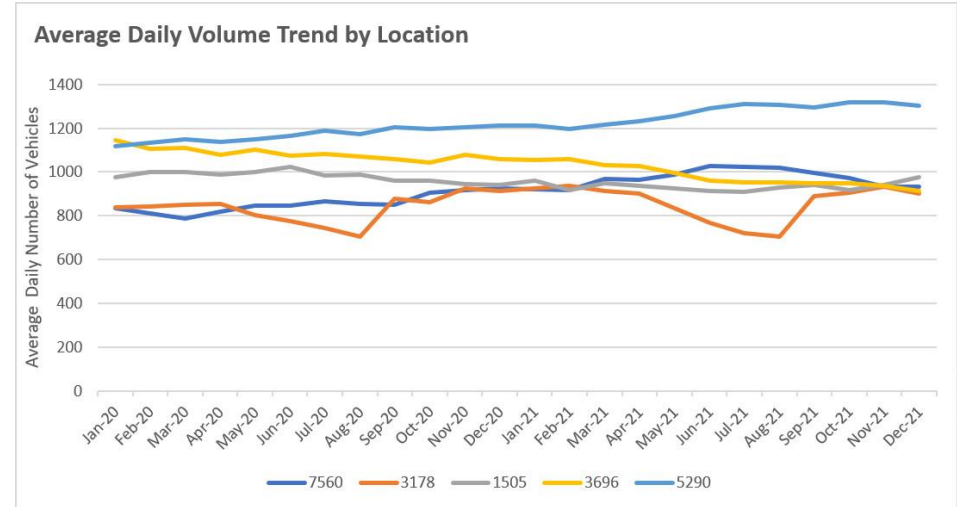
Recommendation

- Volume of people in various locations
- Volume of people in different time periods
- The estimated wait time

invest it!

Data insight#1: Location

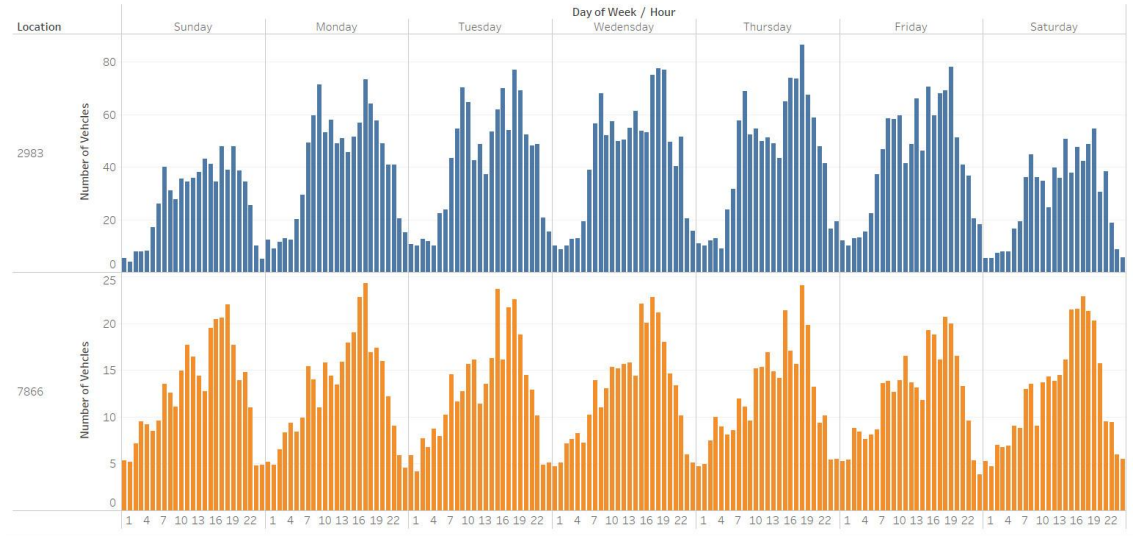
- Higher volume, larger population
- Sale possibility increase
- Maximize profit
- Best location: 5290



Data insight#2: Time

- Volume Peak
 - Weekdays: Commute Time
 - Weekends: Daytime

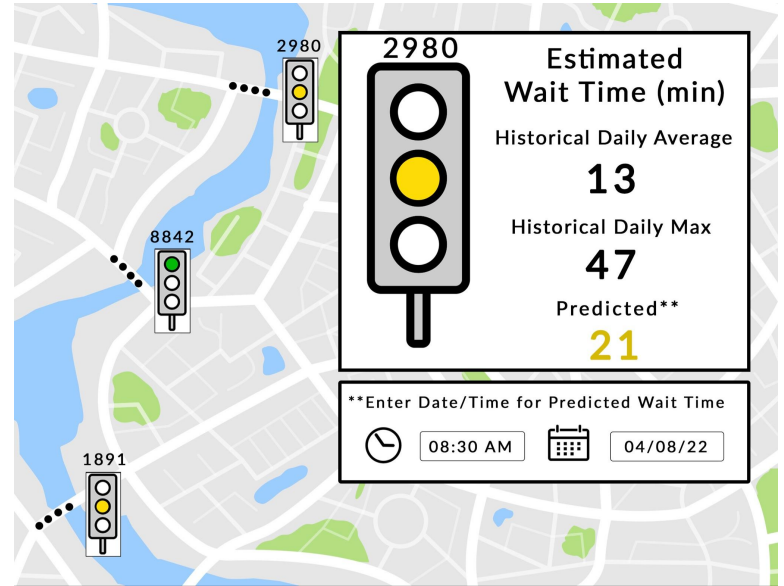
Traffic Volume by Day of Week, Hour of Day



Data insight#3: Wait Time

- From vehicle speed
- Purchase time
- Chance of selling
- Volume of sales
- Impression of newspaper

Driver's Estimated Wait Time at Traffic Light



Conclusion

- **Recommend Investing**
 - Overall Population Volume
 - Traffic Volume per day
 - Traffic volume per location
 - Profit forecasting
 - Estimated Wait time
- **Suggestions**
 - Customer's willingness to pay
 - Demographic data (Income, age, Literacy rate)
 - Weather Data

Thank You !