

# Where should I perform as a street artist?

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

Serdar Celebi



# 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

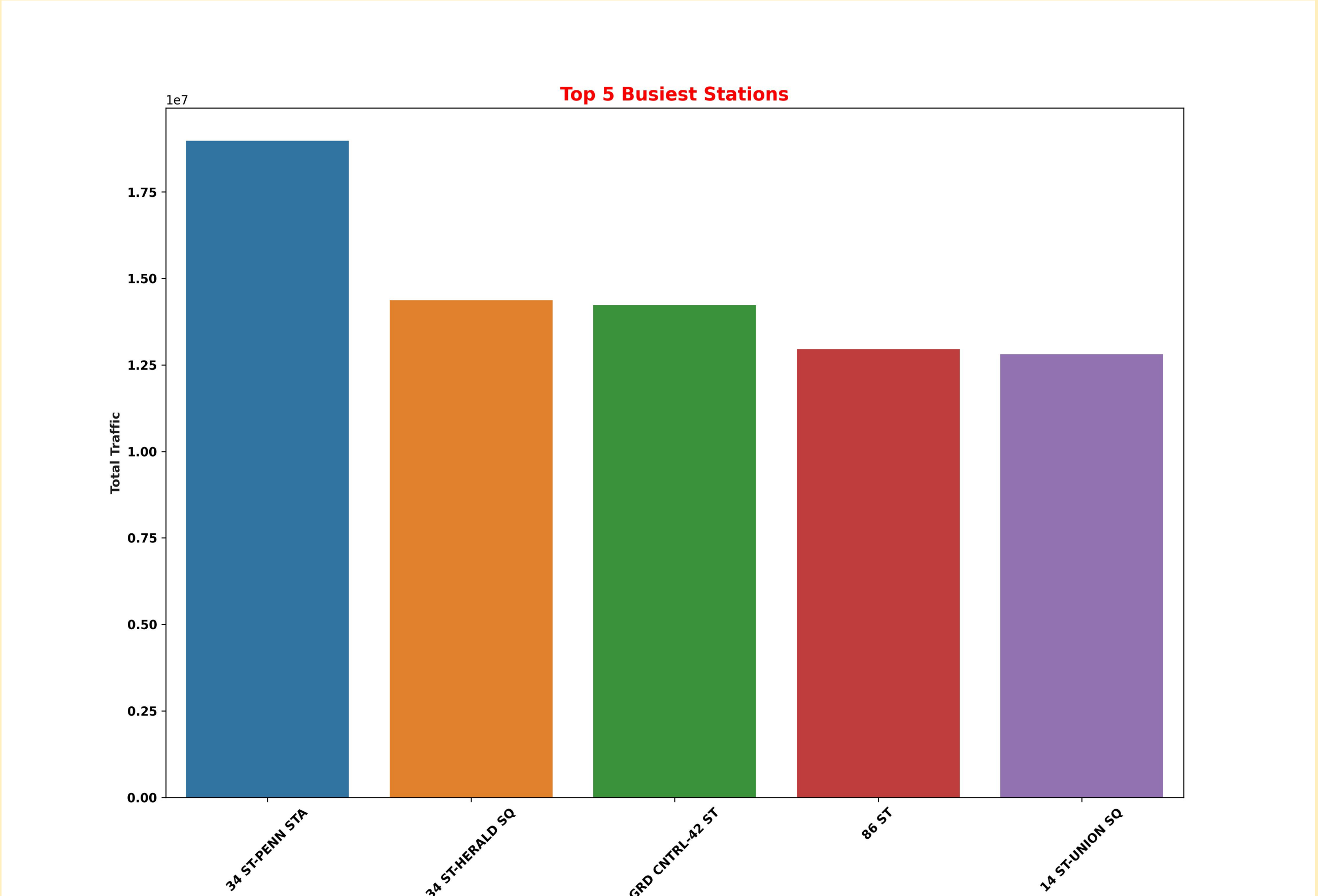


4

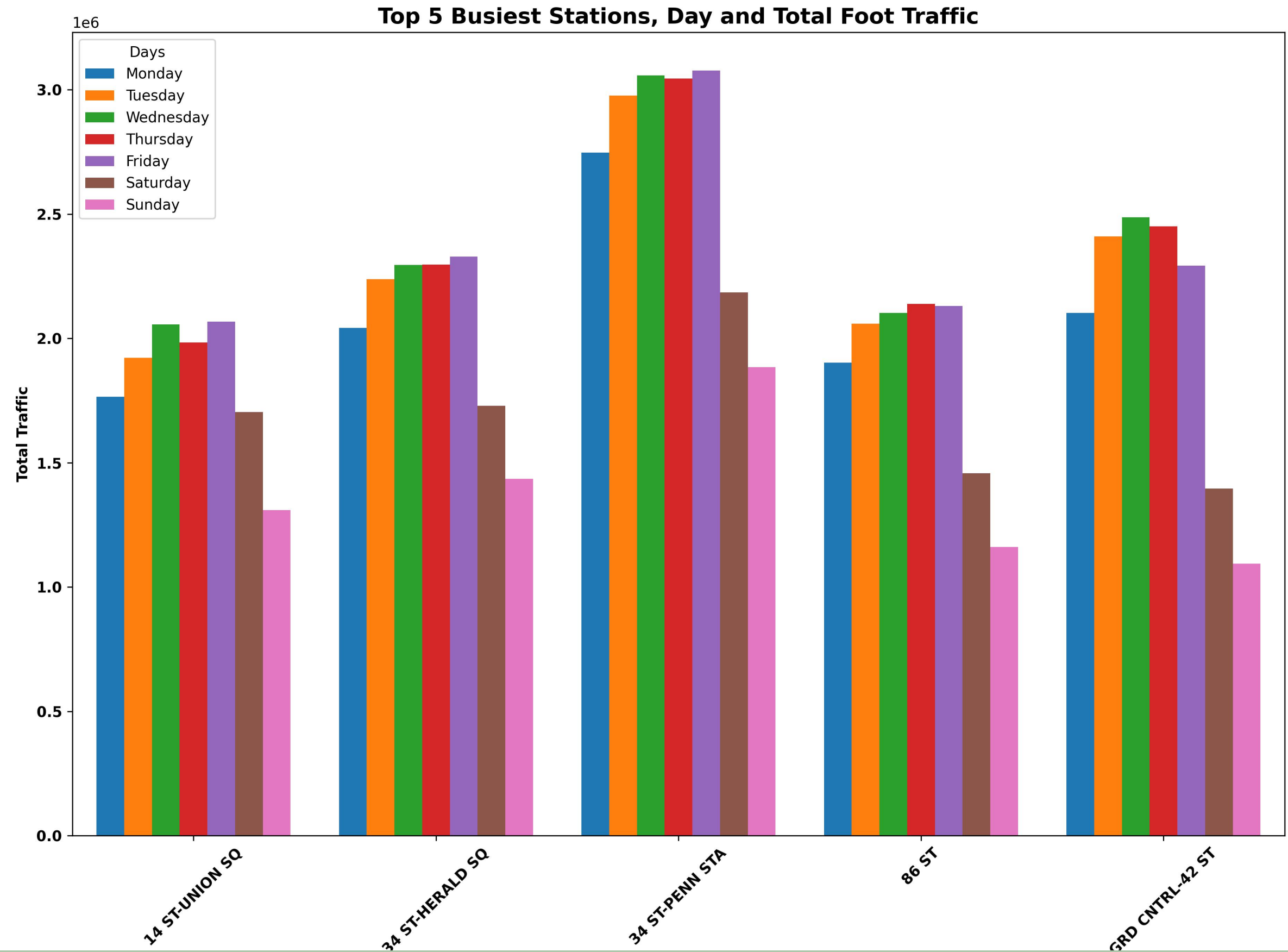
Analyze where should the street artist perform.

# Top Stations by Foot Traffic

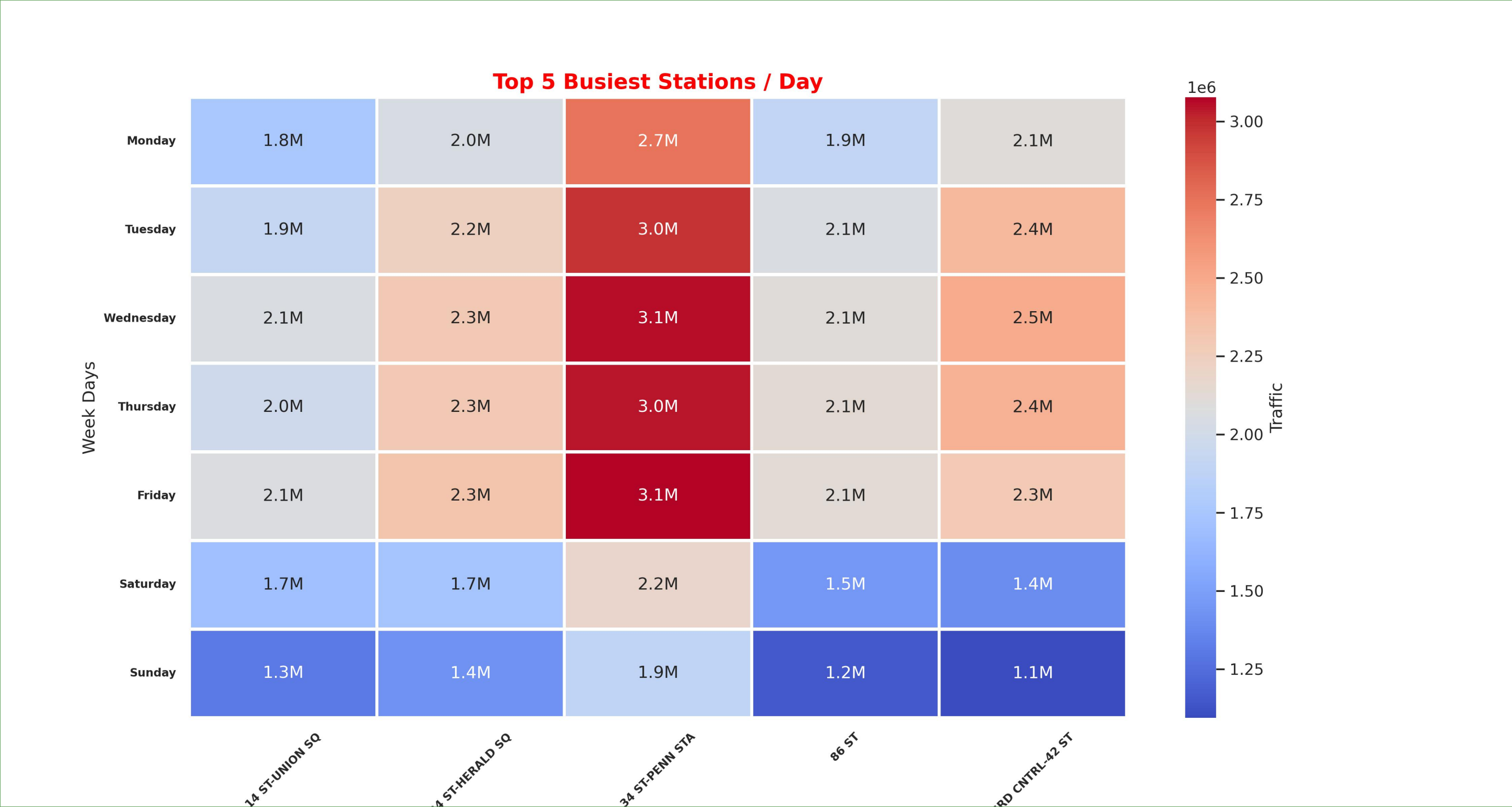
- 1 34 ST-PENN STA
- 2 34 ST- HERALD SQ
- 3 GRD CNTRL-42 ST
- 4 86 ST
- 5 14 ST- UNION SQ



# Top 5 Busiest Stations Per Day



# Heatmap for per Day





# 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

