Question/Need:

* What is the question behind your analysis or model and what practical impact will your work have?
  + How effective is the Earth Day marketing campaigns in New York? An effective campaign would expect that people use increased transit (as they would want to use their car less) in the days around Earth Day. New York City also provided a free Citi Bike usage code for Earth Day. A successful campaign would likely see an increased number of casual riders.
  + The analysis can be used to study if additional resources should be assigned in order to improve visibility and further analysis could be used to see long term effects of Earth Day marketing campaigns ie. Do people continue using more green methods of transportation after Earth Day?
* Who is your client and how will that client benefits from exploring this question or building this model/system?
  + Potential clients would be the New York City Government and Earth Day Organizers.

Data Description:

* What dataset(s) do you plan to use, and how will you obtain the data? Please include a link! (The link can be to the dataset you’re downloading, the site you’re scraping, etc.)
  + MTA Data (<http://web.mta.info/developers/turnstile.html>)
  + Citi Bike Usage Data (<https://s3.amazonaws.com/tripdata/index.html>)
* What is an individual sample/unit of analysis in this project? In other words, what does one row or observation of the data represent?
  + MTA - C/A (Control Area), Unit (Remote Unit for a Station), SCP (Subunit Channel), Station (Station Name), Linename, Division, Date, Time, DESc, Entries, Exits
  + Citi Bike - Ride Id, rideable\_type, started\_at, ended\_at, start\_station\_name, start\_station\_id, end\_station\_name, end\_station\_id, start\_lat, start\_lng, end\_lat, end\_lng, member\_casual
* What characteristics/features do you expect to work with? In other words, what are your columns of interest?
  + Date, numbers of entries (MTA) and number of rides on Earth Day vs Regular days

Tools:

* How do you intend to meet the tools requirement of the project?
  + SQLAlchemy to convert data into a SQL database
  + Pandas to analyze information (number of rides, number of entries)
  + Matplotlib to visualize data (line charts)
* Are you planning in advance to need or use additional tools beyond those required?
  + No foreseeable need to use advanced/additional tools beyond what is needed.

MVP Goal:

* What would a [minimum viable product (MVP)](https://app.thisismetis.com/courses/184/pages/minimum-viable-product-mvp-template) look like for this project?
  + Line chart comparison of transit system usage on regular days vs Earth Day
  + Line chart comparison of Citi Bike usage on regular days vs Earth Day