Analytical approach

MTA Passenger Terminal Selection Criteria

Publicly available MTA turnstile data from October 2019 was analyzed to determine the four stations that would receive the highest ad exposure for daily travelers. There were two criteria that were used to define these particular passenger terminals:

High rate of going out during the afternoon and evening hours.
These two criteria differentiate MTA terminals with higher passenger traffic volume from other MTA terminals.

Data Analysis Approach

Data was grouped by station, date, and time. Because the data was audited at eight-hour intervals, the afternoon and evening hours were set between 12 PM and 8 PM. Four plots were created using the MTA turnstile data:

The afternoon and evening data (evening data) were collected for November in order to determine which stations had the most passenger traffic.
Data for the entire month of November has been plotted to determine the weekly trend in the data to understand which days push notifications will be most effective to send.
Data for one week during November was plotted to determine whether certain days of the week had more visits than others.
Data for a single day during the month of November is plotted to determine the best time frame for posting push notifications.

Results