Logo

Description automatically generated

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 ice cream.

#### **Data Description:**

-The dataset contains 2678889 with 11 columns.

- Date Range: Year 2019(august, September, October)

- explanation of the column

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| --- | --- |
| column | Description |
| C/A | Control Area name/Booth name. This is the internal identification of a booth at a given station |
| Unit | Remote unit ID of station. |
| SCP | represents a specific address for a given device. Station-name assigned to the subway station by operations planning. This name is used in all references to stations, |
| LINENAME | Train lines stopping at this location. |
| DIVISION | Represents the Line originally the station belonged to (BMT, IRT, or IND). Each section of the system is assigned a unique line name. |
| DATE | Represents the date of the audit data. |
| TIME | Represents the time of the reported data |
| DESC | Represent the "REGULAR" scheduled audit event (Normally occurs every 4 hours) |
| ENTRIES | The cumulative ENTRY register value for a device. |
| EXITS | The cumulative EXITS register value for a device. |

#### Tools:

-Numpy and Pandas for data manipulation

-Matplotlib and Seaborn for plotting