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 stations in MTA to meet their advertising requirements

SOLUTION AND DATA DESCRIPTION

- Using MTA Turnstile dataset, and analyze to find best stations for advertisement

OBJECTIVES

- Finding most busiest subway stations, most crowded day and time slot

TOOLS

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