



Increasing Reach Using MTA Data

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Strategy

- Busiest stations → awareness
- Affluent neighborhoods → maximize reach with increased fundraising



Finding the busiest stations

- May 2017 busiest stations → predict
May 2018 busiest stations

Grand Central Terminal, New York.



Finding the busiest stations

- May 2017 busiest stations → predict May 2018 busiest stations
- Teams placed at main entrances

Counting MTA rides

- Busiest stations → Turnstile entries

Counting MTA rides

- Inconsistent time periods

Station 1: 2 AM 12 PM 11:45 PM



Station 2: 4 AM 2 PM 10:57 PM

Time periods are different depending on the station

Counting MTA rides

- Rides per day (cumulative count)

Station 1: 2 AM 12 PM 11:45 PM

Counter 1: 1,000 3,000 6,000

Daily ride count: 5,000



Station 2: 4 AM 2 PM 10:57 PM

Counter 1: 10,000 15,000 20,000

Daily ride count: 10,000



Counting MTA rides

- Counting backwards

Station 1:	2 AM	12 PM	11:45 PM
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Counter 1:	6,000	3,000	1,000
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Daily ride count:	5,000
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Counting MTA rides

- Counters jumping

Station 1:	2 AM	12 PM	11:45 PM
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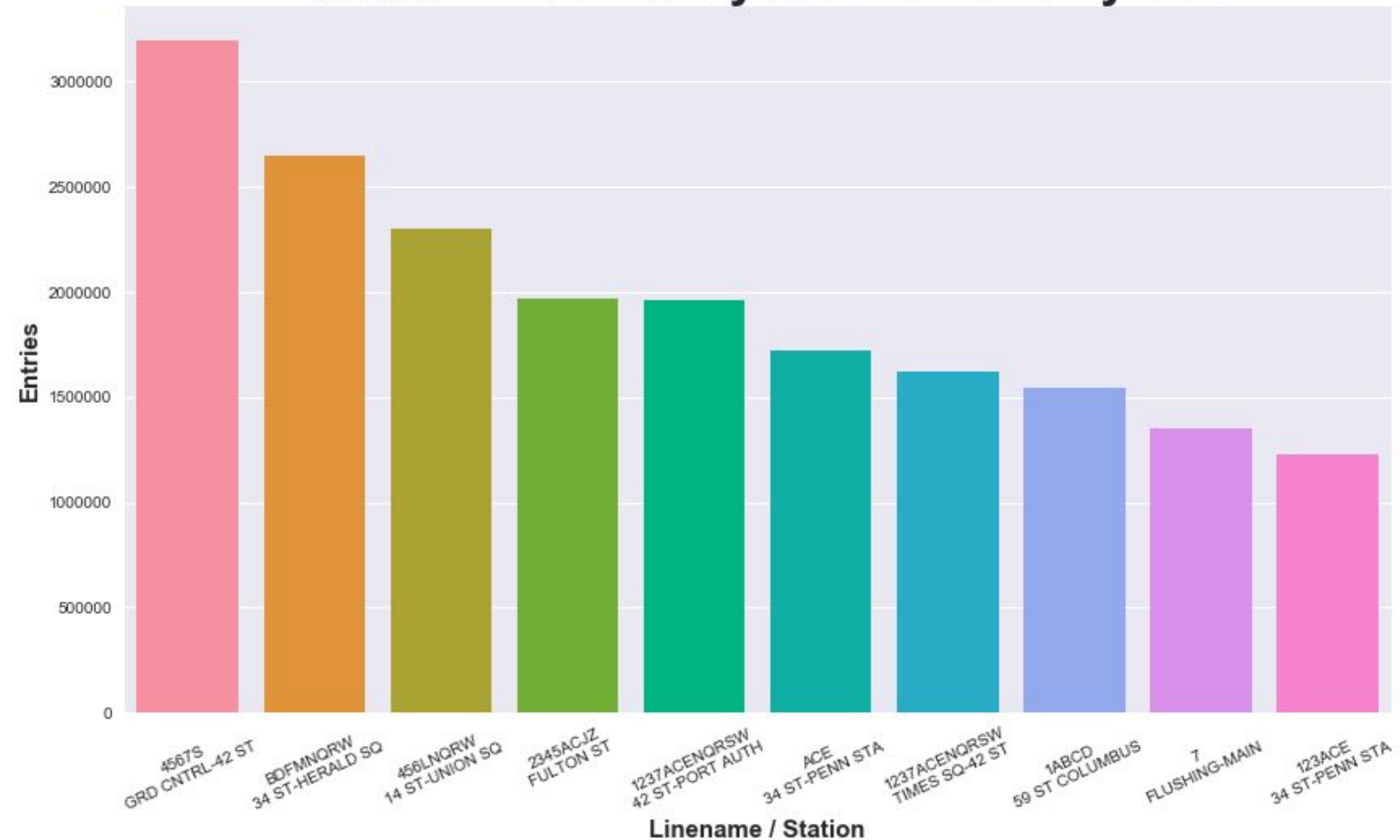
Counter 1:	1,000	2,000	10,001,000
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Daily ride count:	10,000,000
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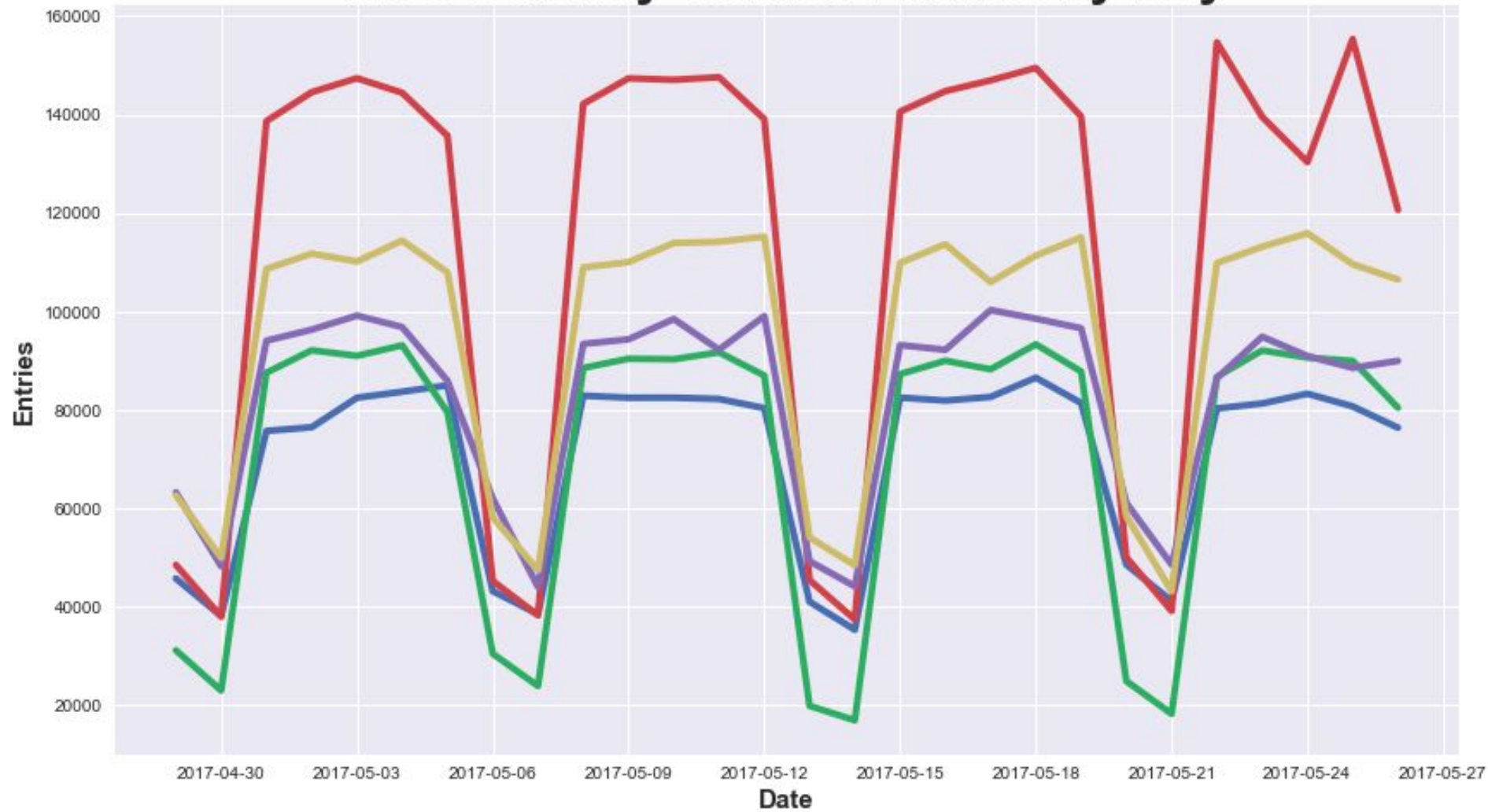


Fixed ride count:	discard
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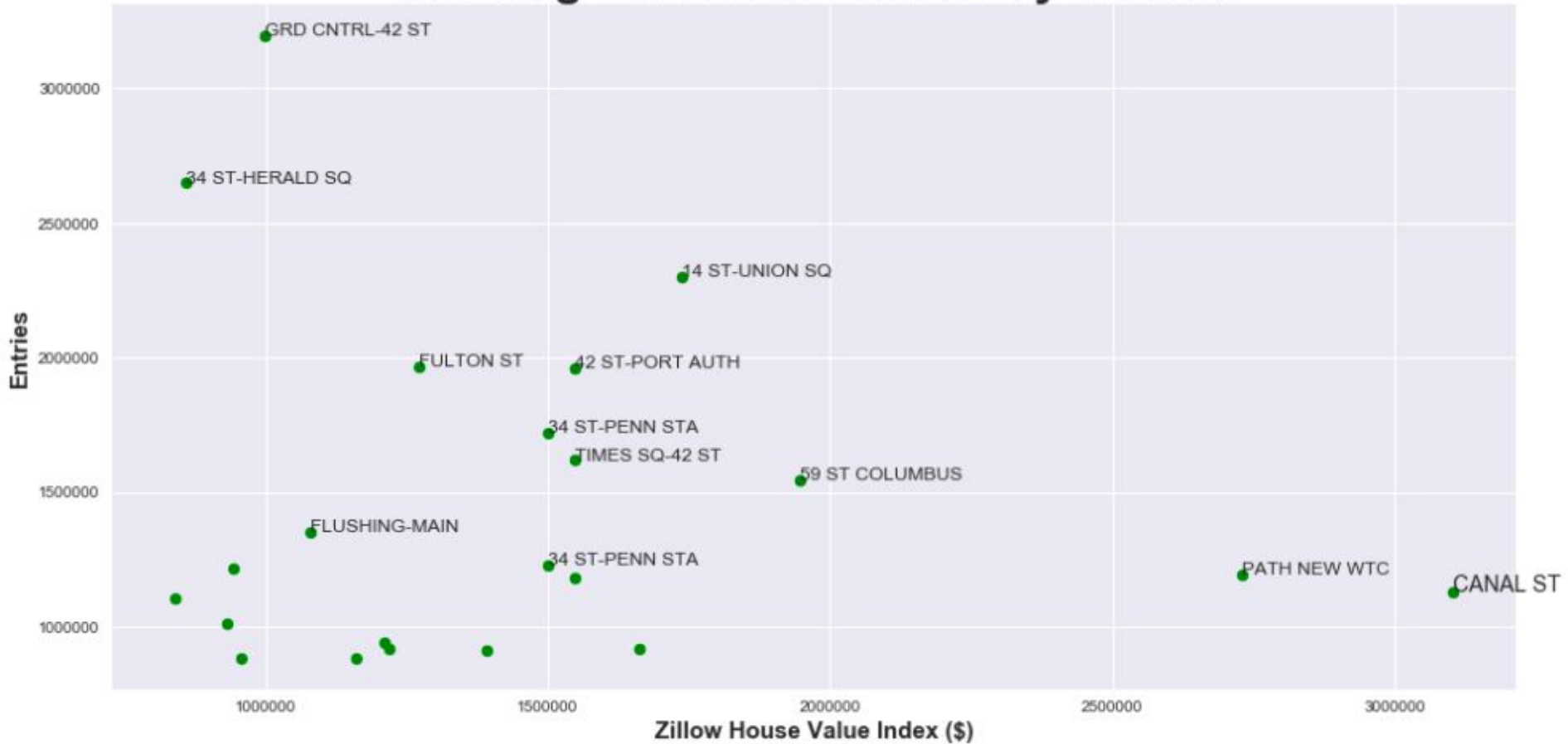
Busiest NYC Subway Stations in May 2017



NYC Subway Station Entries by Day

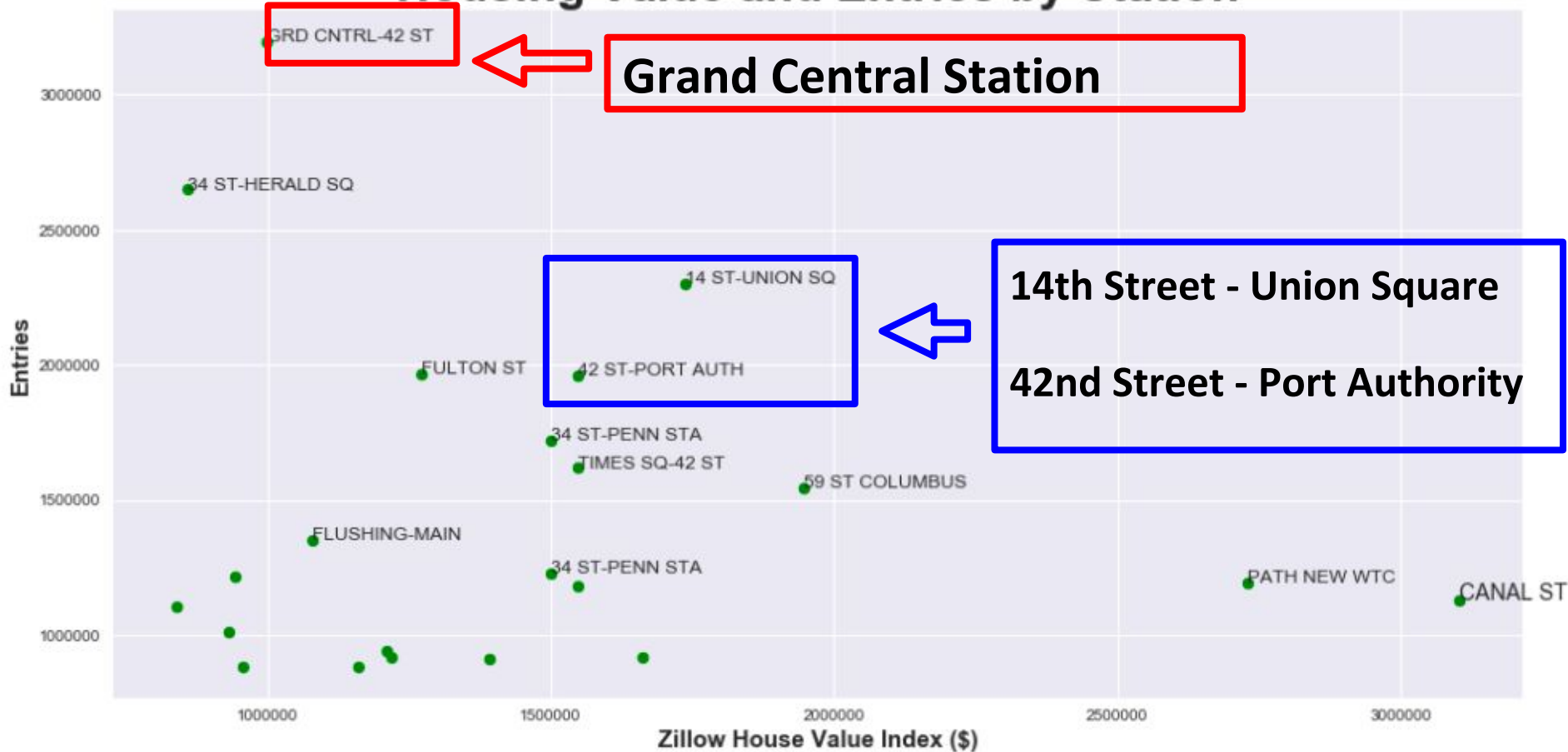


Housing Value and Entries by Station



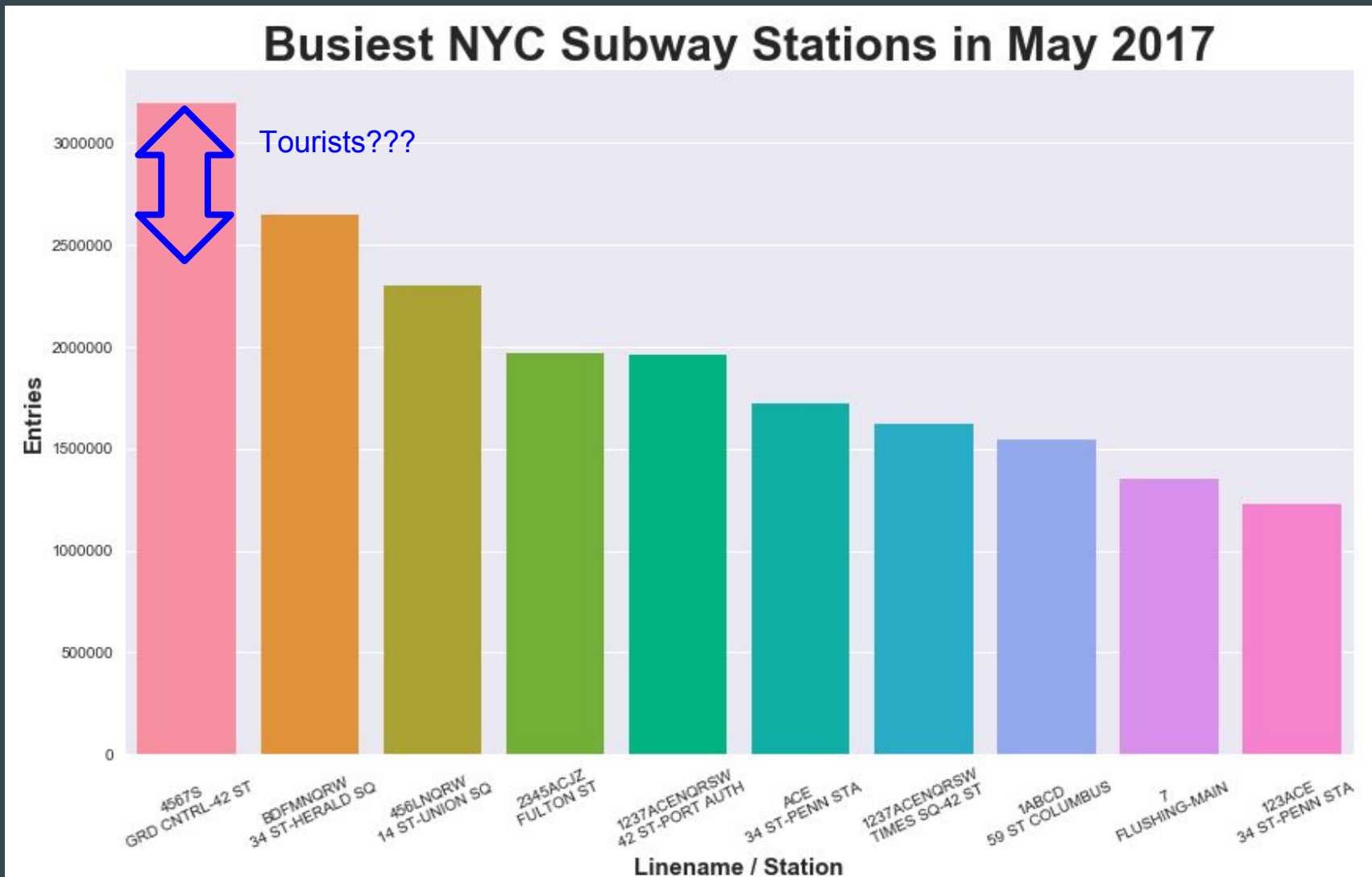
Final Recommendations

Housing Value and Entries by Station



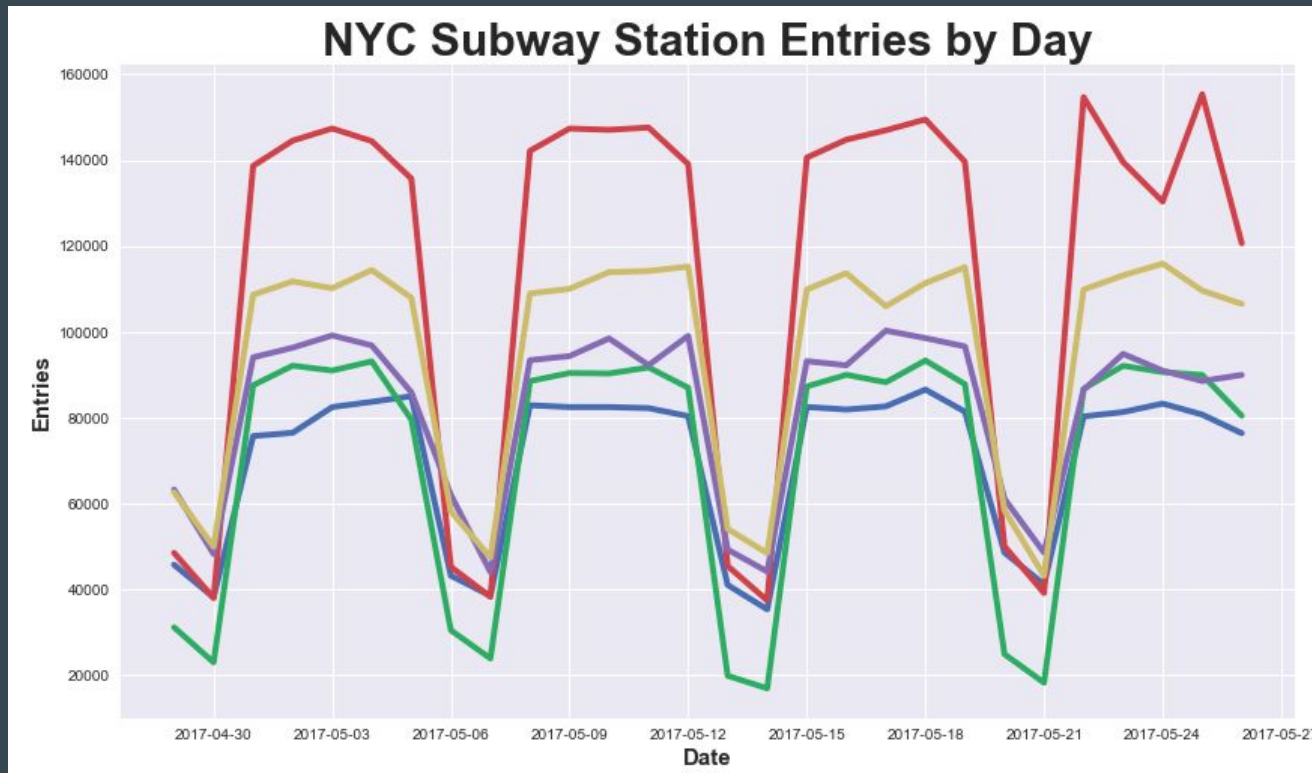
Further Considerations

- Popular Tourist Areas



Further Considerations

- Popular Tourist Areas
- Weekdays vs. Weekends



Further Considerations

- Popular Tourist Areas
- Weekdays vs. Weekends
- Explore different demographics by location (women/men, tech, salary)

Other data sources

> 1, 000 members !

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Thanks for listening!