MTA TRAFFIC ANALYSIS FOR SUBWAY STATION

Presented by Fatimah Alqahtani

Sadaia Data Science Bootcamp

INTRODUCTION

EDA of MTA turnstile data to help new company to advertise their brand, business and other purposes

Newuture is new tourism company focus on:

Stations
Prioritize the higher traffic stations for the upgrades
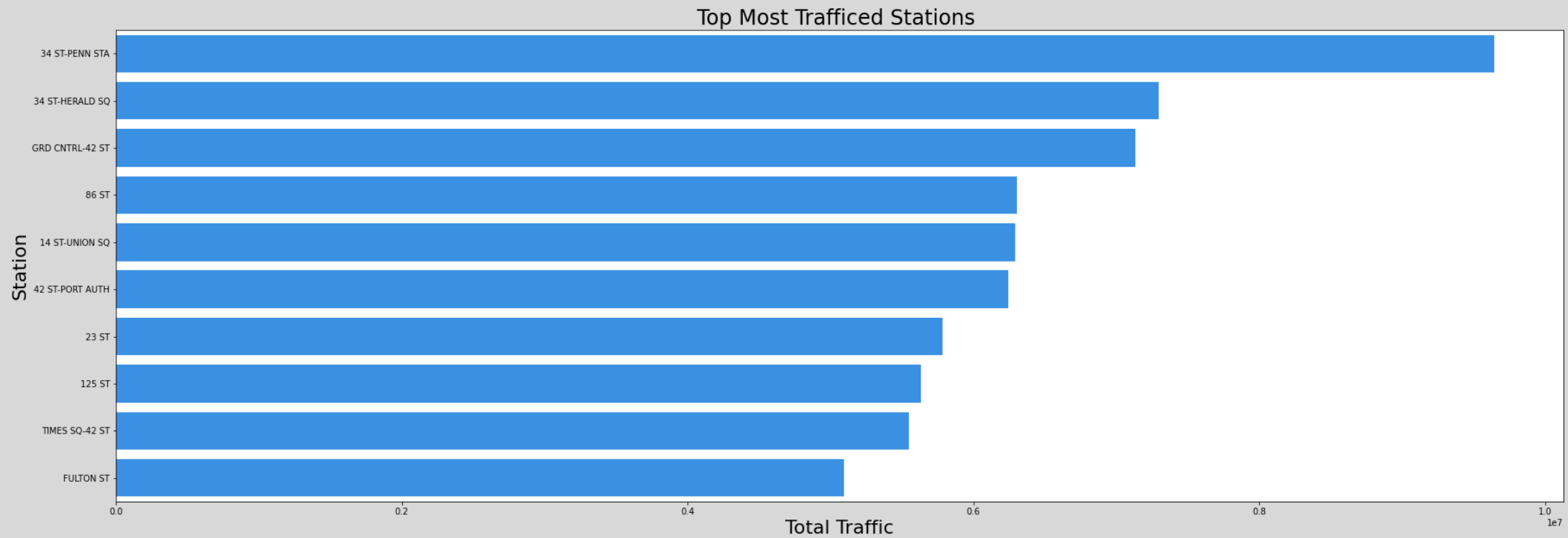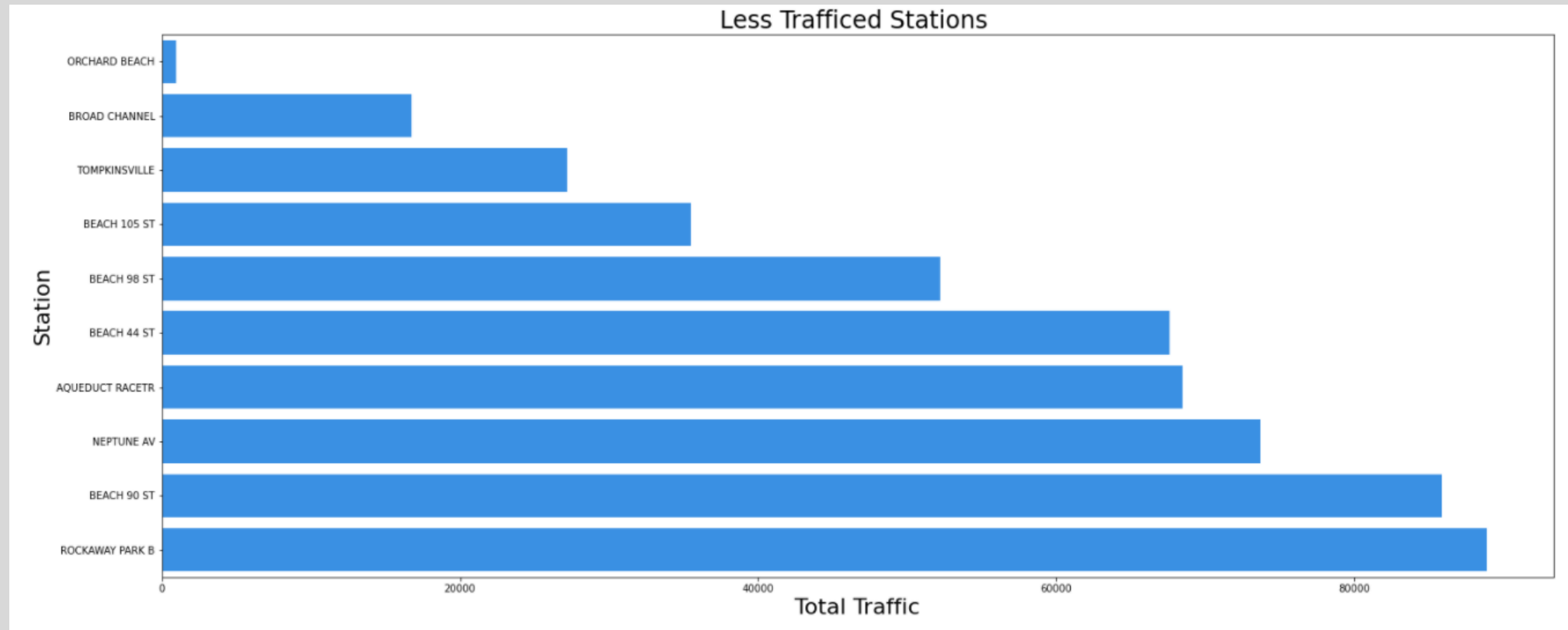Peak time
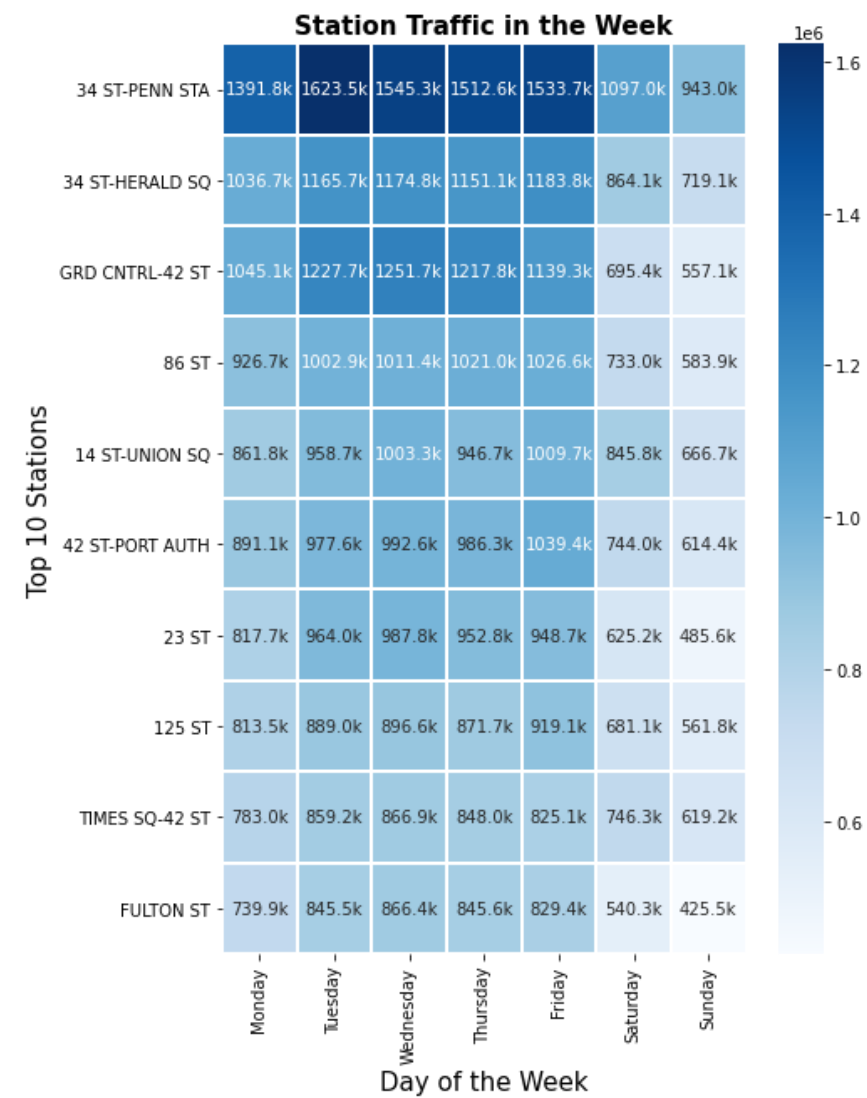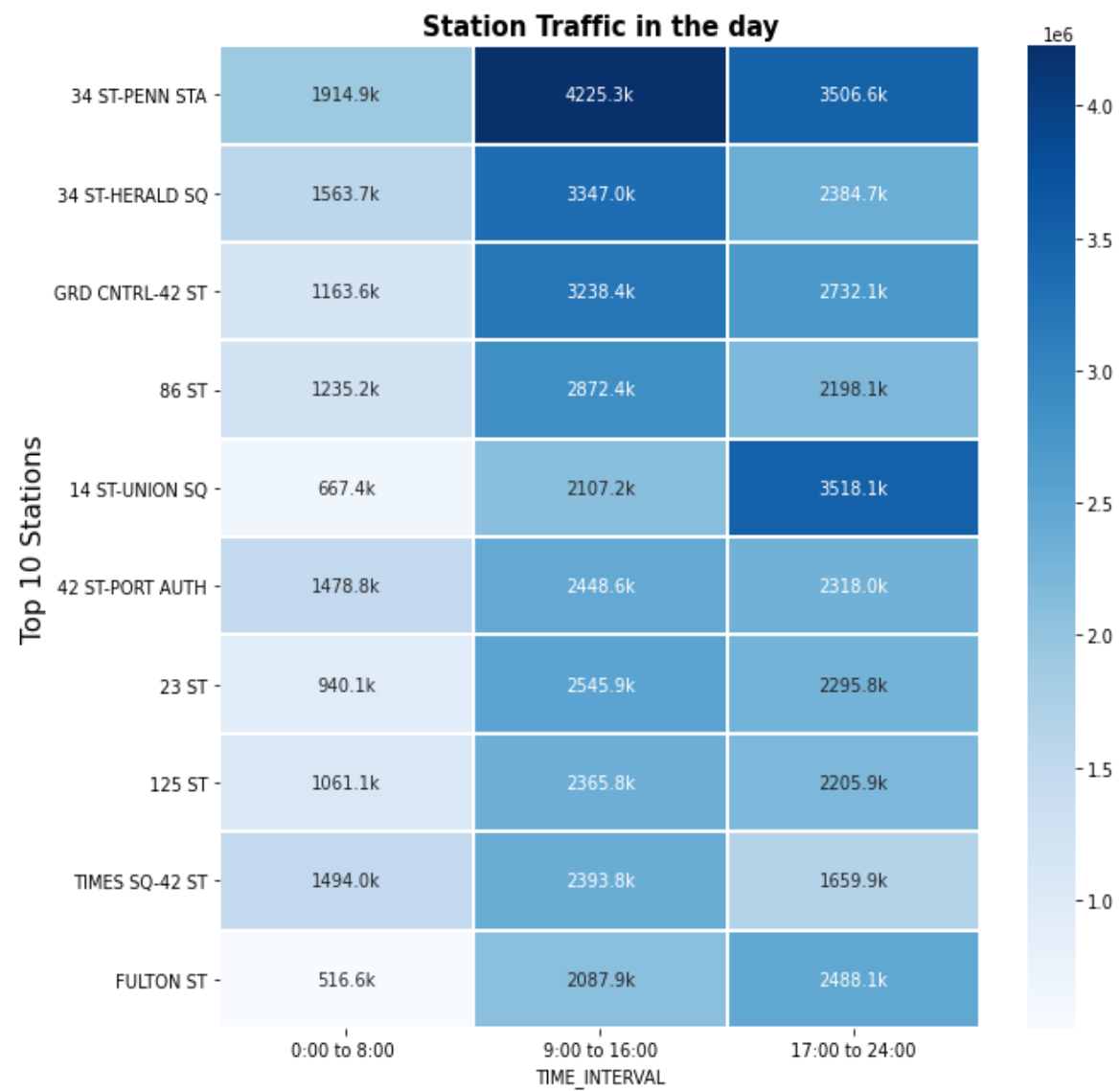Trips

GET DATA CLEAN PROCESS-ANALYZE VISUALIZATION

Methodology

Result and recommendation

Top Most Trafficed Stations

Result and recommendation

Less Trafficed Stations

Station Traffic in the day

Top 10 Stations	0:00 to 8:00	9:00 to 16:00	17:00 to 24:00
34 ST-PENN STA	1914.9k	4225.3k	3506.6k
34 ST-HERALD SQ	1563.7k	3347.0k	2384.7k
GRD CNTRL-42 ST	1163.6k	3238.4k	2732.1k
86 ST	1235.2k	2872.4k	2198.1k
14 ST-UNION SQ	667.4k	2107.2k	3518.1k
42 ST-PORT AUTH	1478.8k	2448.6k	2318.0k
23 ST	940.1k	2545.9k	2295.8k
125 ST	1061.1k	2365.8k	2205.9k
TIMES SQ-42 ST	1494.0k	2393.8k	1659.9k
FULTON ST	516.6k	2087.9k	2488.1k

Station Traffic in the Week

Top 10 Stations	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
34 ST-PENN STA	1391.8k	1623.5k	1545.3k	1512.6k	1533.7k	1097.0k	943.0k
34 ST-HERALD SQ	1036.7k	1165.7k	1174.8k	1151.1k	1183.8k	864.1k	719.1k
GRD CNTRL-42 ST	1045.1k	1227.7k	1251.7k	1217.8k	1139.3k	695.4k	557.1k
86 ST	926.7k	1002.9k	1011.4k	1021.0k	1026.6k	733.0k	583.9k
14 ST-UNION SQ	861.8k	958.7k	1003.3k	946.7k	1009.7k	845.8k	666.7k
42 ST-PORT AUTH	891.1k	977.6k	992.6k	986.3k	1039.4k	744.0k	614.4k
23 ST	817.7k	964.0k	987.8k	952.8k	948.7k	625.2k	485.6k
125 ST	813.5k	889.0k	896.6k	871.7k	919.1k	681.1k	561.8k
TIMES SQ-42 ST	783.0k	859.2k	866.9k	848.0k	825.1k	746.3k	619.2k
FULTON ST	739.9k	845.5k	866.4k	845.6k	829.4k	540.3k	425.5k

FUTURE WORK

ANY QUESTION