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Project Proposal

The Senior Connection nonprofit organization located to Richmond; Virginia state has decided to open new location in New York city. The organization is planning to have a fundraising in New York city which they hope to fill their event space with people passionate about increasing the participation of old people in society by improving quality of life for seniors and find usefulness in their daily tasks.

Senior Connections offers a comprehensive range of home and community-based services for older adults, caregivers, and persons with disabilities in the city of Richmond.

As a member of the team, I have been asked to utilize publically accessible MTA data to optimize a perfect location for the team Seniors Connections sending to collect the most signatures, ideally from those who will attend the gala and contribute to our cause.

Question/need:

My goal in this presentation is to maximize the number of signatures obtained at subway station entrances/exits via Seniors Connections team, focusing on those individuals who will attend the fundraising and contribute to our cause.

To do so, we will look at MTA subway data to determine the busiest stations with the most value-added individuals considering our prompt above.

Tools:

Jupyter/Python

Pandas & Matplotlib & Seaborn

Data Description:

I will pick three months from MTA database, and build my hypothesis based on the busiest stations.

Time is important, so I will focus on the time weekly-daily to determine which time is the one to serve my goal.