

A photograph of an MTA subway station exit. The scene is dimly lit with yellow overhead lights. In the foreground, there are turnstile gates. Several people are visible: a man in a dark shirt is walking through a turnstile, another man in a grey shirt and sunglasses is standing nearby, and a woman in a purple shirt is walking past on the right. In the background, there are more turnstiles and a yellow wall. A large red sign with white text is at the top left, and a smaller red sign is on the right.

**Exit**

Ditmars Boulevard &  
31 Street

# MTA TRAFFIC ANALYSIS FOR SUBWAY STATION

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# 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



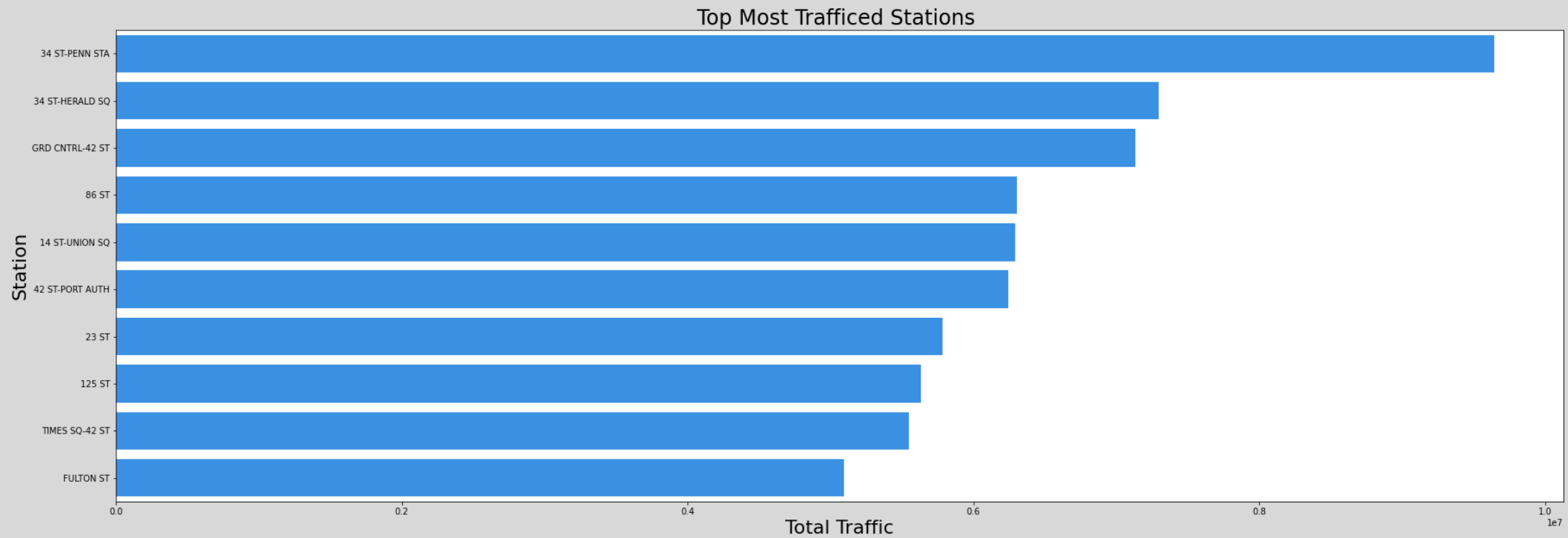
PROCESS-  
ANALYZE



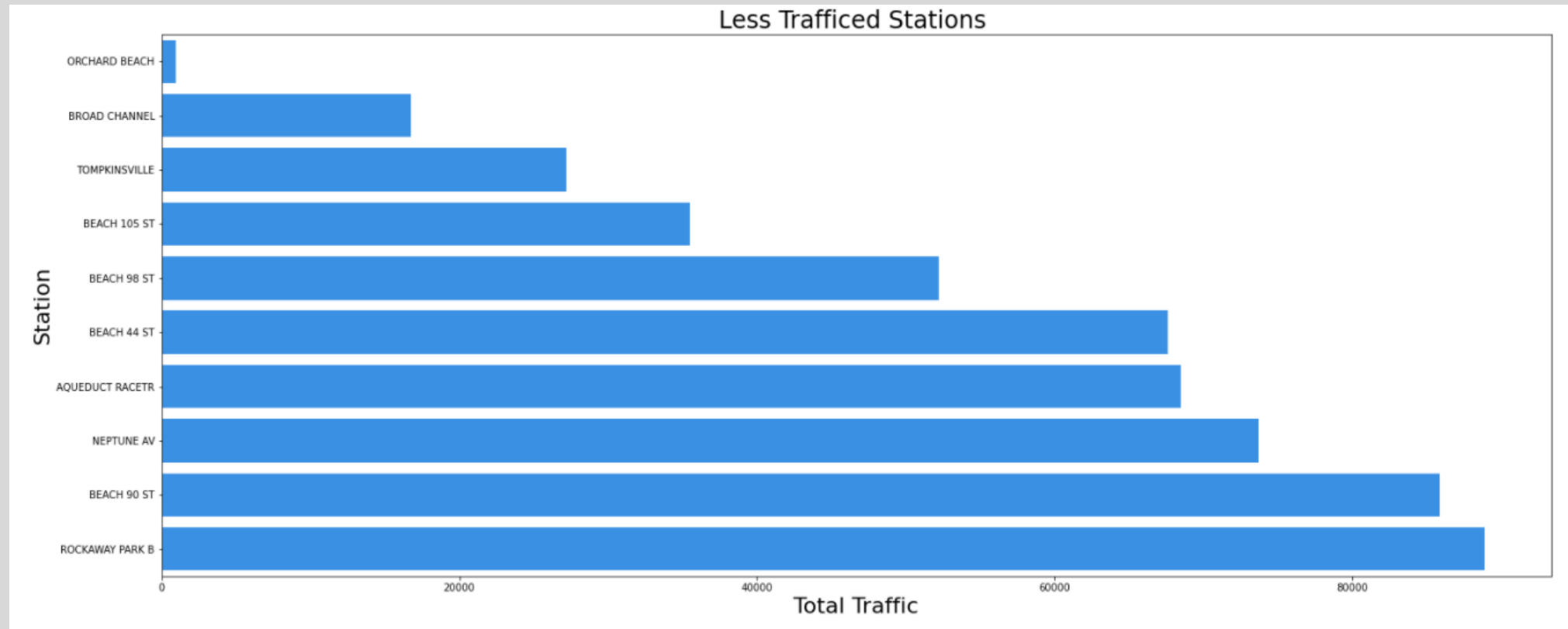
VISUALIZATION

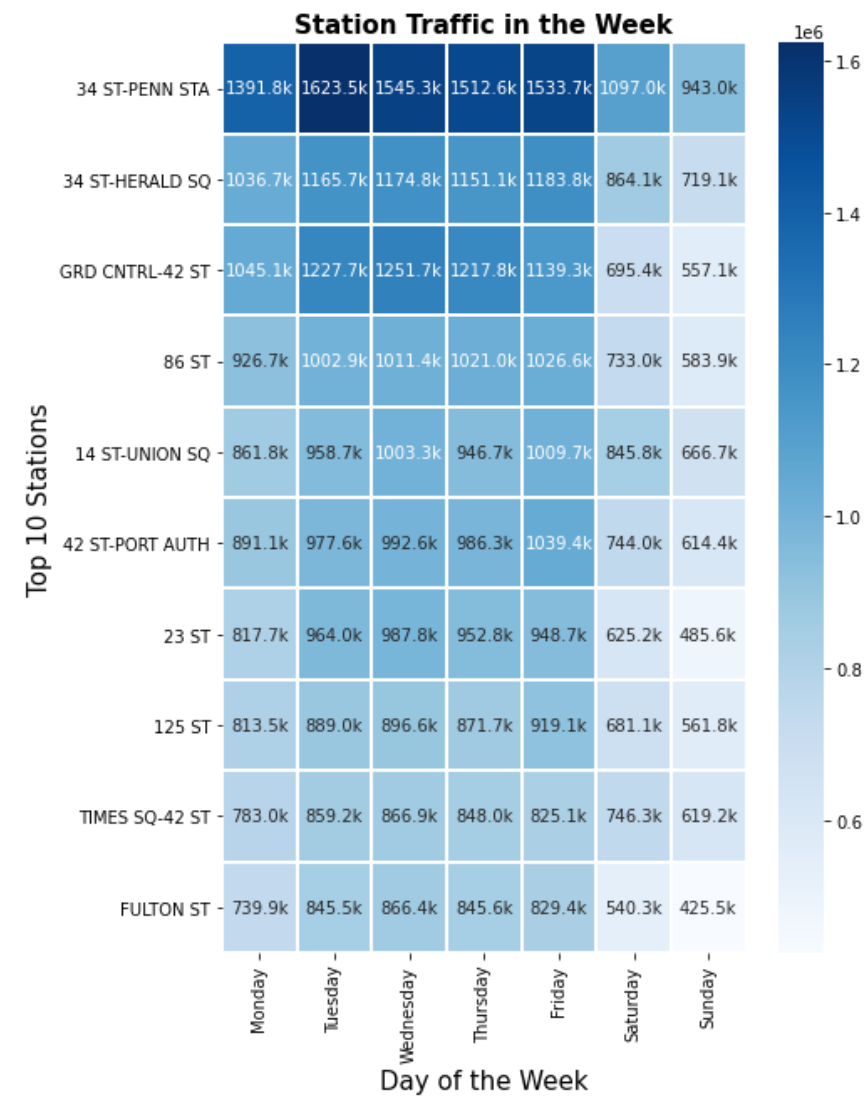
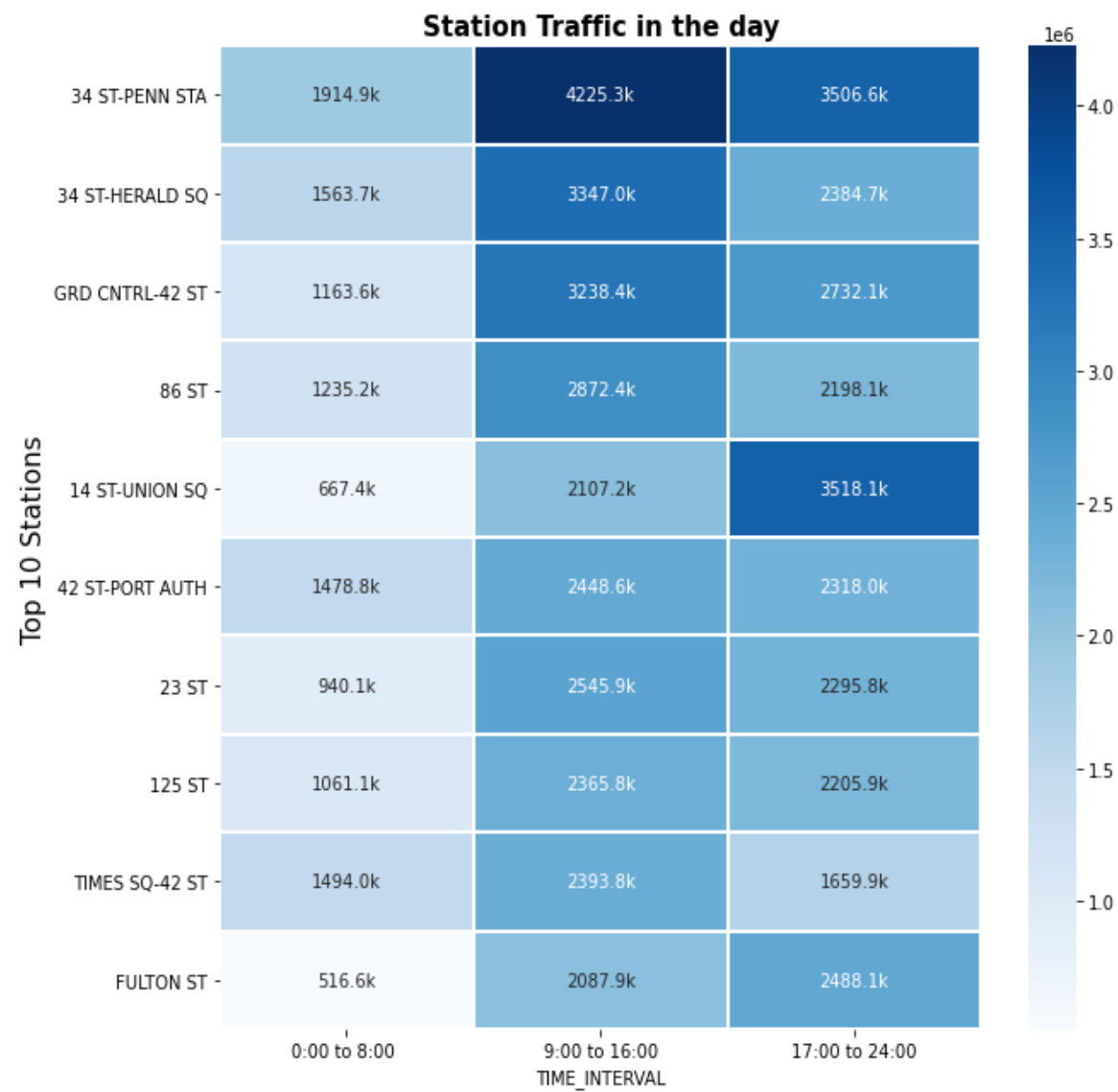
Methodology

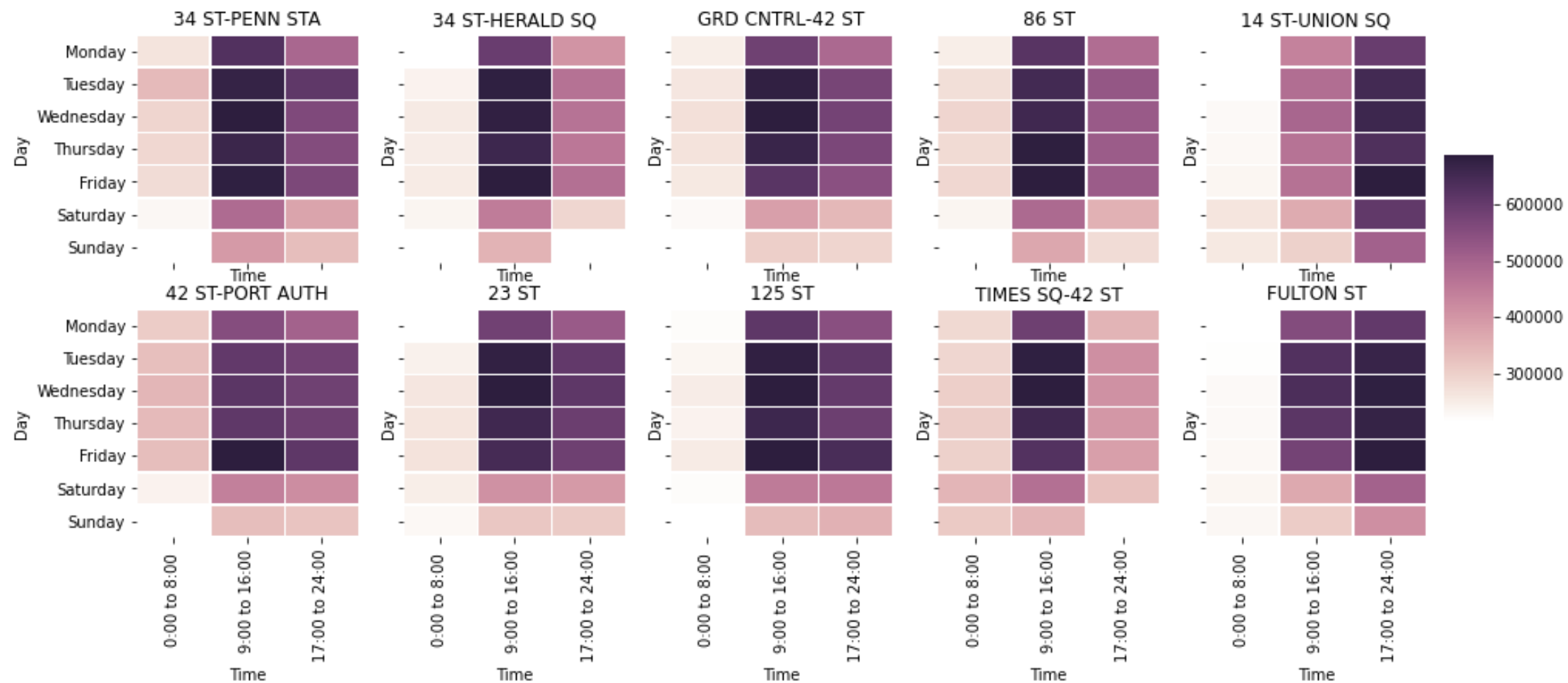
# Result and recommendation



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A low-angle, upward-looking shot of several modern skyscrapers with glass facades, converging towards the top of the frame. The sky is a deep blue with scattered white clouds. The sun is visible near the top center, creating a lens flare effect. The entire image is framed by a thin white double-line border.

# FUTURE WORK



**Exit**

Ditmars Boulevard &  
31 Street

ANY QUESTION

EMERGENCY EXIT

Service Exit

With Bar for Emergency Exit  
Alarm Will Sound