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MTA Data Analysis of NYC Subway for Central Bikes

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OBJECTIVE

- Our goal is to determine the top 5 busiest stations so that Central Bikes's bikes can be distributed to ensure the success of its "How green is cycling" campaign.
- This will help in increasing the awareness of the impact of global warming and enhance customer experience.

METHODOLGY

- Used the New York City subway data
- We used data for a period of 3 months
- Data analysis with

Pandas

matplotlib

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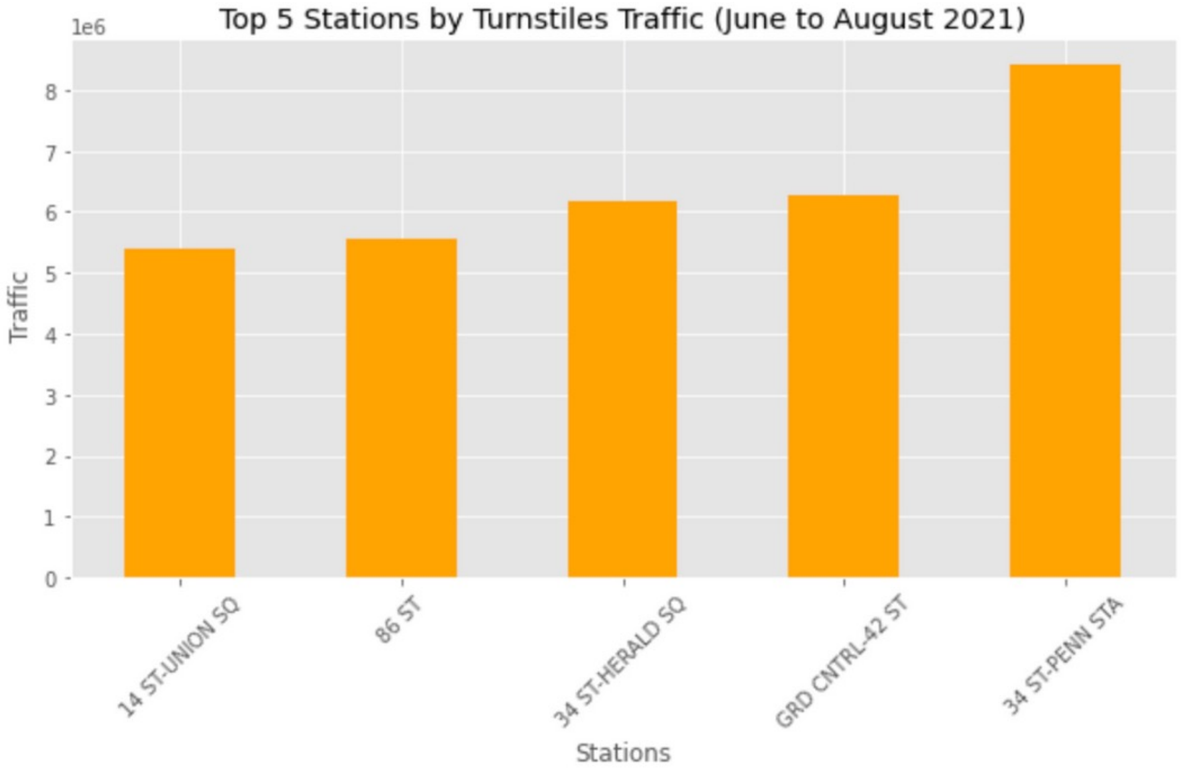
KEY FINDINGS

TOP 5 STATIONS THAT MEET CENTRAL BIKES NEEDS

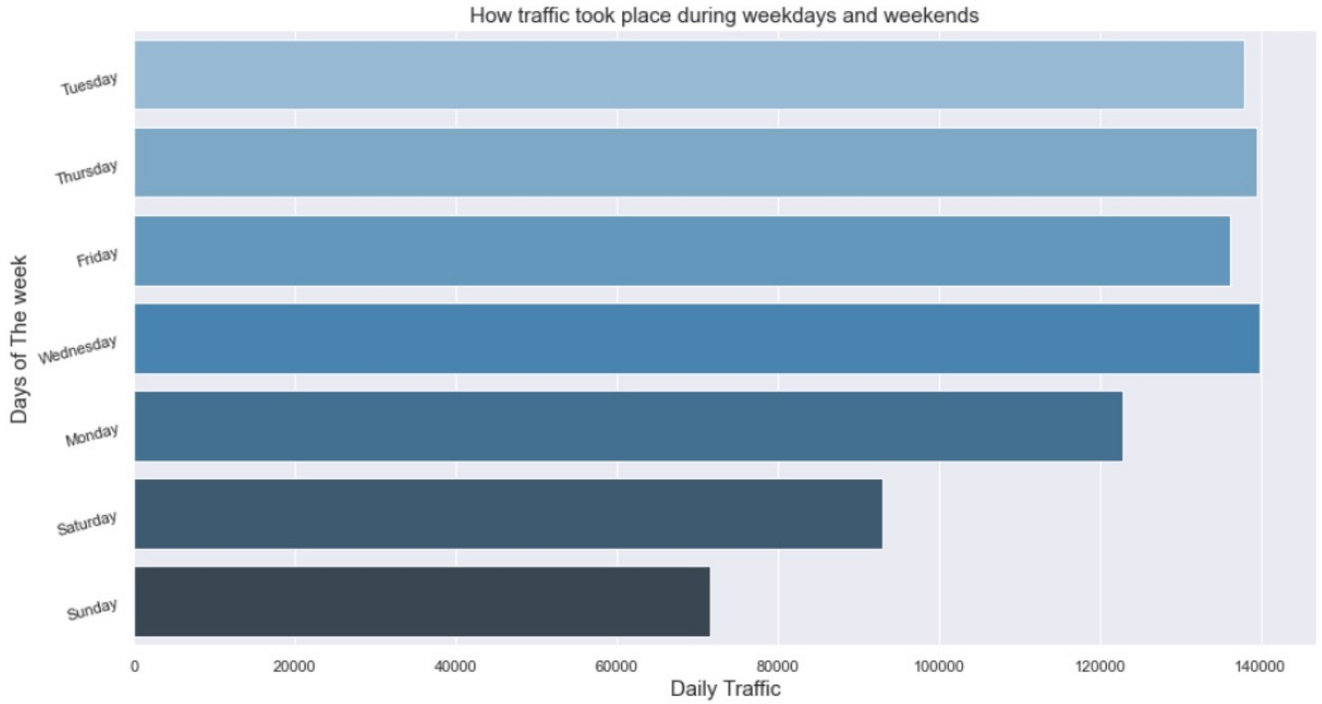
1- 34 ST-Penn STA
2- GRD CNTRL-42 ST
3- 34 ST-HERALD
4- 86 ST
5- 14 ST-UNION SQ



KEY FINDNGS

Is there a particular day that has the most traffic?

- **WEEKENDS** USUALLY HAVE LESS TRAFFIC
- **WEEKDAYS** USUALLY HAVE TRAFFIC



KEY FINDNGS

Is there a particular day that has the most traffic?

CONCLUSION

FUTURE WORK

1. To analyze bigger data
2. We expands our bike location over all 800 stations of NYC.
3. Find a relationship on how MTA data affected the usage of bikes in NYC.
4. Replace normal bikes with e-bikes

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THANK YOU