



# 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



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# Dataset

## 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**

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# Sample



Five Months in 2018

January

June

July

August

December

❑ **4,164,842 rows**

❑ **11 columns**

**DB**

Sample

**Tools**



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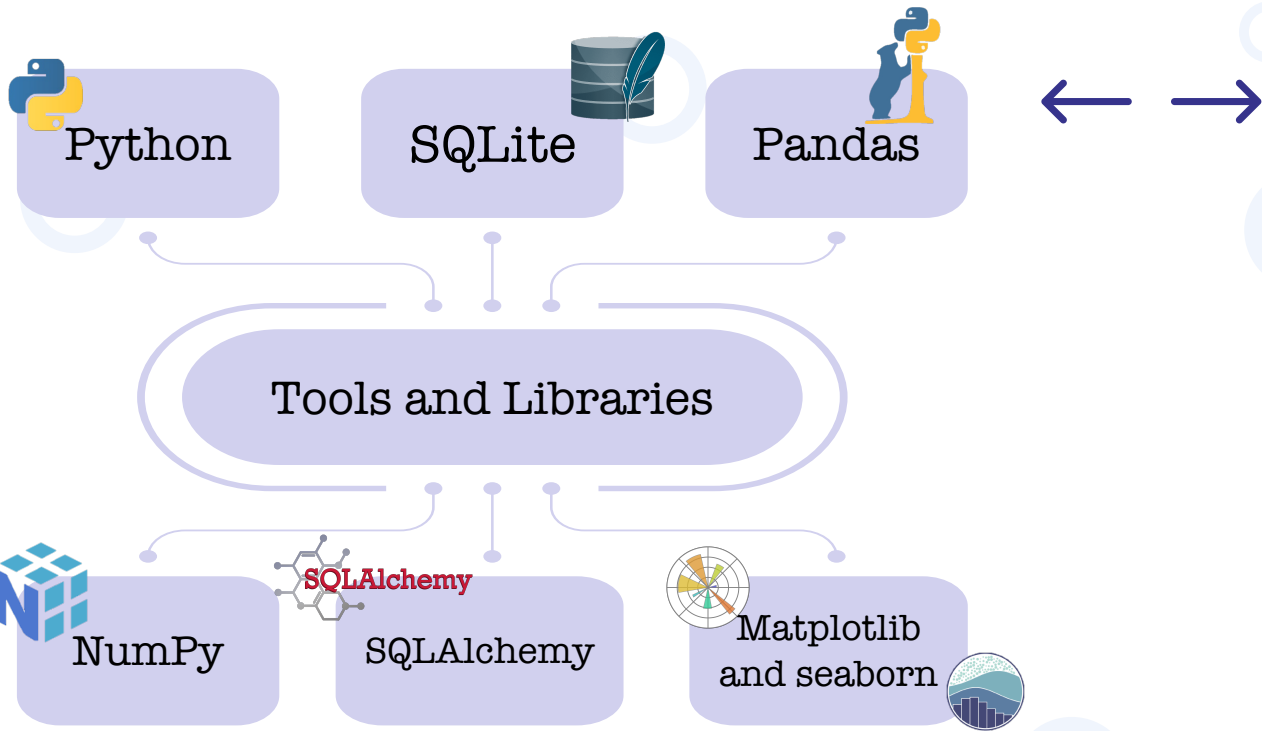
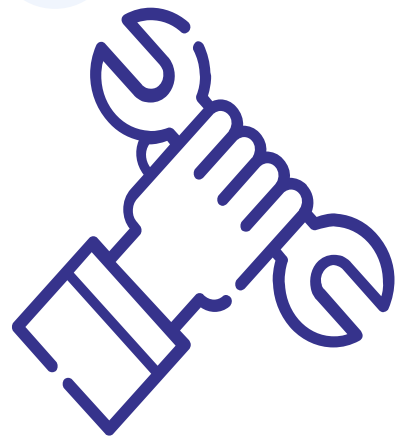
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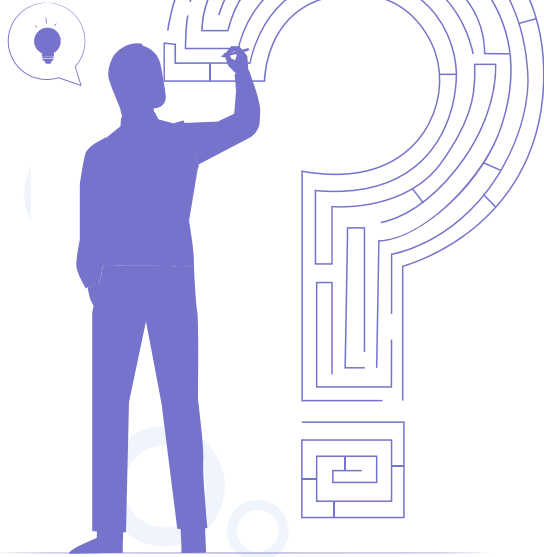
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## The Question/Problem this Presentation answering it



- ☐ 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?



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# Preprocessing



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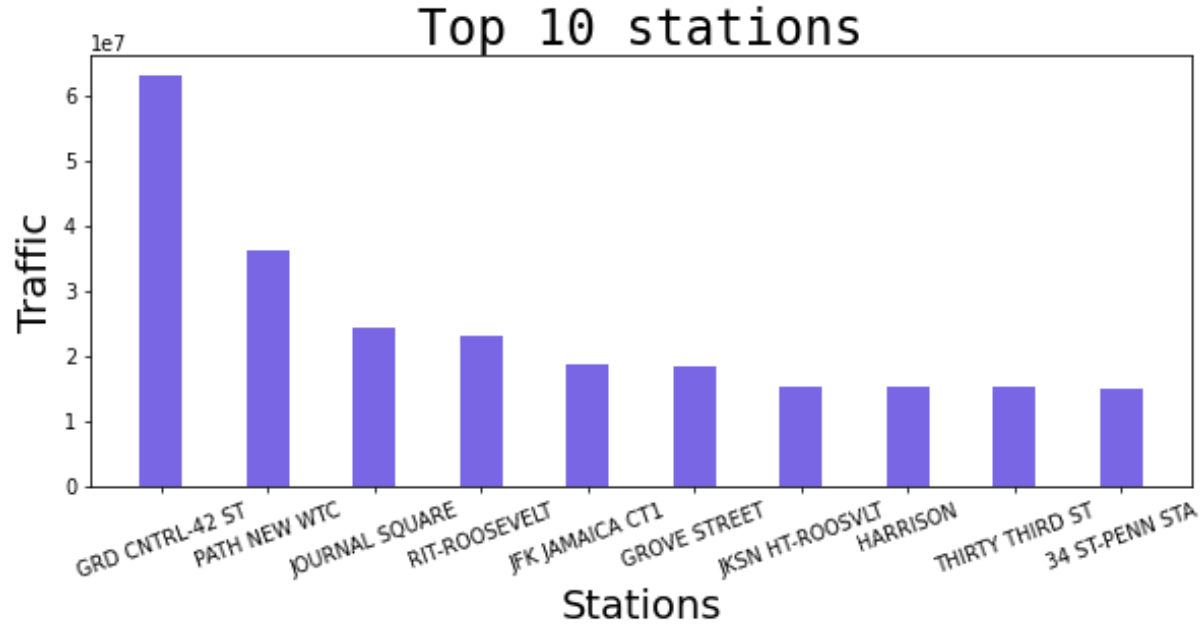
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# EDA – graphs



1st Graph

2nd  
Graph

3rd  
Graph

4th  
Graph



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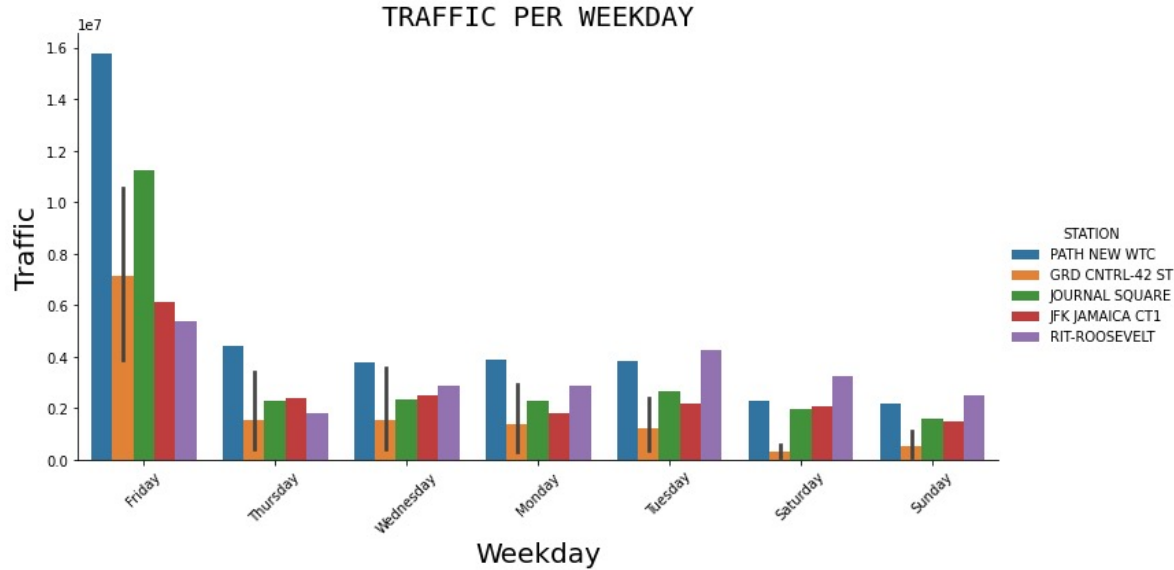
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## EDA – Graphs cont...



1st Graph

2nd  
Graph

3rd  
Graph

4th  
Graph



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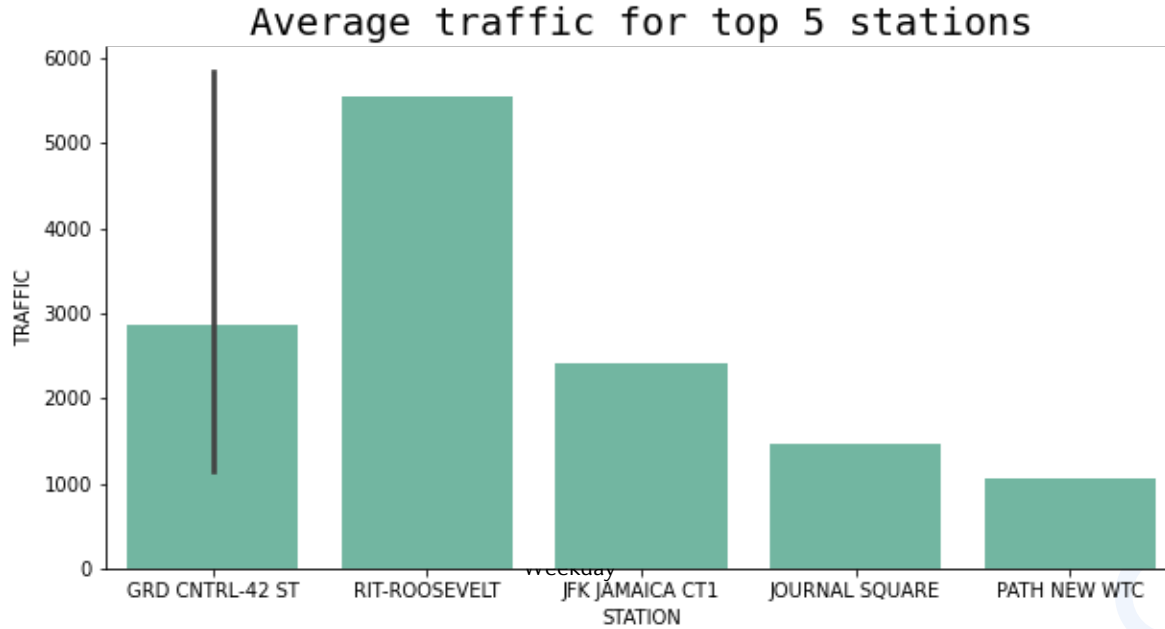
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## EDA – Graphs cont...



1<sup>st</sup> Graph

2<sup>nd</sup> Graph

3<sup>rd</sup> Graph

4<sup>th</sup> Graph



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# 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**



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# 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**  
**34 ST- HEARALD SQ**



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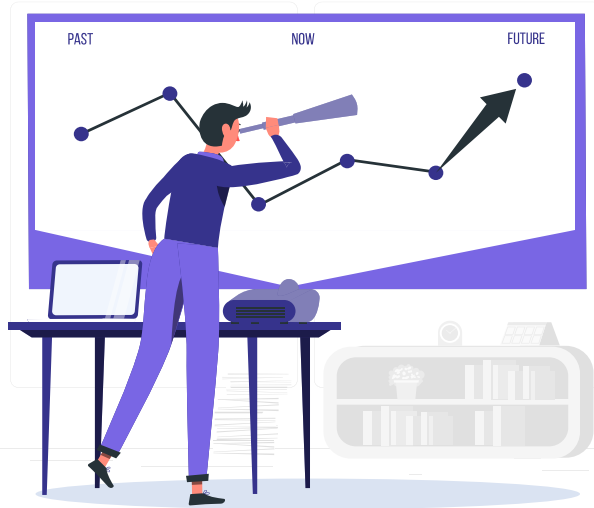
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# Future Work



- ❑ 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.



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# THANKS!

Do you have any  
questions?



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