Ultimate Data Science Challenge Part 2

1) I would make my key measure of success the number of drivers that use the toll bridge in a 24 hour weekday period
2) I would compare the number of drivers that use the toll bridge in a 24 hour weekday period before the toll reimbursement and after the toll reimbursement
    a) I would collect 100 weekdays worth of data on number of drivers on the toll bridge per day prior to the toll reimbursement and then collect another 100 days worth of weekday data after the toll reimbursement
    b) I would set the null hypothesis to be that there is no difference in toll bridge activity before and after the introduction of the reimbursement
    c) If the p-value were to be below 0.05 I would conclude that there is statistically significant evidence that the toll reimbursement changed the toll bridge usage.