DIGITAL MEDIA COMPANY(DMC) FOR ADVERTISING

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Overview

This presentation talks about a study for establishing an advertising company. This company will focus its work on the the most crowded subway stations in New York City

MTA Dataset

Contains turnstiles usage for every station in the NYC MTA subway system: How many people entered and exited a station during a certain amount of time.

DB | **Sample** | **Tools**

Sample

Five Months in 2018

| January | June | July | Augest | December |

- ❑ **4,164,842 rows**
- ❑ **11 columns**

DB | **Sample** | **Tools**

Python

SQLite

Pandas

Tools and Libraries

NumPy

SQLAlchemy

Matplotlib and seaborn
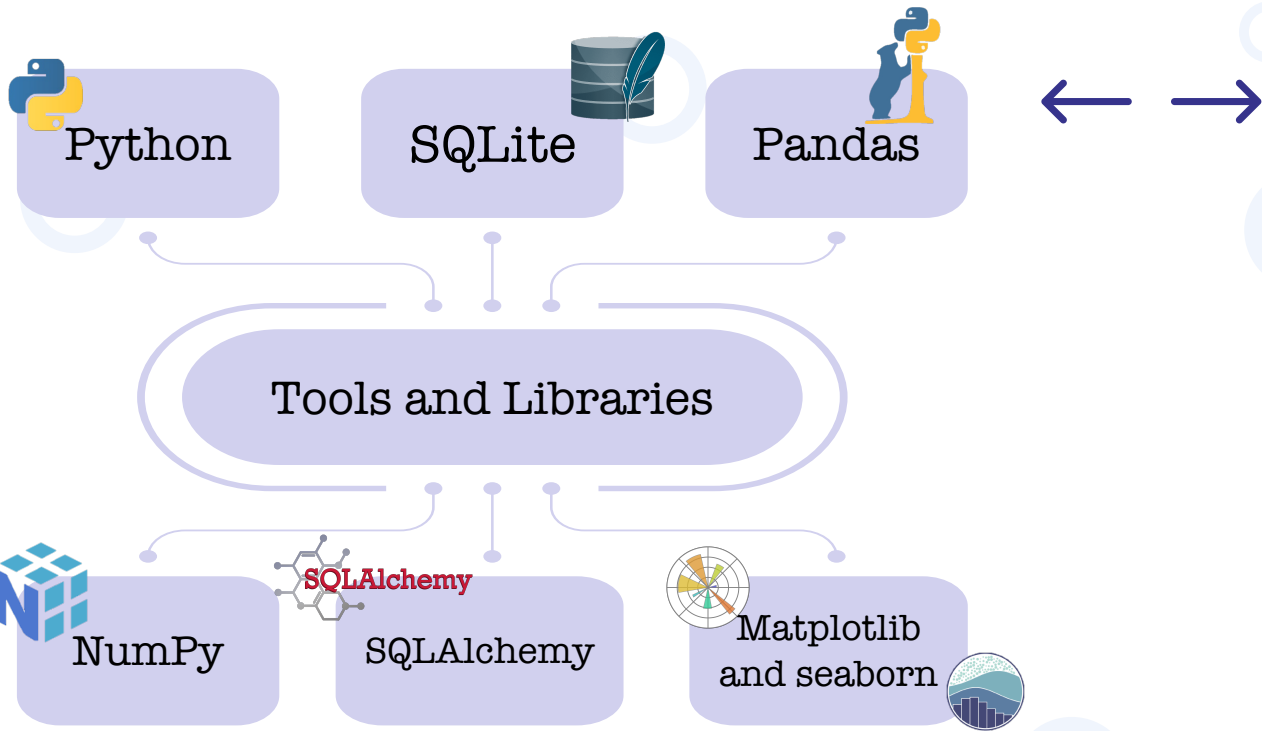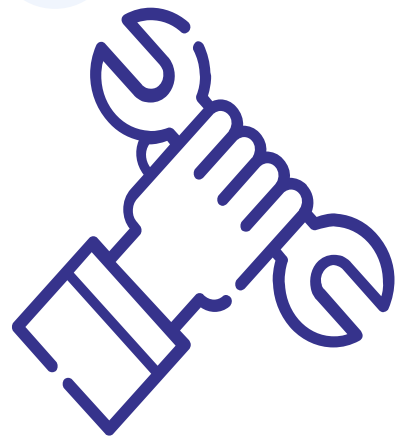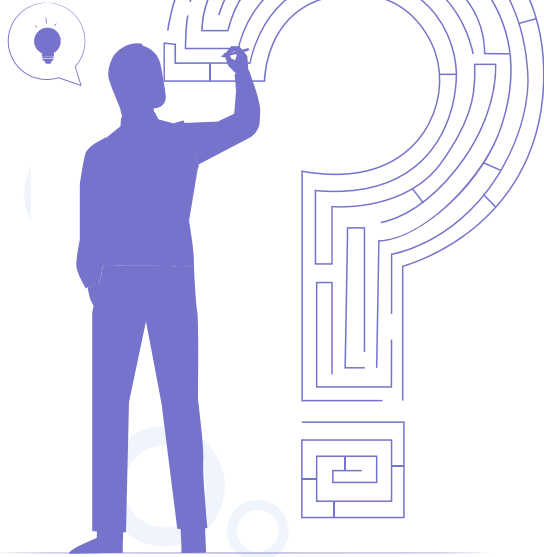
DB | Sample | Tools

The Question/Problem this Presentation answering it

- Which is that the most crowded Stations in New York City?
- Which is the busiest month in the year?
- Which is the busiest day in the week?

Prepossessing

01 Renaming columns

02 Drop duplicate or unnecessary data

03 Check for outliers and drop it

04 Handling missing values (Drop NULL values)

05 Remove irregular (Recover Audit)

06 Adding new columns

Top 10 stations

1st Graph | **2ⁿᵈ Graph**

TRAFFIC PER WEEKDAY
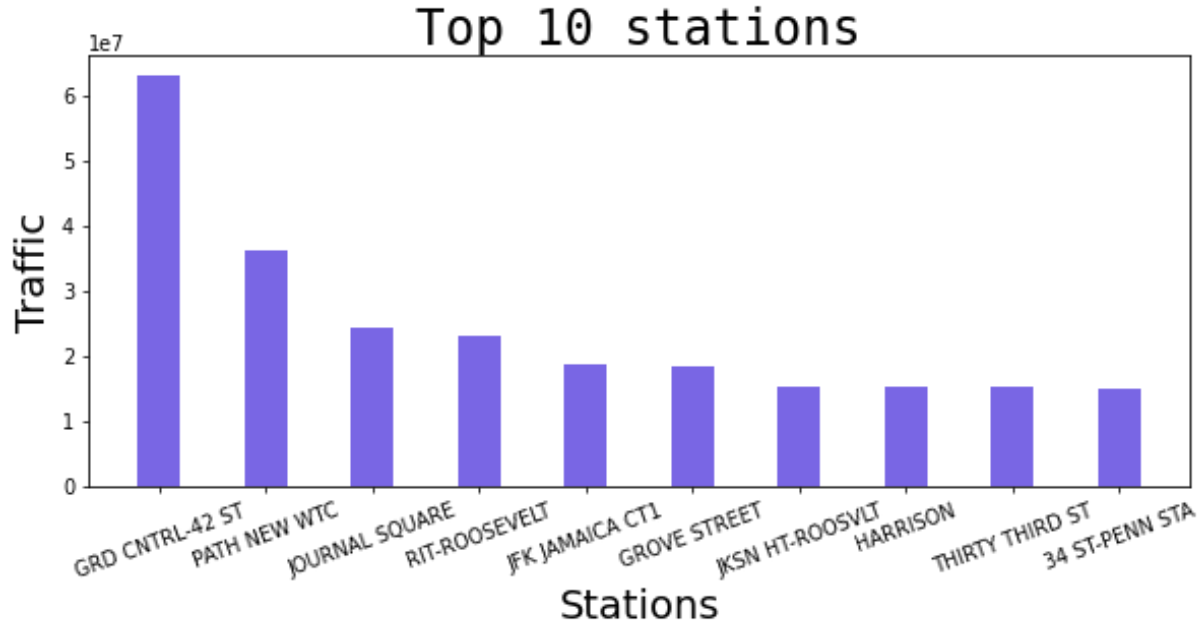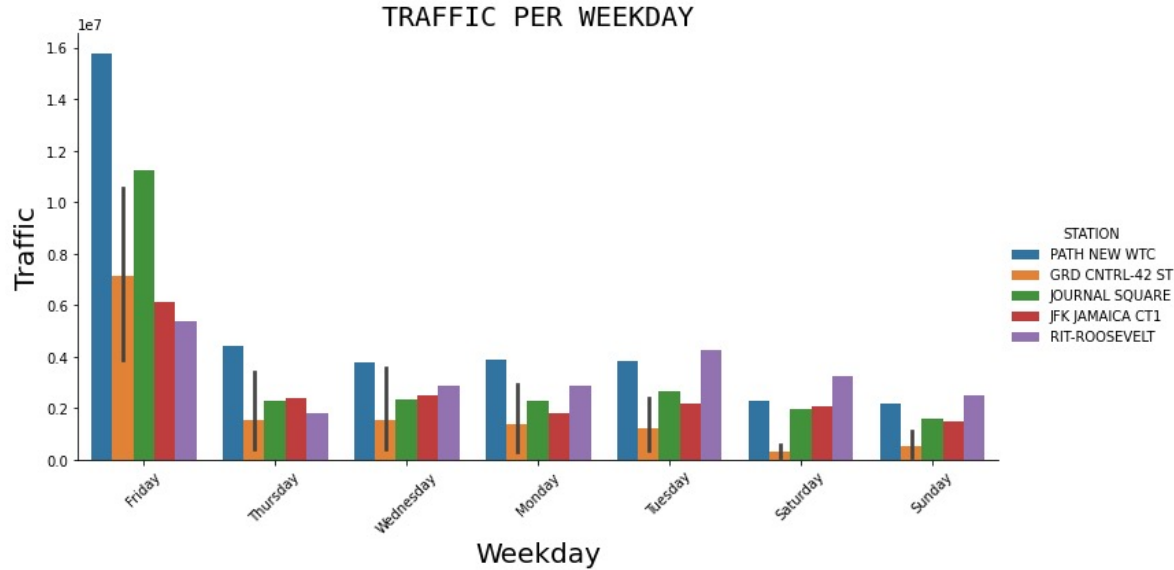
1st Graph | 2nd Graph

01 02 03 04 05 06 07 08

Conclusion

We conclude from our study that:

| The busiest months in the selected months | ⟩⟩⟩ | **January , June** |

| The busiest day in the week | ⟩⟩⟩ | **Friday , Thursday** |

| The most crowded stations in new York City | ⟩⟩⟩ | **PATH NEW WTC**
GRD CNTRL-42 ST
34 ST- HEARALD SQ |

Recommendation

I recommend that the DMC should targeting the most crowded subway stations and the most crowded stations that we got in this study which it will be suitable for our project.

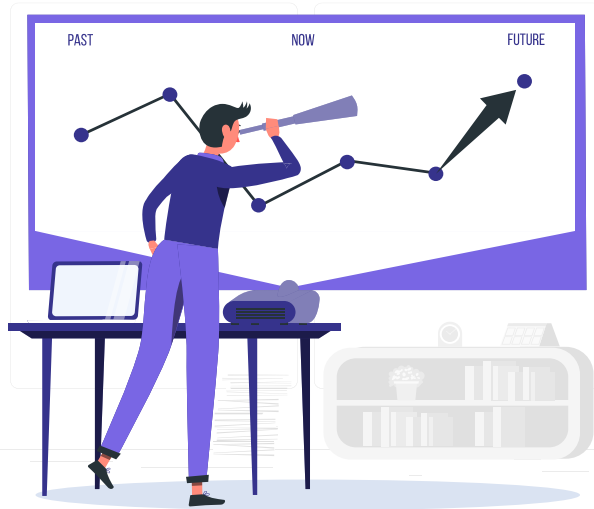**PATH NEW WTC**
GRD CNTRL-42 ST
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Future Work

- ❏ For the future we are looking to use more data (more and more years) to analyze the data and use more technologies.
- ❏ DMC is planning to operate in another city like Paris and London so we will analyze the subway stations in those cities.

THANKS!

Do you have any questions?