

# BurritoFull Insights

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Using MTA Turnstile Data to Determine  
Optimal Food Truck Locations

# Burrito Truck Placement Challenge

- BurritoFull Inc. plans to deploy a 5-vehicle fleet of Burrito Trucks
- Plans to serve breakfast, lunch and dinner
- Can we use subway data to identify locations that leverage the advantages of a food truck?

# Angle of Attack

- Raw foot traffic alone likely won't indicate the best locations
- Focus on Rush Hour Destination Stations instead
- Leverage mobility of food truck fleet to move from one Rush Hour
- Destination Stations to another between lunch and dinner

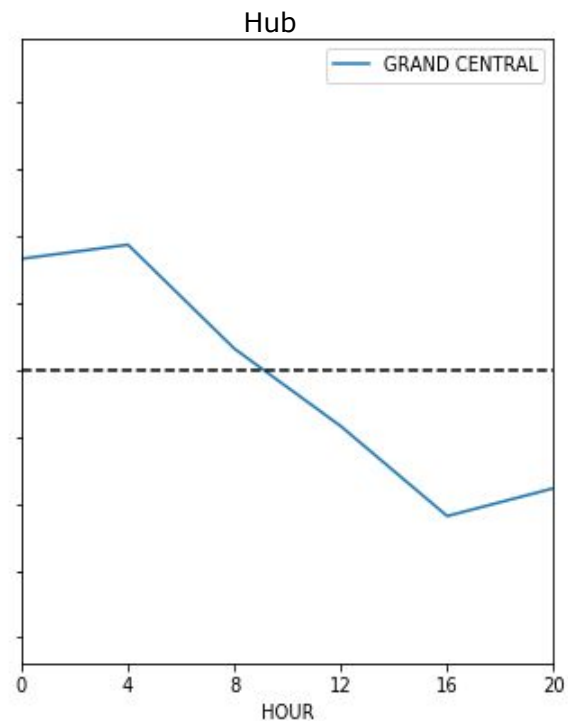
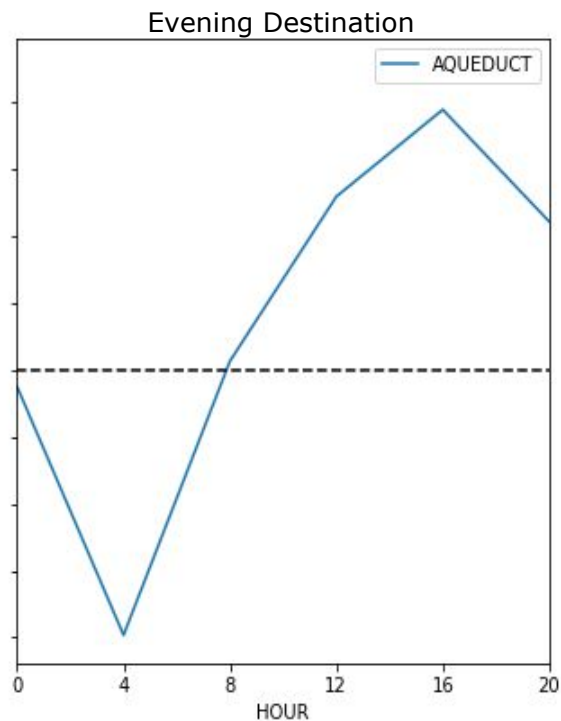
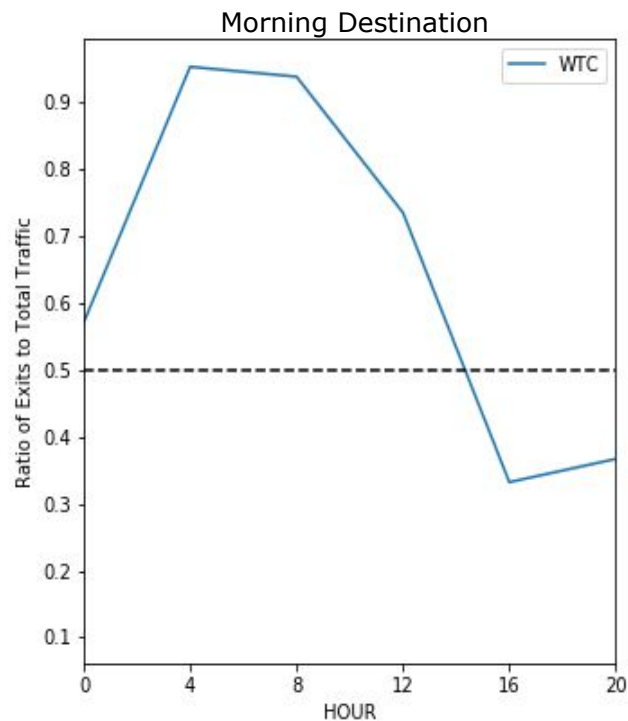
# MTA Turnstile Data

- NYC subway entries and exits by station in 4 hour intervals
- One year of data April 2017 - April 2018
- Stations with high proportion exiting customers
- Separate day into Breakfast/ Lunch and Dinner
- Distinguish destination stations from hubs



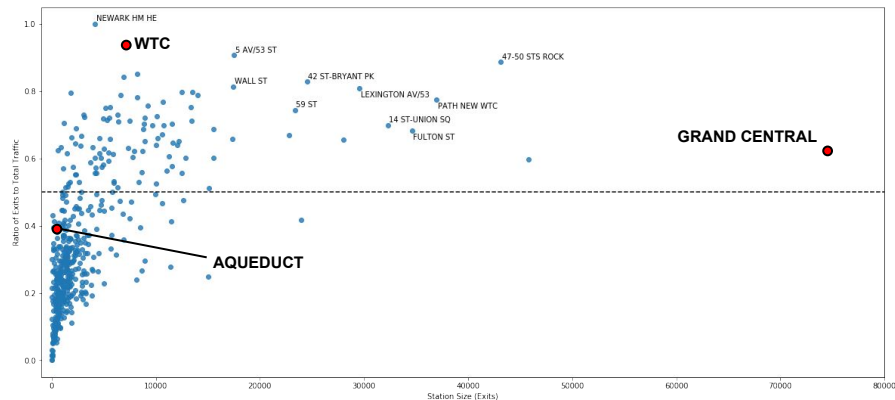
# Morning Destination, Evening Destination, Hub

Ratio of Exits Throughout a Weekday

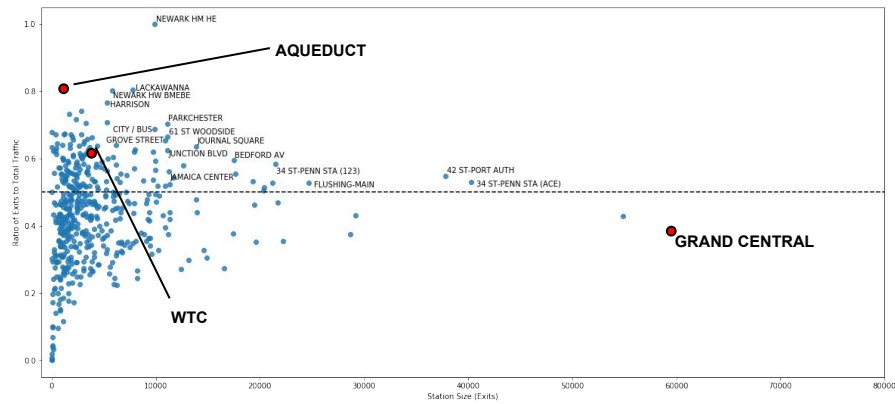


# Weekday Breakfast/Lunch and Dinner Locations

Breakfast/Lunch

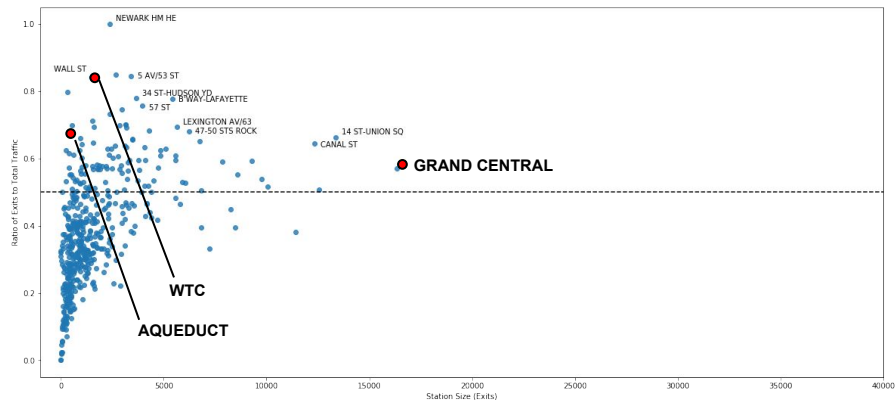


Dinner

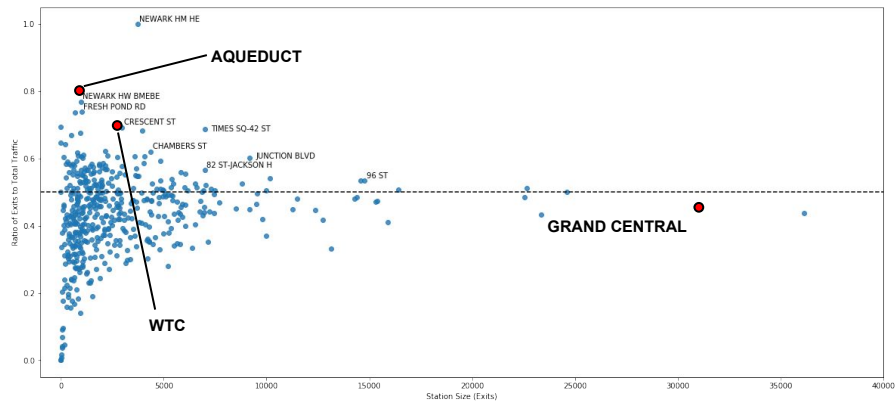


# Weekend Breakfast/Lunch and Dinner Locations

Breakfast/Lunch



Dinner



# Which Stations Should You Park Near?

<b>Weekday Breakfast/ Lunch</b>	<b>Weekday Dinner</b>
Path WTC	Parkchester
5 Av / 53 St	Bedford Ave
Wall St	Journal Square PATH
42 St Bryant Park	Flushing Main
14 St Union Square	Aqueduct Conduit



# Which Stations Should You Park Near?

<b>Weekend Breakfast/ Lunch</b>	<b>Weekend Dinner</b>
Canal St	Times Square
Hudson Yards	Aqueduct
Wall St	Junction Blvd
Broadway-Lafayette	82 St Jackson Blvd
Lexington Ave/ 63rd St	96 St

# If you hire us

- Analyze the trend in our metrics over time
- Competitors' location data
- Neighborhood taste surveys
- Bring in census data on incomes by neighborhood

