Where should I perform as a street artist?

An analysis of MTA turnstile Data between May 21 and Nov 2021

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WHERE TO PERFORM

Client: Street Artists

Client's Need: Let's name our street artist Angie. He is looking to make the most of his time by

maximizing his profits thanks to his talented work. He wants be at the right place at the right time.

Solution: Analyze & visualize recent MTA Turnstile data to

- Find the overall busiest stations.
- Find day with highest traffic per station.
- Find time period of day with highest traffic per station.



METHODOLOGY



1

Find most popular Manhattan stations by turnstile entries

2

Find the busiest stations per day

3

Find the busiest stations per hour

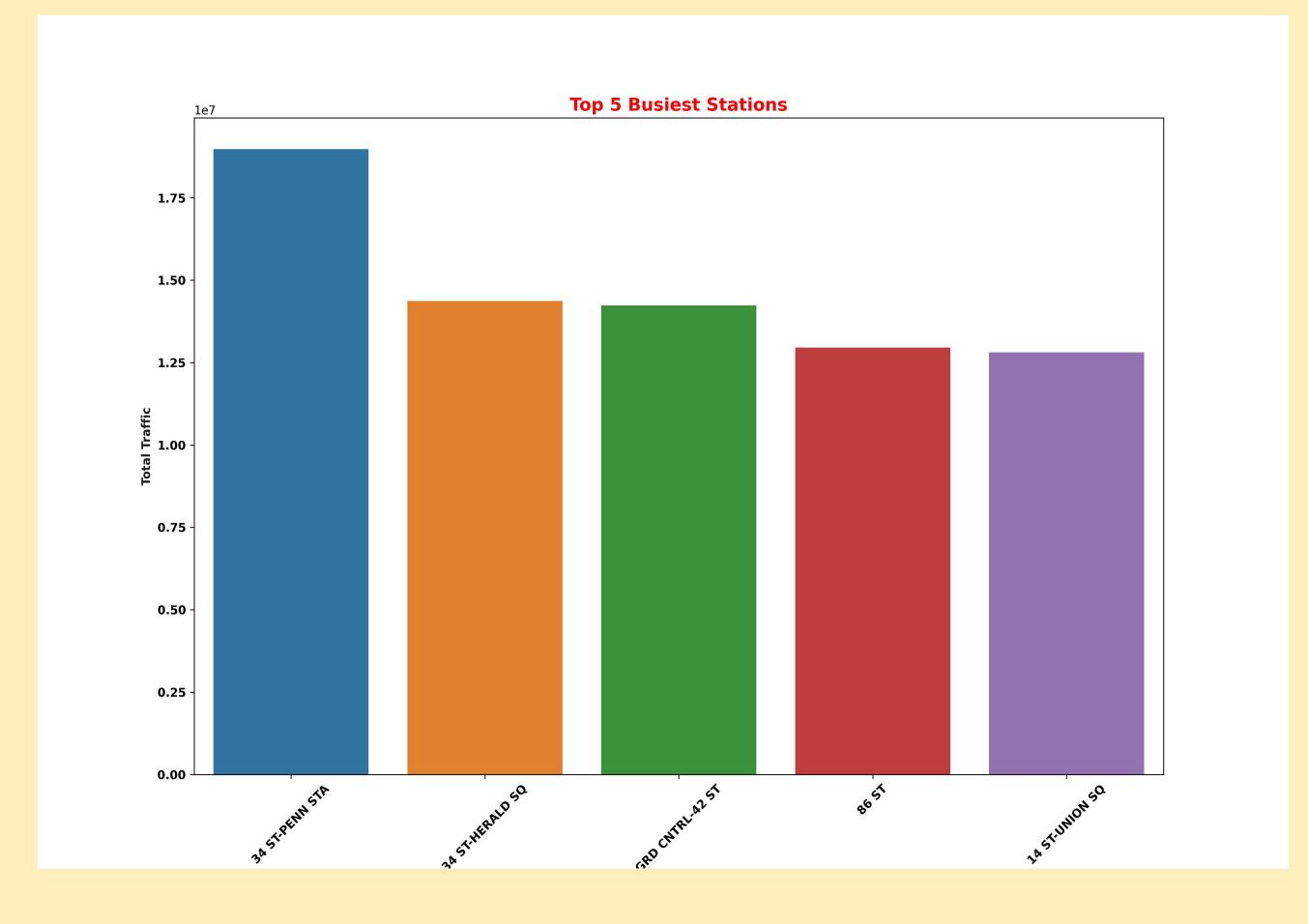
4

Analyze where should the street artist perform.

Top Stations by Foot Traffic

- 34 ST-PENN STA
- 34 ST- HERALD SQ
- GRD CNTRL-42 ST
- 4 86 ST
- 14 ST- UNION SQ



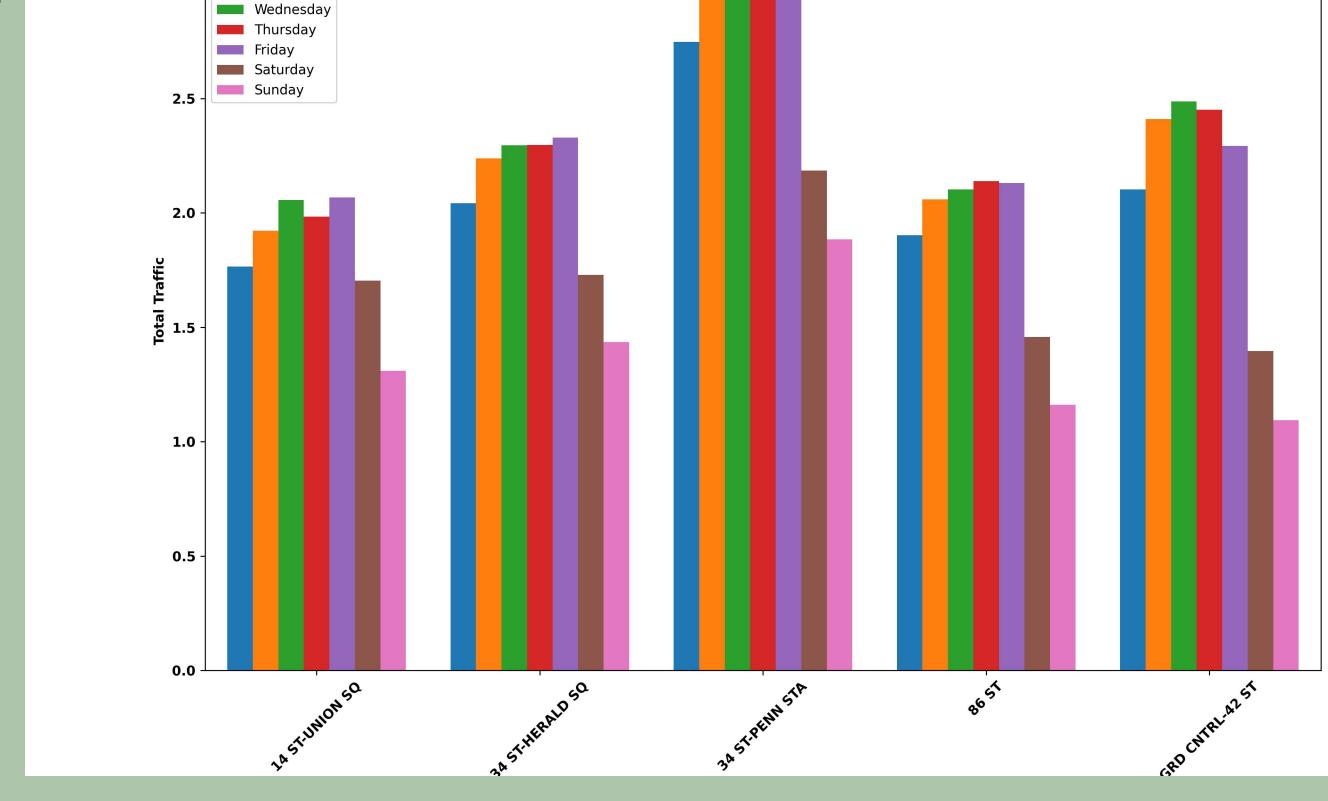


Top 5 Busiest Stations Per Day

1e6

Days

Monday
Tuesday



Top 5 Busiest Stations, Day and Total Foot Traffic



Heatmap for per Day

Top 5 Busiest Stations / Day						
Monday	1.8M	2.0M	2.7M	1.9M	2.1M	- 3.00
Tuesday	1.9M	2.2M	3.0M	2.1M	2.4M	- 2.75
Wednesday	2.1M	2.3M	3.1M	2.1M	2.5M	- 2.50 - 2.25
Week Days	2.0M	2.3M	3.0M	2.1M	2.4M	- 2.00 Laffic
Friday	2.1M	2.3M	3.1M	2.1M	2.3M	- 1.75
Saturday	1.7M	1.7M	2.2M	1.5M	1.4M	- 1.50
Sunday	1.3M	1.4M	1.9M	1.2M	1.1M	- 1.25
	14 St. Infon 50	A ST.HERALD SO	3ª Strenn Sta	86 ST	aD CHIRLARST	

FINAL RECOMMENDATIONS

- I suggest that the street artist should perform at any of the top 5

stations selected except Saturday and Sunday on which of the days have

the lowest foot traffic.

- Data needs further investigation as we have seen some irregularities in

the station busyness.

THANK YOU



