**Data Analysis for Marketing**

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EDA Course Project

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Marketing is a key factor that contributes to the growth of the business through the development of production, services and goods. Consequentially, this will increase the opportunities of success. I came up with the following scenario.

A fast-food company came to us (Data Solutions company) to help them with opening their first branch in NY metropolitan area. Their goal is to maximize their sales and reduce their operation cost. In order to achieve this target. We will need to know the best month of the year to open the branch based on the busyness and the amount of people in targeted stations. Additionally, we will try to locate the best location to open the branch. Furthermore, we will analyze the given data to calculate the busiest months, days of the week and hours. This will help in planning the necessary offers by reducing them during rush days and hours.

For the analysis, I will use the latest data to increase the accuracy. Then, I will divide the data into 4 quarters. After that I will calculate the busiest station during the year and my analysis will continue.

I would like to get your approval on my project that focuses on analyzing data to come up with a plan for this scenario.

References

https://github.com/naouresboufaied/BPM\_Prework/blob/main/NBM\_EDA\_Gamma-main/curriculum/project-introduction/project\_intro.md