

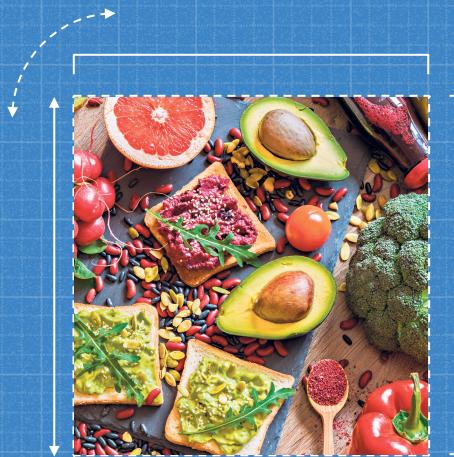
Analysis of MTA Turnstile Data for Vegan Restaurant — Las Vegan Co. Ltd.

Presented by: Sara Hawi

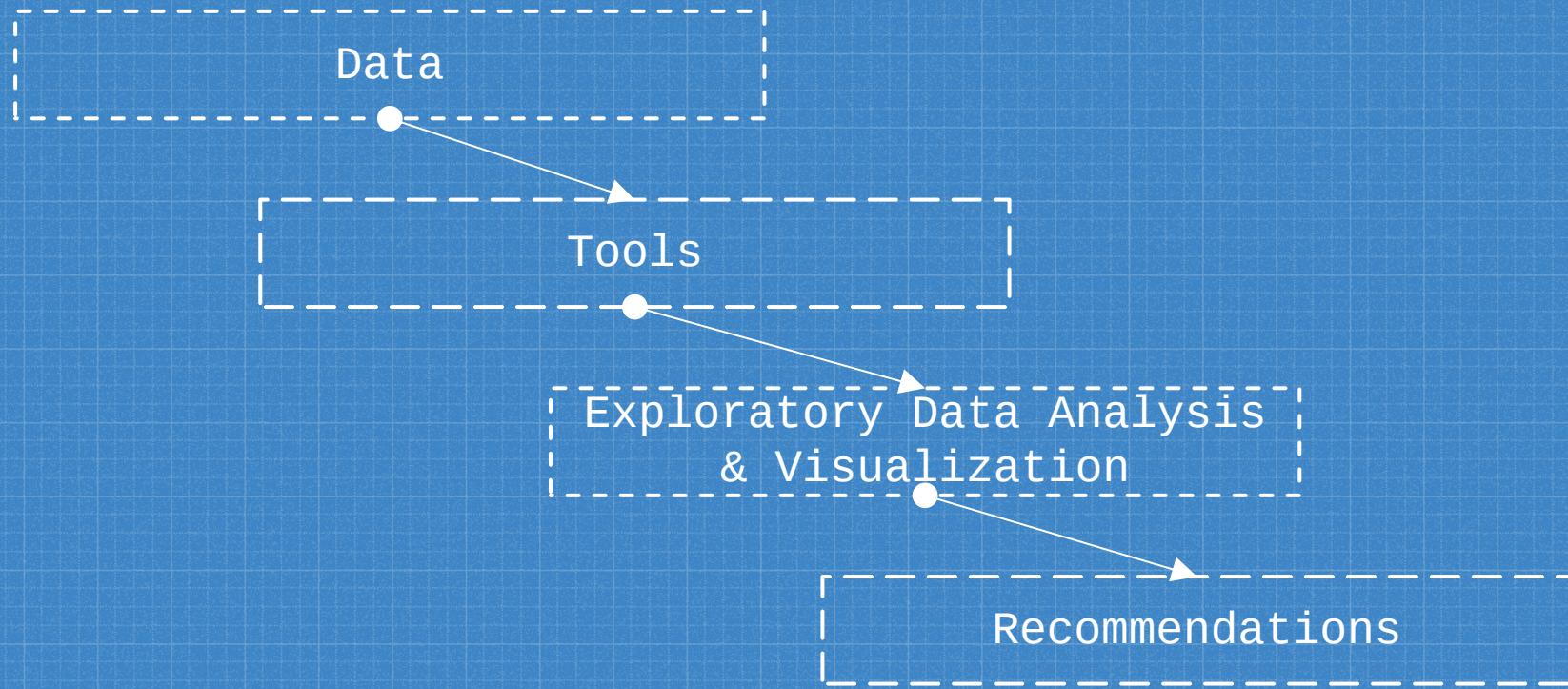
Backstory

Las Vegan Co. Ltd.

- Centered in the state of New York
- Own a chain of vegan restaurants
- Want to:
 - Increase their weekday revenue
 - Put up 3 billboards
 - Test the possibility of making the new restaurant brunch based



Agenda



1

DATA

MTA Turnstile Data

DATA



df_raw

	C/A	UNIT	SCP	STATION	LINENAME	DIVISION	DATE	TIME	DESC	ENTRIES	EXITS	DATE_TIME
0	N607	R025	01-06-03	JAMAICA CENTER	EJZ	IND	09/16/2021	12:00:00	REGULAR	10986851	5497652	2021-09-16 12:00:00
1	N607	R025	01-06-03	JAMAICA CENTER	EJZ	IND	09/16/2021	16:00:00	REGULAR	10986958	5497800	2021-09-16 16:00:00
2	N607	R025	01-06-03	JAMAICA CENTER	EJZ	IND	09/16/2021	20:00:00	REGULAR	10987083	5497937	2021-09-16 20:00:00
3	N607	R025	01-06-03	JAMAICA CENTER	EJZ	IND	09/17/2021	00:00:00	REGULAR	10987119	5498003	2021-09-17 00:00:00
4	N607	R025	01-06-03	JAMAICA CENTER	EJZ	IND	09/17/2021	04:00:00	REGULAR	10987132	5498028	2021-09-17 04:00:00
...
2515015	N607	R025	01-06-03	JAMAICA CENTER	EJZ	IND	09/15/2021	16:00:00	REGULAR	10985959	5497186	2021-09-15 16:00:00
2515016	N607	R025	01-06-03	JAMAICA CENTER	EJZ	IND	09/15/2021	20:00:00	REGULAR	10986069	5497359	2021-09-15 20:00:00
2515017	N607	R025	01-06-03	JAMAICA CENTER	EJZ	IND	09/16/2021	00:00:00	REGULAR	10986094	5497422	2021-09-16 00:00:00
2515018	N607	R025	01-06-03	JAMAICA CENTER	EJZ	IND	09/16/2021	04:00:00	REGULAR	10986104	5497444	2021-09-16 04:00:00
2515019	N607	R025	01-06-03	JAMAICA CENTER	EJZ	IND	09/16/2021	08:00:00	REGULAR	10986617	5497502	2021-09-16 08:00:00

2515019 rows x 12 columns

2

TOOLS

TOOLS

Python

pgAdmin4

Amazon
Web
Services

3

EDA & VISUALIZATION

EDA & VISULIZATION

Removing rows
containing column
names

1

Dropping duplicate
entries

3

Handling outliers

5

Converting date and
time columns to
datetime objects

2

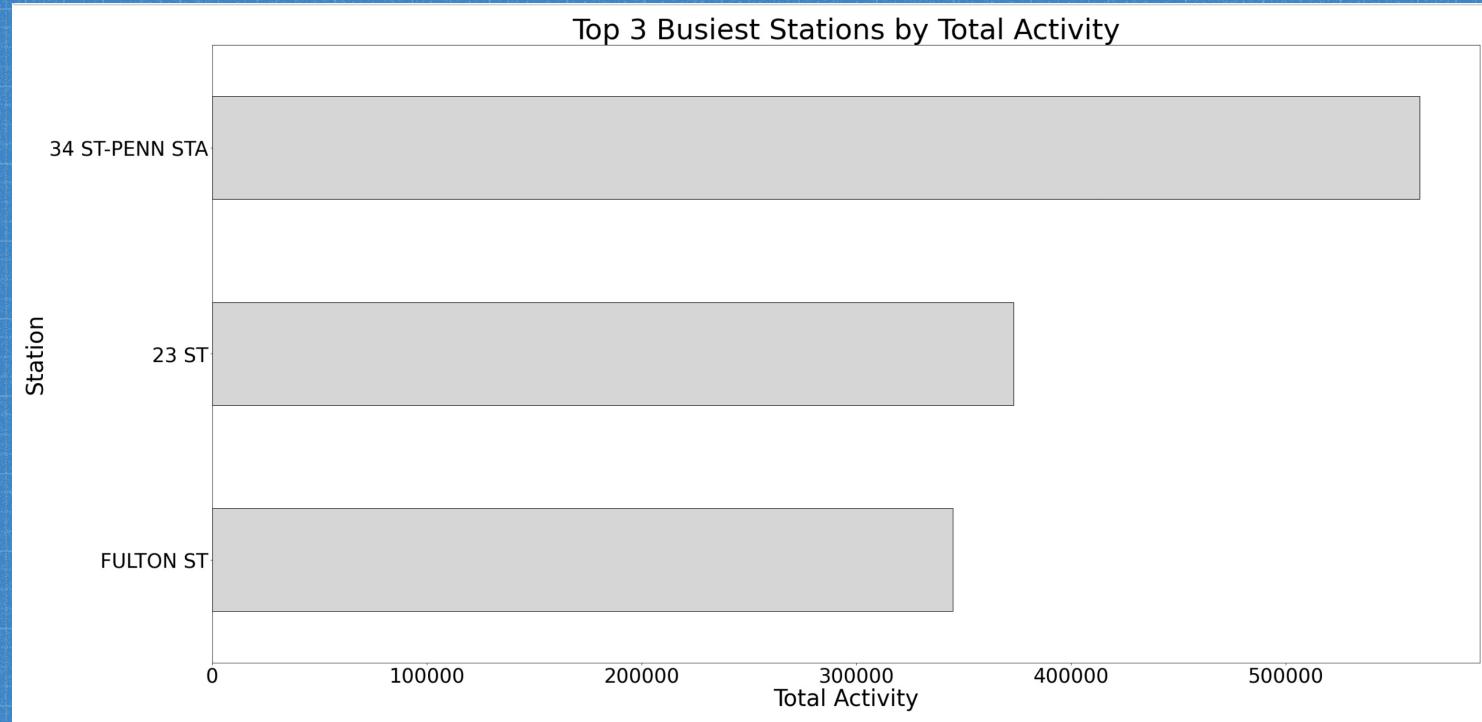
Adding columns for
daily exits and
entries

4

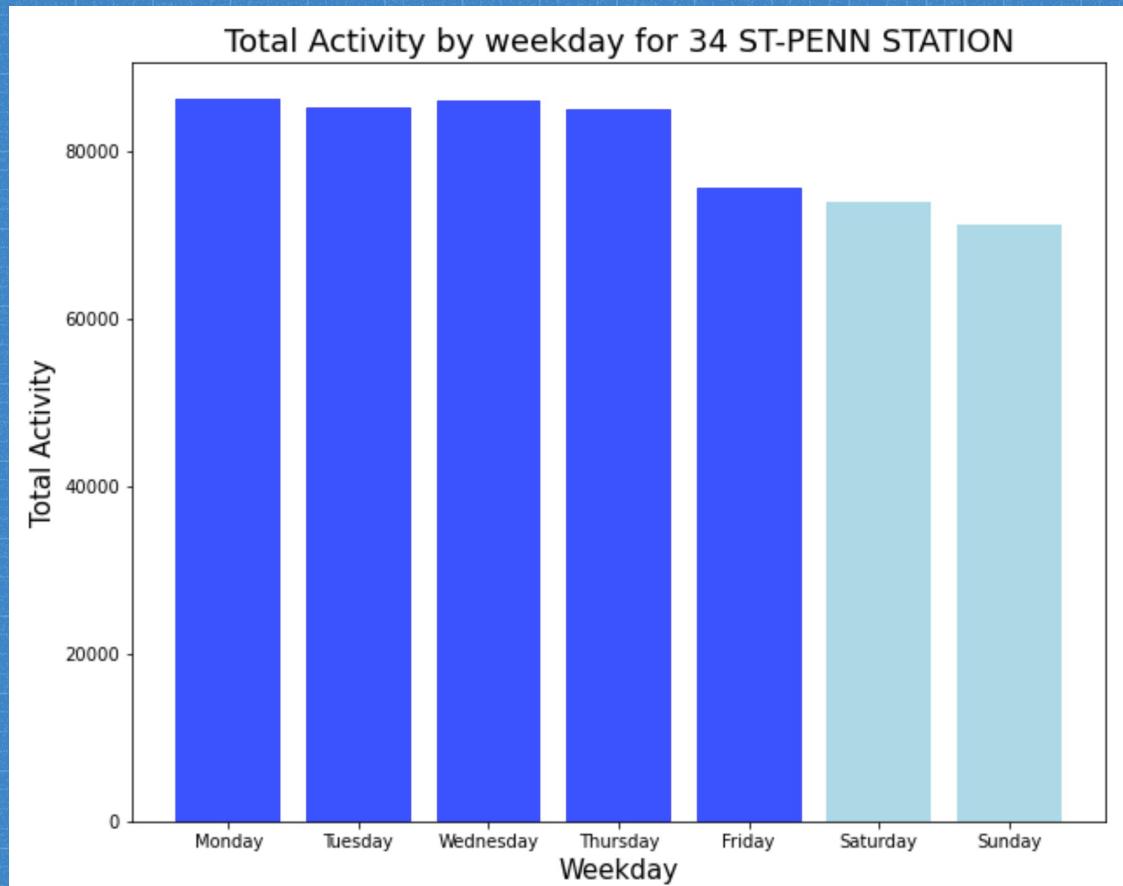
Adding a column for
Total Activity

6

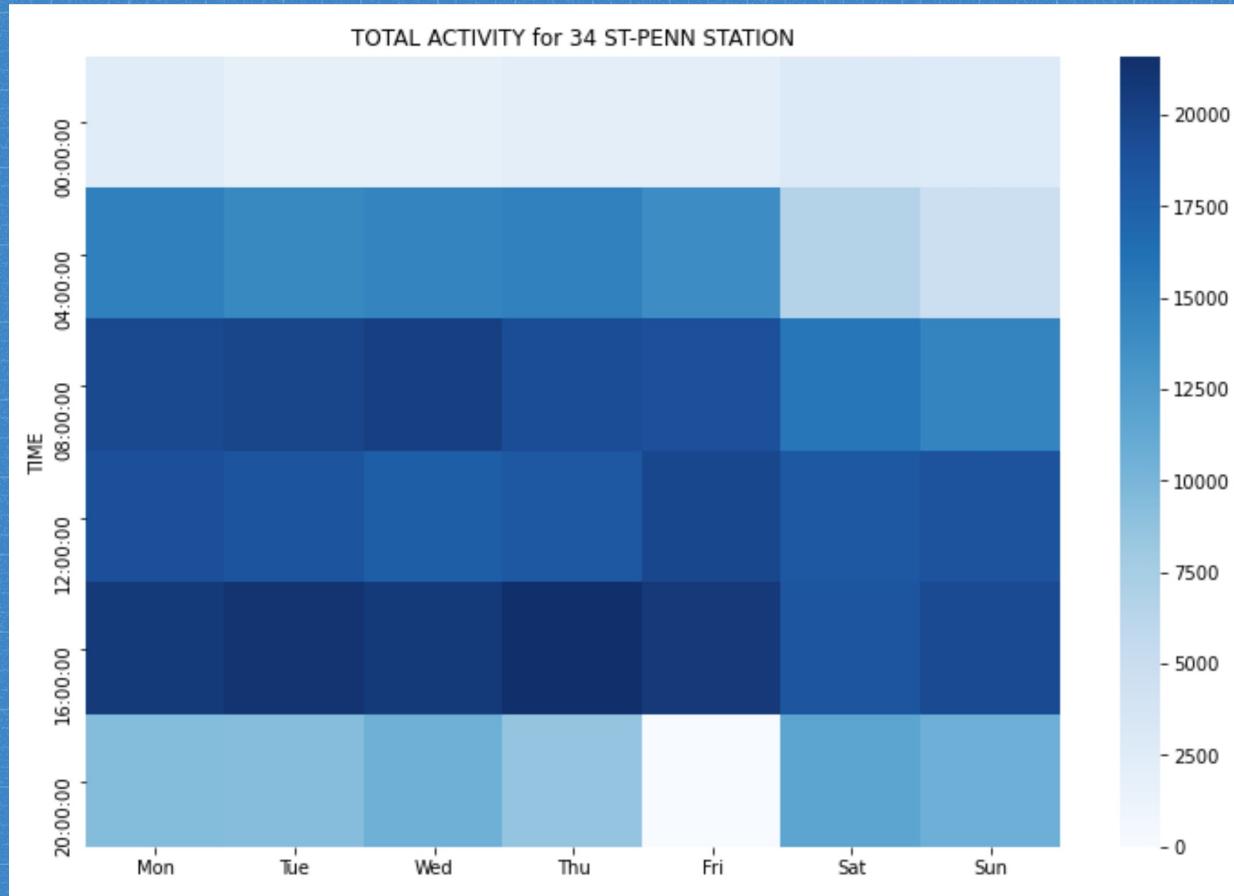
EDA & VISULIZATION — Top 3 stations in total activity



EDA & VISULIZATION — Activity per day for 34 ST-PENN STATION



EDA & VISUALIZATION — Activity per time and day for 34 ST-PENN STATION





4

RECOMMENDATIONS

RECOMMENDATIONS

- The client should open a branch in the area surrounding 34 ST PENN STATION.
- The client should consider putting up billboards in 34 ST PENN STATION, 23 ST STATION, and FULTON ST STATION.
- Making the restaurant brunch based is a good choice and it will very much likely increase their revenue on weekdays as well as on weekends.

THANK YOU FOR LISTENING!

ANY QUESTIONS?

You can find me at:

LinkedIn: @saraahawi
saraahawi@gmail.com