

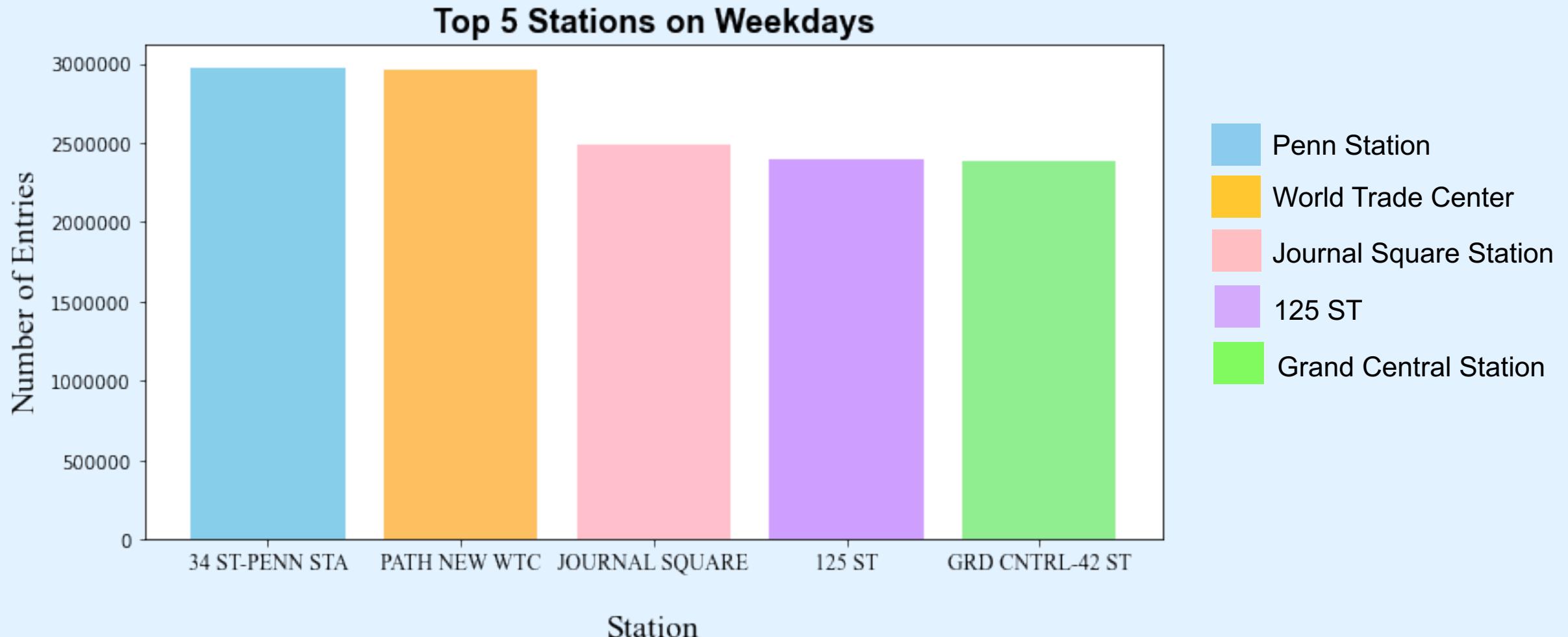
# Brand Awareness: Forecasting the Impact of Ridership at Subway Stations

- **Objective:** to increase brand awareness by having pop-up stores near the subway stations.
- **Data:** Jan 2022 ~ Mar 2022 from Metropolitan Transportation Authority in New York City.

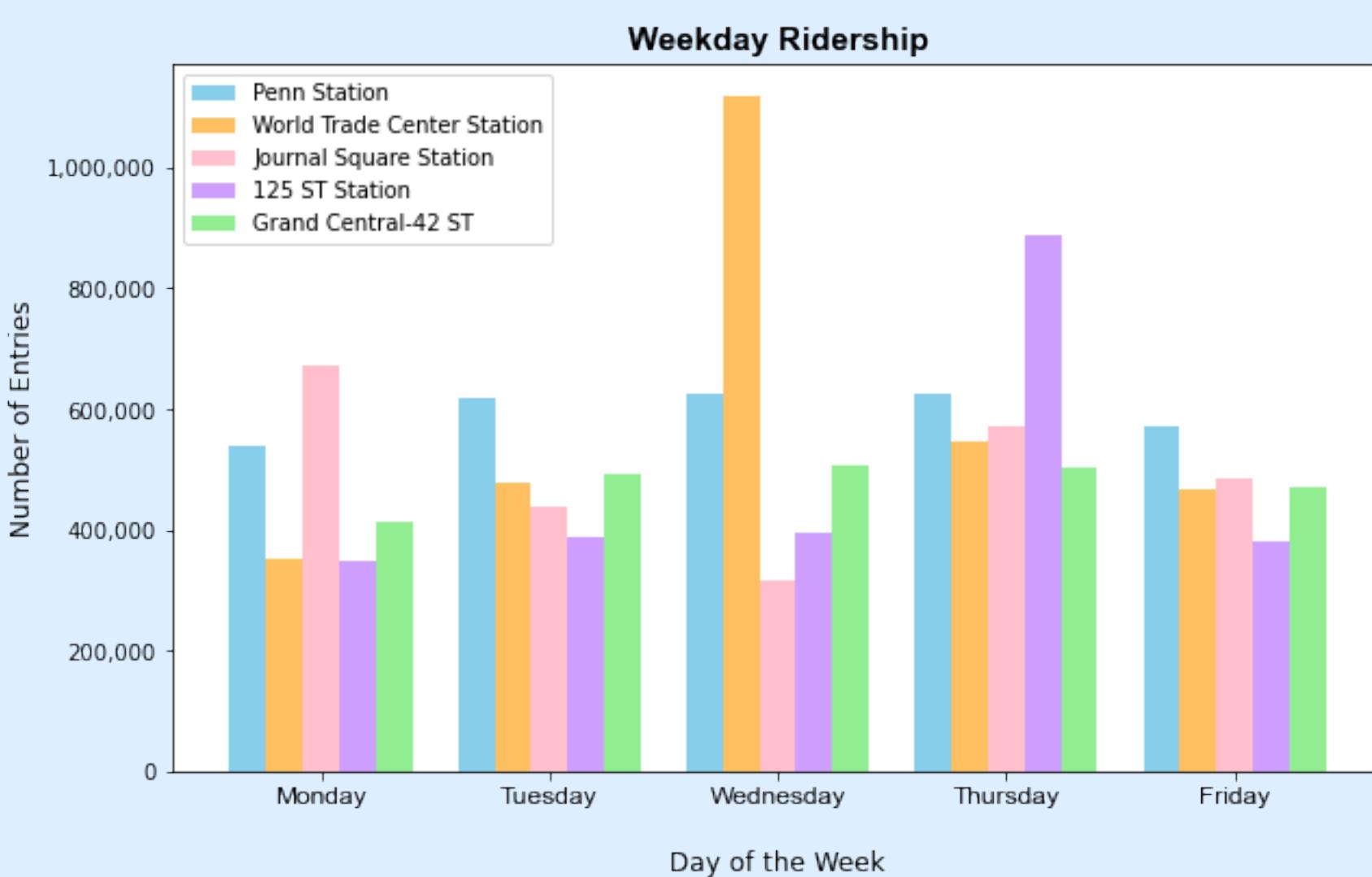


Presented by Jill Ke

# First Quarter 2022



# First Quarter 2022



#### Monday:

- Penn Station
- Journal Square Station

#### Tuesday:

- Penn Station
- Grand Central Station

#### Wednesday:

- World Trade Center Station

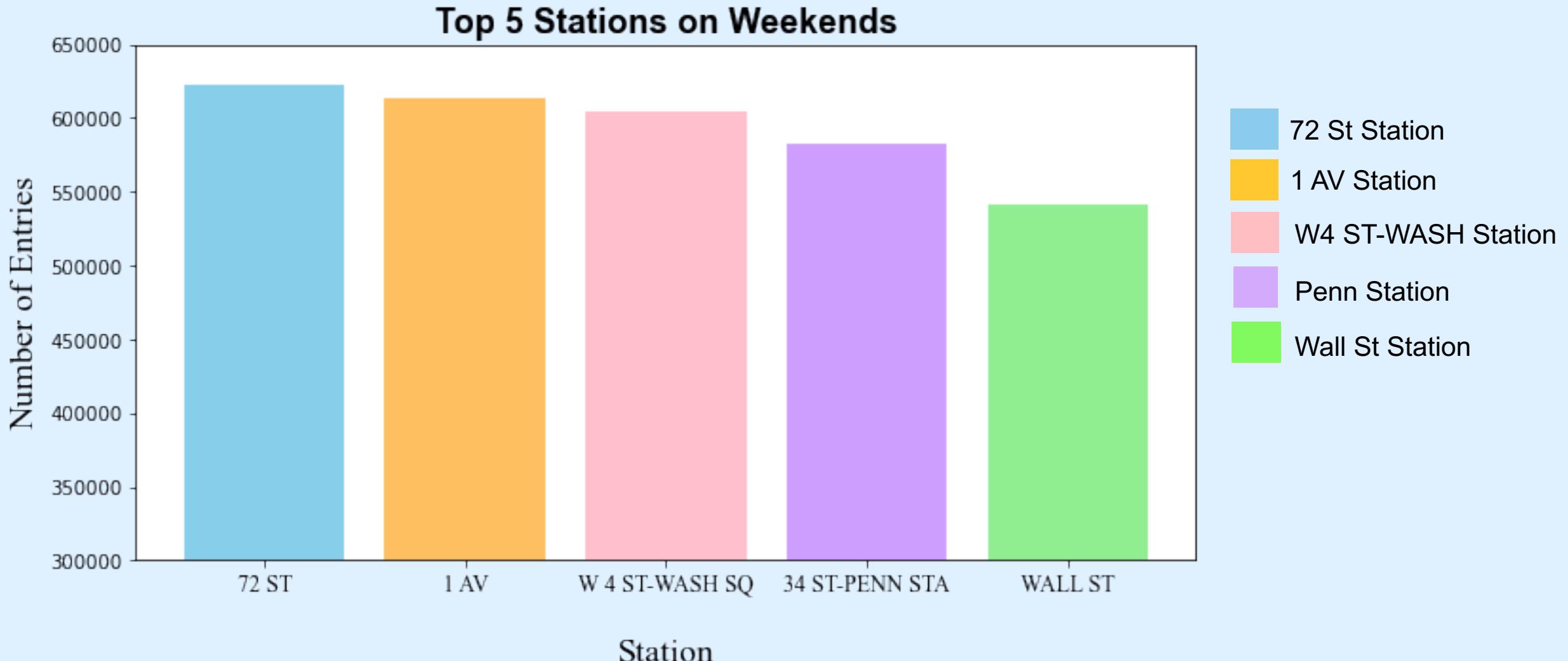
#### Thursday:

- Penn Station
- 125 St Station

#### Friday:

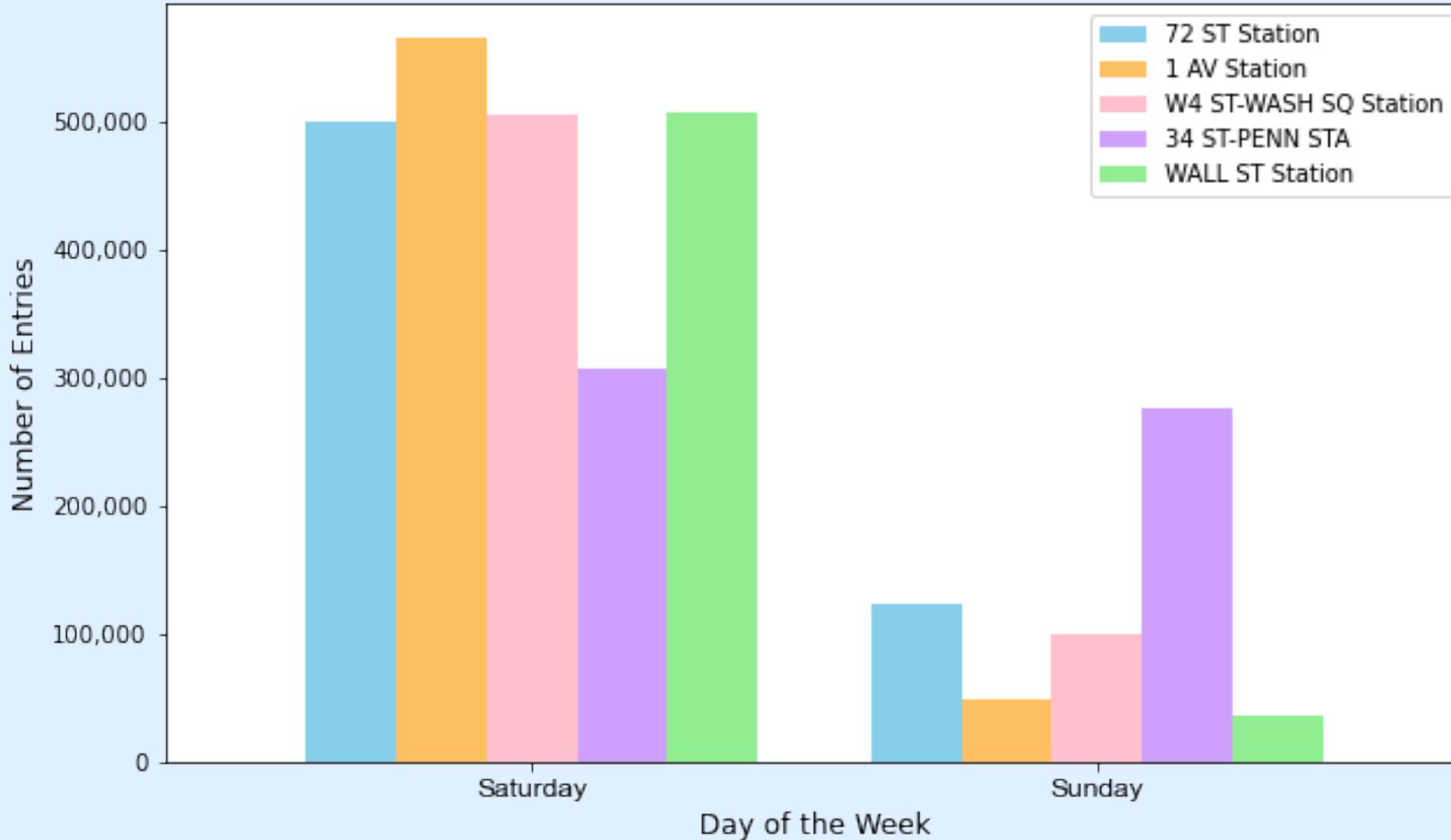
- Penn Station
- Grand Central Station

# First Quarter 2022



# First Quarter 2022

## Weekend Ridership



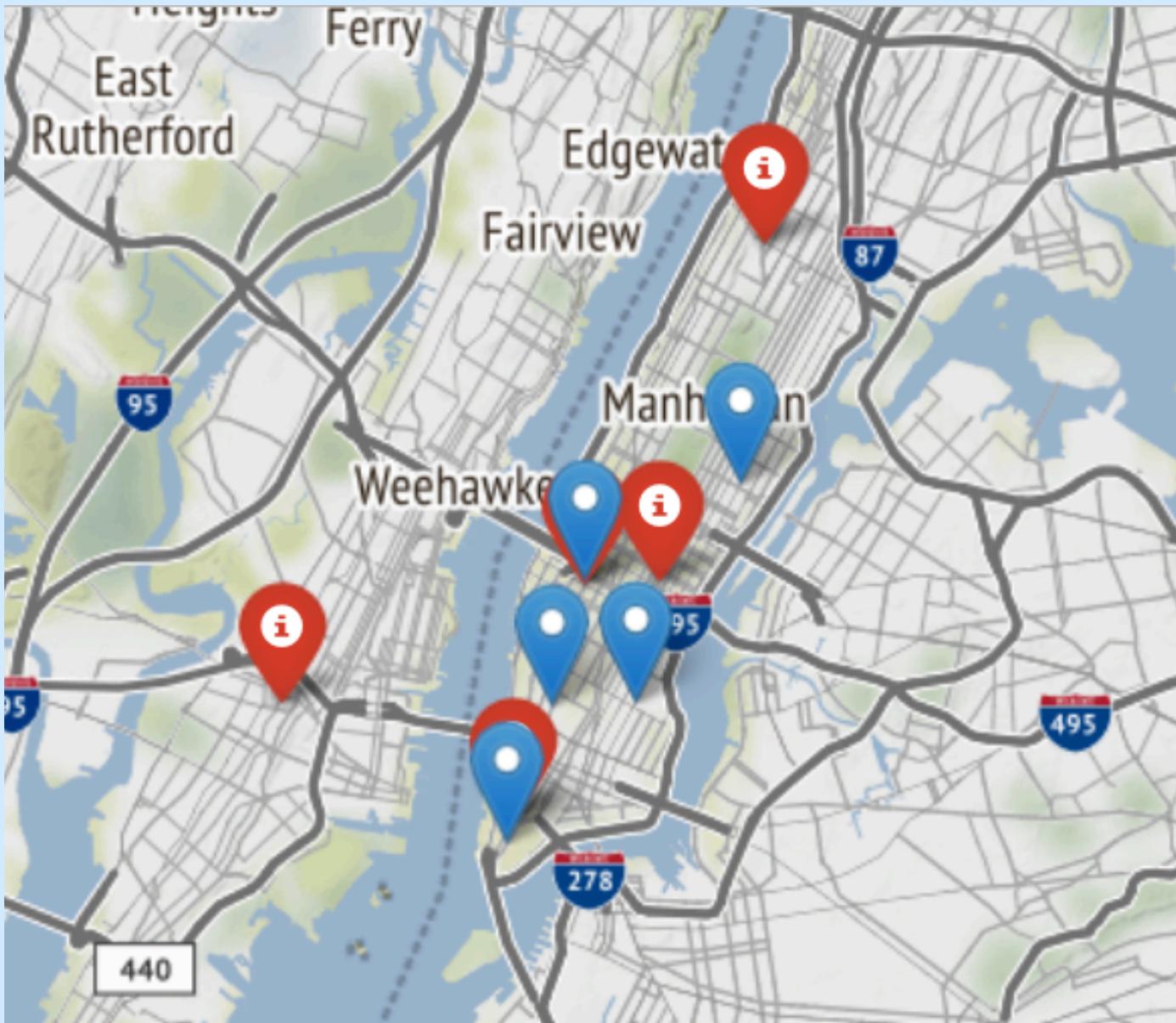
### Saturday:

- 1AV Station
- W4 ST-WASH Station

### Sunday:

- Penn Station
- 72 St Station

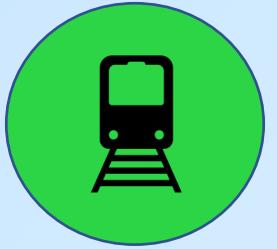
# Map Location



Weekday	STATION	DAILY_ENTRIES
0	34 ST-PENN STA	2976759.0
1	PATH NEW WTC	2957127.0
2	JOURNAL SQUARE	2483090.0
3	125 ST	2401206.0
4	GRD CNTRL-42 ST	2388150.0

Weekend	STATION	DAILY_ENTRIES
0	72 ST	621922.0
1	1 AV	612926.0
2	W 4 ST-WASH SQ	603983.0
3	34 ST-PENN STA	581980.0
4	WALL ST	541108.0



# Conclusion

- Stations with highest ridership on weekdays and weekends during first quarter 2022.



# Appendix

- <http://web.mta.info/developers/turnstile.html>

Thank you!