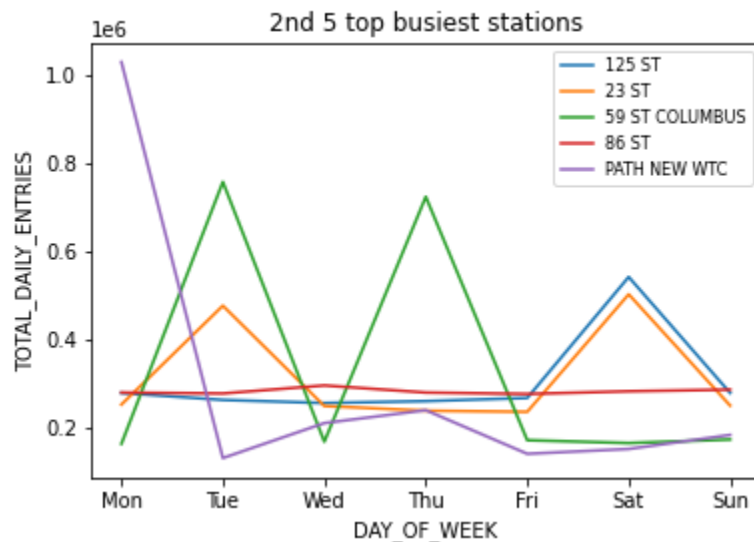
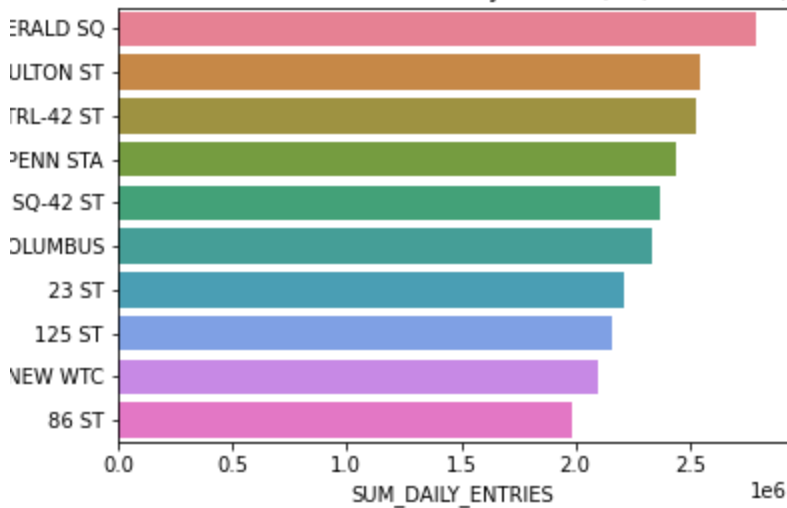


10 most busiest station in New York City from 12/26/2020 to 03/26/2021



The goal for my project is to find 10 busiest stations in New York City. For the first 5 stations, place the advertising boards. For the second 5 busiest stations, our clients will send their employees to the stations to send out coupons & samples(2 days per week).

My progress:

- Cleaned data, groupby, visualization, and found 10 busiest stations between 12/26/2020 to 03/26/2021 (graph 1)
- For the 2nd 5 busiest stations, I sum the total traffic based on each station each day_of_week, and found the 2 day_of_week with the most traffic for each station (graph 2)
- Get the conclusion based on both graph and data frame results

Next 3 days work:

- Check 2nd 5 busiest stations to make sure they are close enough to Sephora retail store
- Qualitative analysis on demographic to target customer for our clients