



Every day, millions of New York City residents and visitors use the subway system as their major mode of transportation. Every station of the MTA subway system is a high-traffic location. These stations would be optimal for placing for promoting and marketing the store.

Project Proposal:

I own a store in New York City, and in the summer, I wanted to put a cookie booth in a train station to boost the number of visitors to the city. The purpose of this project was to improve the product's quality while also increasing the store's income. To do this, I set up a cookie booth at subway stations. Every customer who buys cookies and completes the survey will receive free coffee.

Data Description:

- The dataset contains 2678889 with 11 columns.
- Date Range: Year 2019(august, September, October)

Tools:

- Numpy and Pandas for data manipulation
- Matplotlib and Seaborn for plotting