I.   Introduction:

Metro Manila, Philippines is often considered as the place of opportunity due to its inherent characteristic of being the center of operations of different businesses engaging in various industries.

Professionals who render their services for these businesses often utilize the Light Rail Transit (LRT) which is a mass transportation system connecting key destinations in Metro Manila.

Considering the goal of the government to amplify the degree of economic activities through its policies and programs, the magnitude of professionals required to actualize the growth envisioned is expected to increase.

An implication of this scenario is the greater dependency on mass transportation systems such as LRT since the traffic conditions in Metro Manila often allows for an acceptable excuse of not travelling through private mediums.

II.   Business Problem:

Establishing that economic growth in the Metro Manila is inevitable, a thorough preparation should be implemented on how to accommodate the expected increase in passengers of the Light Rail Transit (LRT).

Failure to prepare will likely yield the following consequences:

- **Loss of Reliability:** Having insufficient facilities to accommodate passengers will result to a greater utilization of private transportation vehicles to avoid long queues in platforms of the LRT. The increase in numbers of private transportation vehicles in the road will heavily influence the already bumper-to-bumper conditions of the Metro Manila traffic. This failure reflects greatly to the reliability of the mass transportation system, a system which was designed to relieve the Metro's traffic conditions.

- **Loss of Revenue:** passengers who resort to using their own transportation vehicles or availing the services of Transportation Network Vehicles to avoid long queues is a loss of revenue to the operators of the LRT. Any loss of revenue due to lack of preparation in terms of foreseeing the increase in demand for the System is unacceptable.

Considering the foregoing, **the business problem being tackled is**:

- **How to segment the LRT stations based on the characteristics of its surroundings** (number of businesses, types of businesses among others)**?**

Being able to segment the stations establishes a greater understanding on the demographics of the LRT passengers such as where are the most occupied stations and why?

Having the capability to extract those information will prepare for the increase in passengers of the transportation system and hereby dissolve the probability of encountering the stated consequences earlier.

III.   **Target Audience:**

The type of audience who will benefit greatly from the study are as follows:

- **LRT Management:** segmenting the stations provides actionable insights that aim to answer the question 'How can resources be allocated to achieve maximum impact?'.

  By identifying the key features of its stations, the management can then deduce the volume, utilization rate, area type among others that will determine the best possible course of action in upgrading its facilities in relation to meeting expected demand for future years.

- **Real Estate Developers:** identifying the LRT platforms that are critical in terms of passenger volume will be critical in proper identification of land area for development. More often than not, passengers are willing to spend greater amount of money in exchange of having better access to transportation systems.

- **Urban Planners:** information on the segmentation of LRT stations allows local government to identify areas where assistance is needed in the aspect of development.

  As an example, knowing that area around Station A is well developed (business center) and it is connected to Station B whose surrounding area is slowly developing then the local government may introduce policies that will entice businesses to set their roots on area around Station B which will decongest and relieve Station A.

- **Investors / Businesses:** through the segmentation, feature such as distribution of businesses or infrastructures would be accessible. This is a crucial information to an investor who would like to identify the best possible location to establish the business and one of the key determinants of the success of the business is foot traffic.