**Design and Methodology for Prediction of Demand for Public Transportation Services Using Data Analytics.**

**Abstract:**

In this paper we present a design and methodology for conducting experiments on different data analytics techniques to predict the demand for public transportation services. The experiment utilizes three datasets; demand\_data, demographic\_data and weather\_data. Our proposed methodology includes steps such as data preparation, preprocessing, outlier detection feature standardization, encoding of categorical variables and exploration of multiple machine learning (ML) and time series analysis methods. Our ultimate goal is to identify the accurate predictive model that can improve the efficiency and reliability of public transportation services.

**Introduction:**

Efficient public transportation services are crucial for planning and mobility management. Accurately predicting transportation demand can help optimize resource allocation and enhance passenger satisfaction. The focus of this paper is to leverage data analytics techniques in order to develop a predictive model, for public transportation demand.

**Data Preparation and Cleaning:**

The first step involves gathering and cleaning the datasets; demand\_data, demographic\_data and weather\_data. Cleaning the data includes handling missing values removing duplicates and ensuring that the data is consistent.