NA CAFÉ

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NA café

Overview:

The NA café has chain of coffee shops in NYC and wanted to open a branch in one of the MTA metro station and ask us to locate the café in the most effective location which will be the busiest station.

Our task is utilize the MTA turnstile data retrieved online in NYC metro station from Public Transportation Authority to help NA café find the appropriate location for the new branch.

Needs:

The main purpose of Analysis the dataset is to find out which station is the busiest to locate the coffee shop, and to increase the number of potential customers and also to increase the profits of the coffee shop.

The most important goal is the exchange of benefits between the two parties the Stakeholder and passengers so that the customer meets his needs and the Stakeholder increases its profits.

Questions:

- What the best station that we can open the café on?
- How many extra employees that we need during rush hours?

Scope:

We will obtain the dataset from MTA website to analysis the data for the period from 10 July 2021 to 25 September 2021 using five features (Station, Date, Time, Entries, Exits) and that have 18,872,010 observations.

Tools:

- Technologies: Python, SQLite, SQLAlchemy, Jupyter Notebook
- Libraries: Pandas, Numpy, Matplotlib.