Project Proposal

OA DIGITAL MEDIA CO.

OVERVIEW

Digital media displaying videos and still images on LCDs are getting a lot of attention recently that have high impact and visibility.
They are installed in many places ranging from inside the trains to the platforms and concourse of the stations, and clients can select from numerous lineups to meet their advertising requirements

BUSINESS NEED?

Finding the best places in stations in MTA to meet the company advertising requirements

SOLUTION AND DATA DESCRIPTION

- Using MTA Turnstile dataset, and analyze from January 2021 to March 2021 to find best stations for advertisement
- Field Description:
- C/A : Control Area (A002)
- UNIT : Remote Unit for a station (R051)
- SCP : Subunit Channel Position represents an specific address for a device (02-00-00)
- STATION : Represents the station name the device is located at
- LINENAME: Represents all train lines that can be boarded at this station
- DIVISION : Represents the Line originally the station belonged to BMT, IRT, or IND
- DATE: Represents the date (MM-DD-YY)
- TIME: Represents the time (hh:mm:ss) for a scheduled audit event
- DESC: Represent the "REGULAR" scheduled audit event (Normally occurs every 4 hours)
- ENTRIES: The comulative entry register value for a device
- EXITS: The cumulative exit register value for a device

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OBJECTIVES

- Finding most busiest subway stations, most crowded day and time slot
- decide which places are the best for advertisement

TOOLS

- Python, SQL
- Data : Pandas, NumPy
- Data Visualization: Matplotlib, Seaborn