

Analytical Approach

The target market is to know the number of transportation entrants (MTA) as passengers entering the terminal are very likely to buy from a prospective coffee shop in the morning before going to work. In order to increase the number of visitors to the store, the project will be limited to establishing stations that have more entrants in the MTA stations.

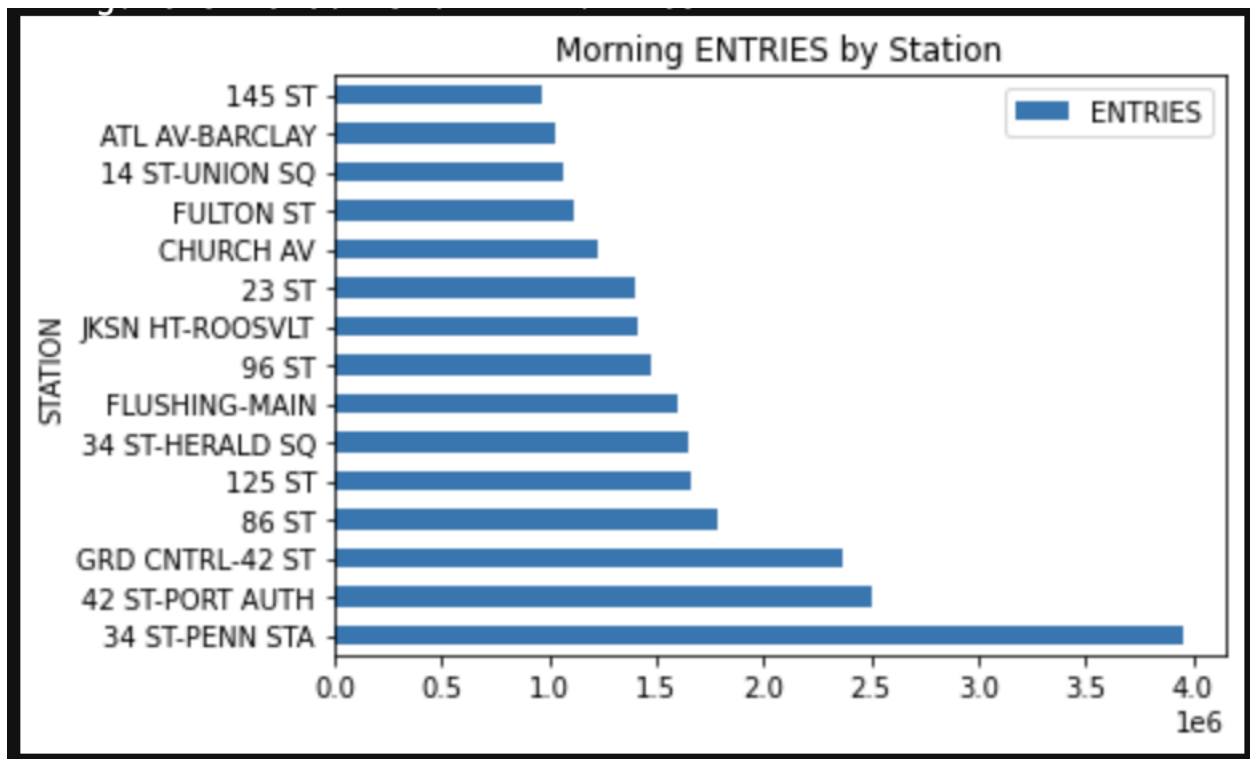
MTA passenger terminal selection criterion

Publicly available MTA turnstile data for the three months of 2019 were analyzed to determine the stations with the highest daily entry. The standard here is the high rate of entry during the morning commute hours.

Data Analysis Approach

Data was grouped by station, date, and time. Since the data was audited over morning periods, the morning commute hours were set between 4 AM and 12 PM.

Results



The figure shows that the stations with the highest density of entries in the morning.