

Proposal:

Goal:

To help Edelman, a PR agency responsible for billboards in underground stations at New York city, in optimizing their billboard ads, and generating more profit to their company by assist them in setting fair prices for each spot/timeslot according to traffic which positively impacts the number of impressions and other potential factors, in order to make them a reliable source for companies who are striving to reach consumers.

Data description:

The used dataset will be a public dataset provided by the MTA which contains information such as number of entries, number of exits, stations, etc., supplementary datasets can potentially be used if needed.

The aimed prediction will be of what stations and timeslots of the day have the highest number of traffic so that companies would have to pay a higher price for showing advertisements in them as opposed to stations and timeslots with a lesser amount of traffic.

Tools:

SQL, Python, SQLite, Jupyter notebook, Pandas, Numpy and SQLAlchemy.