

Project Benson

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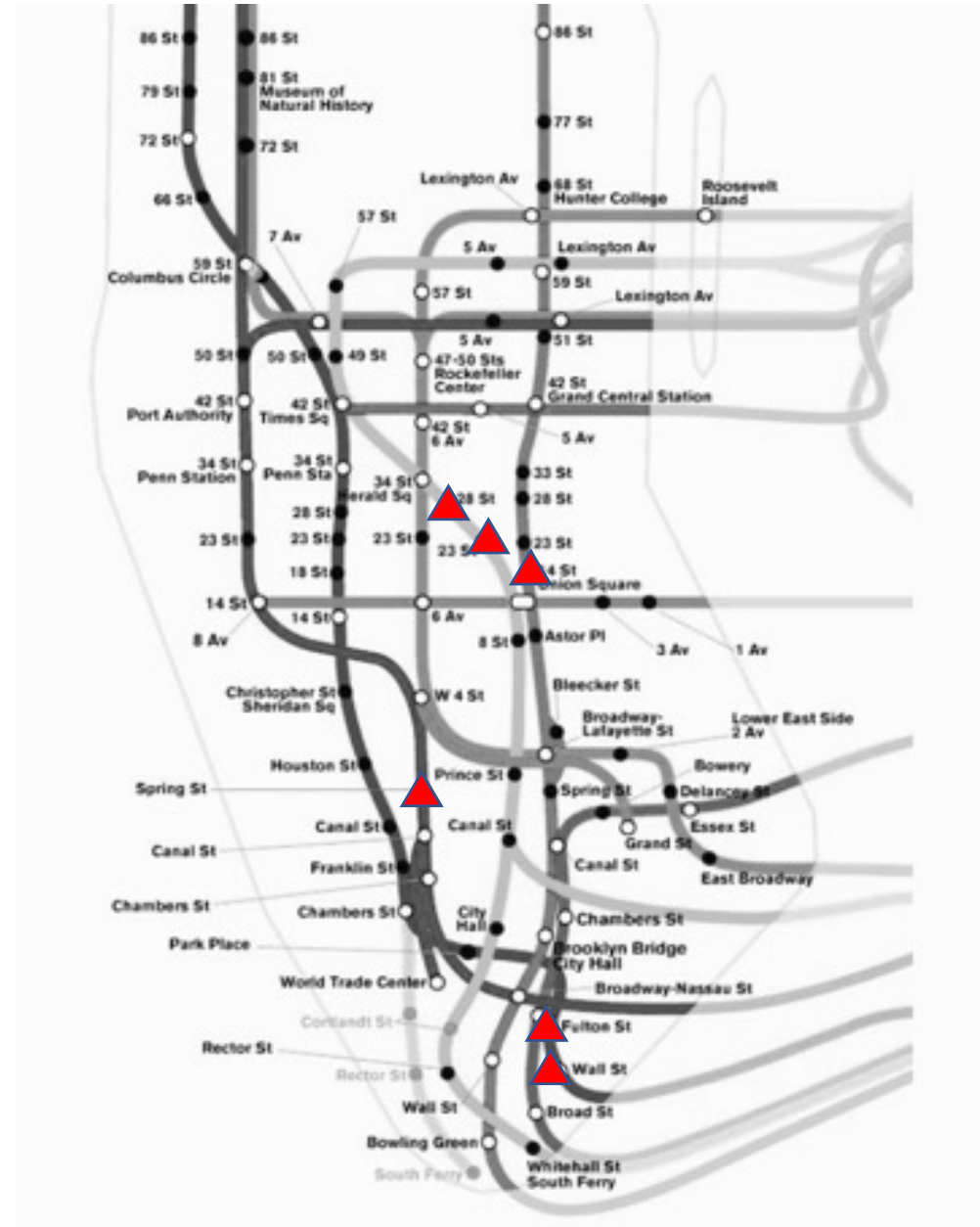
Goal:

Find the best times and locations to place teams at subway stations to collect email addresses of potential contributors and attendees to the summer gala.

Recommendation

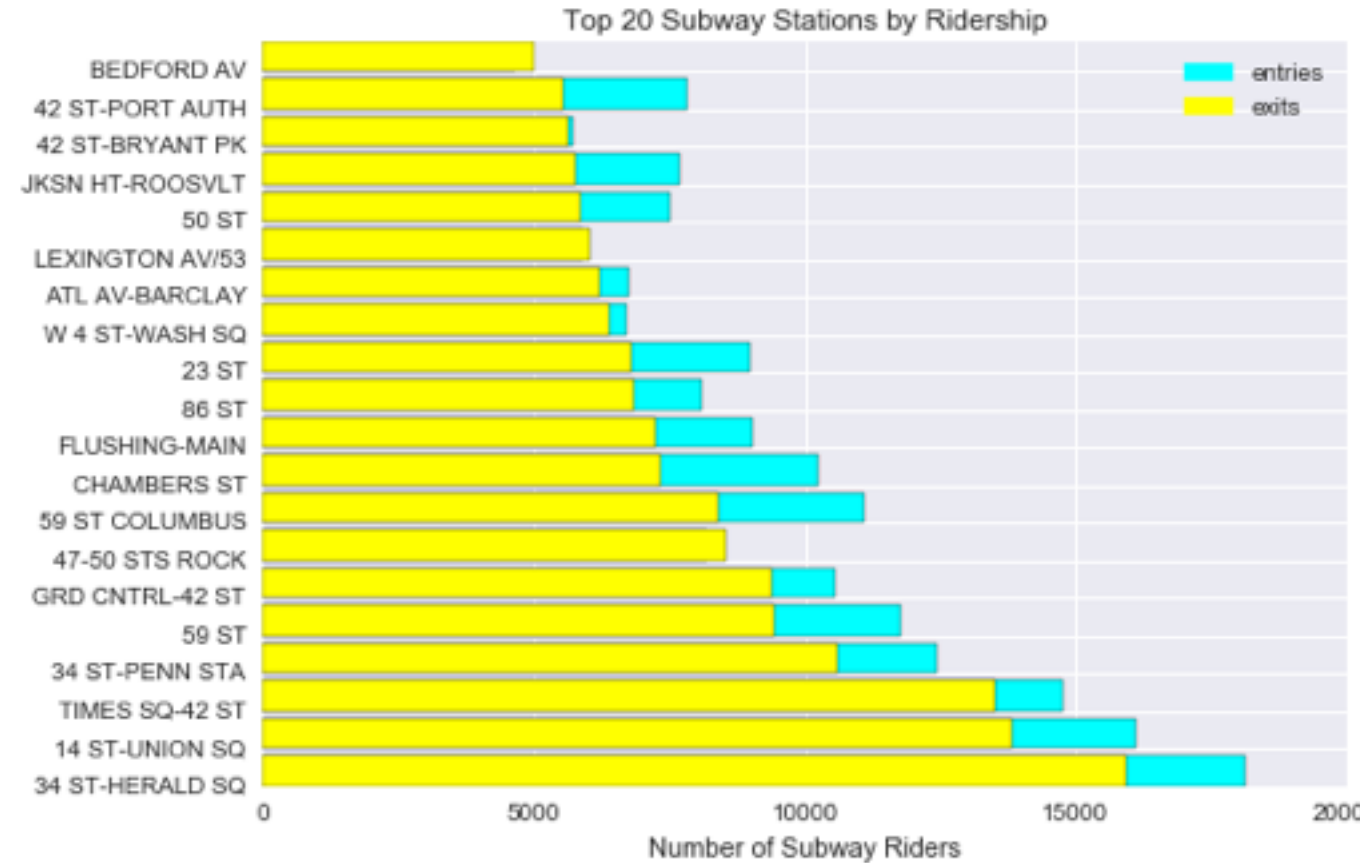
Based on our analysis, we recommend you place street teams at the following stations on weekdays between 4PM and 9PM.

- 14 St. Union Square
- 23 St.
- 28 St.
- Wall St.
- Fulton St.
- Spring St.

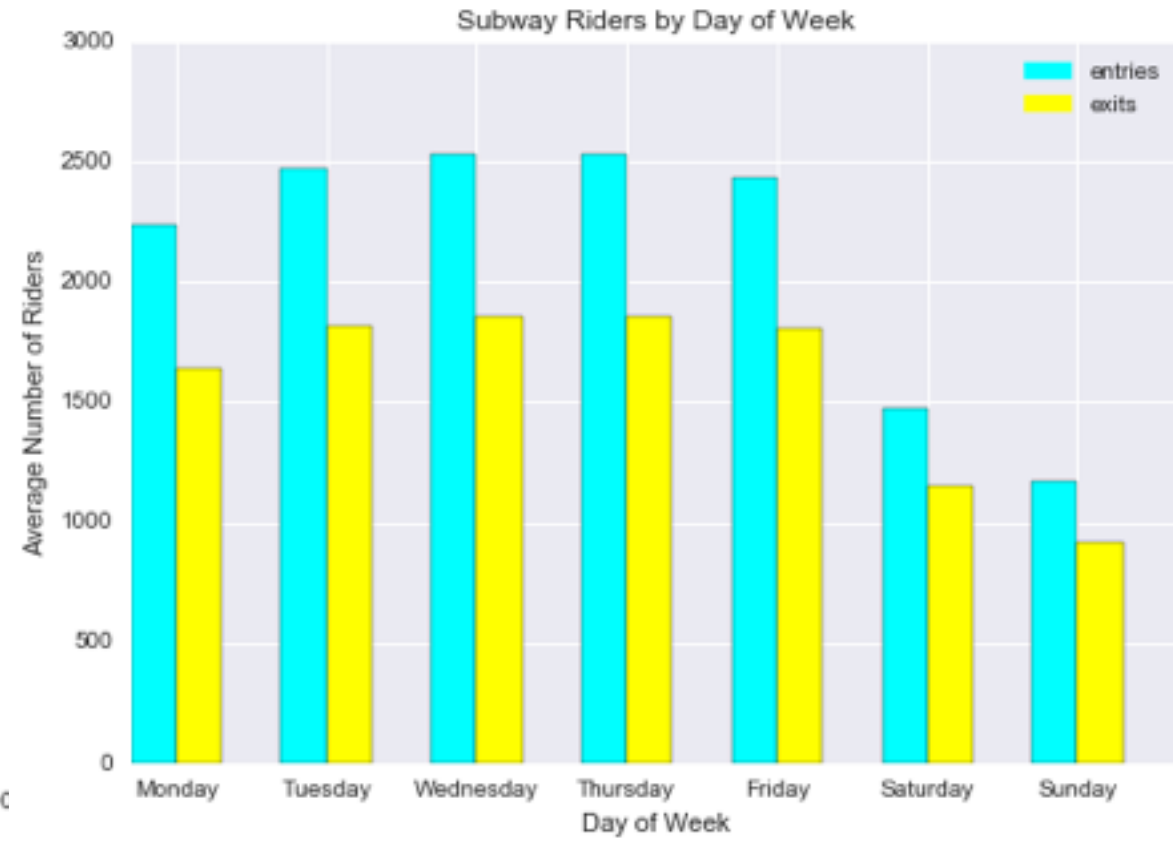


Insights

Station Traffic

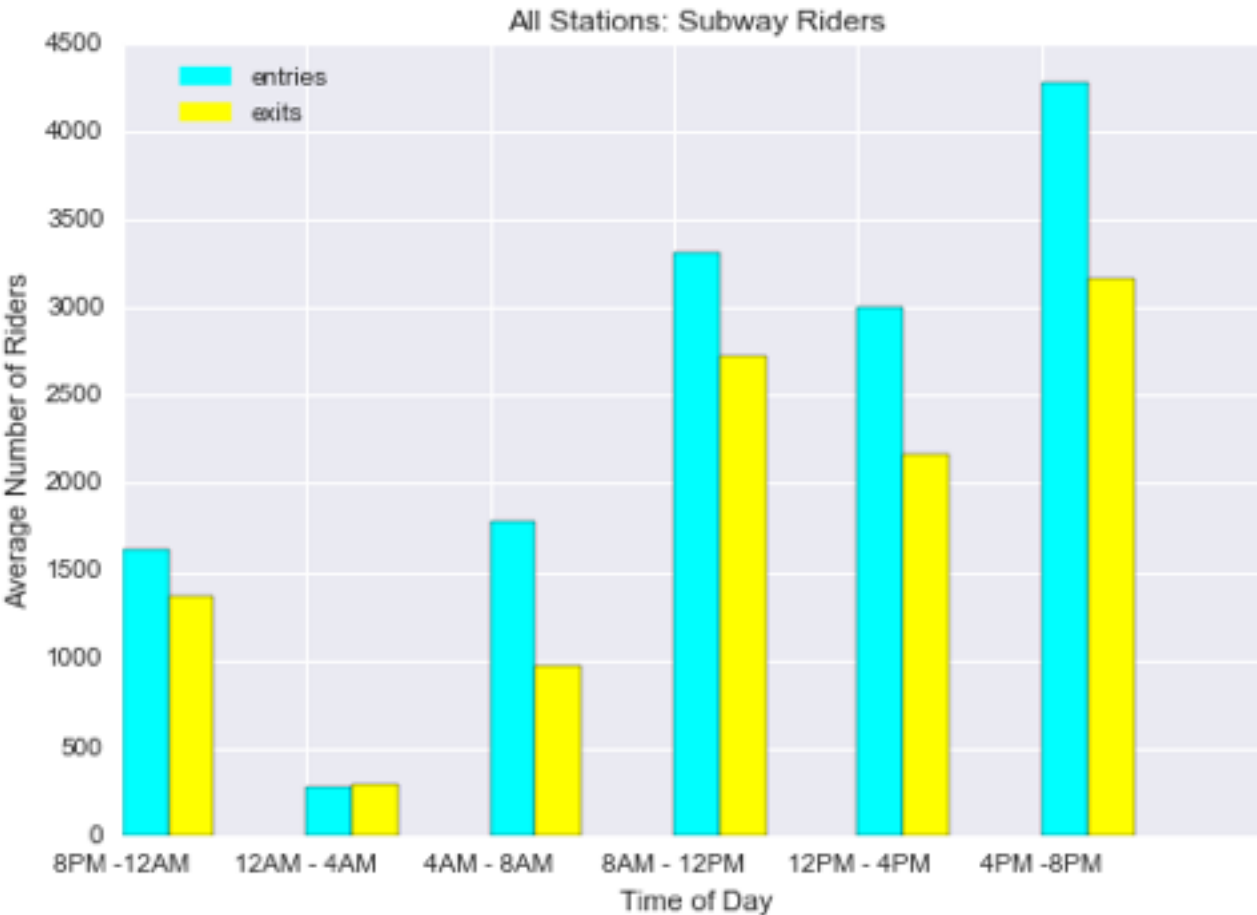


Daily Traffic

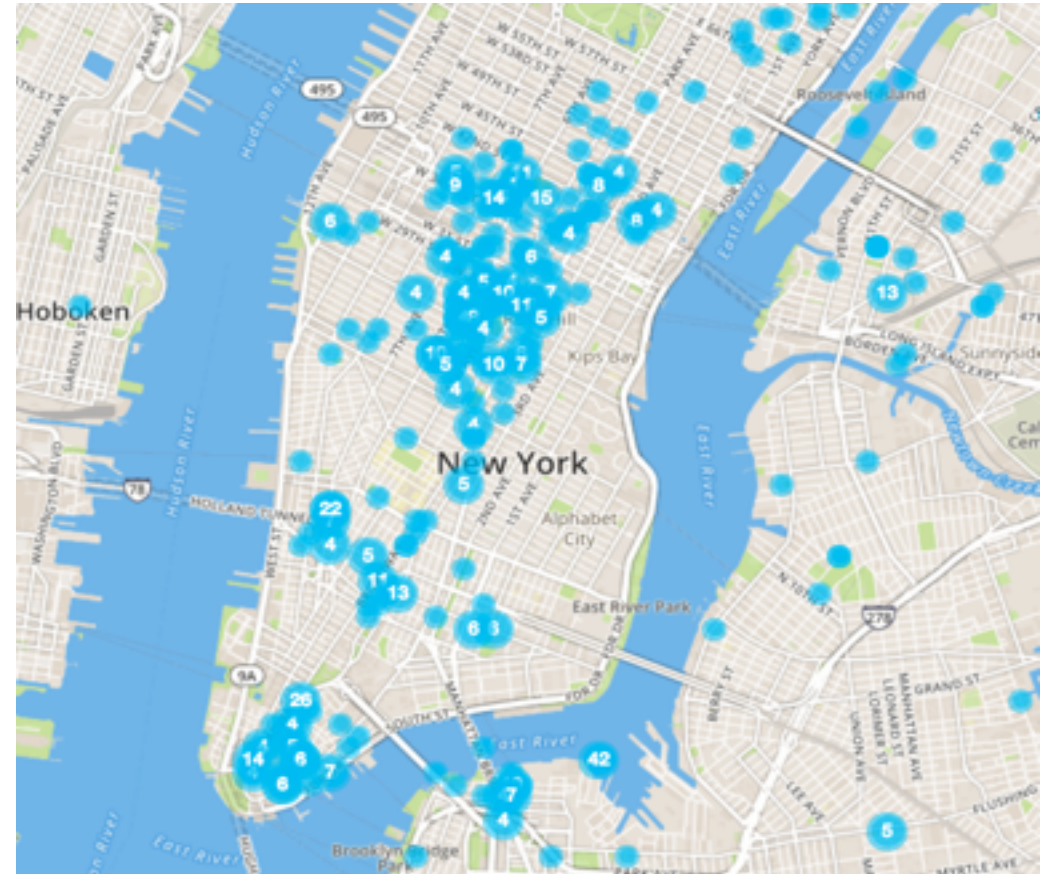


Insights (cont.)

Hourly Traffic



Tech Clusters



Tech Clusters

Cluster A:

28 St

23 St

14 St Union Square

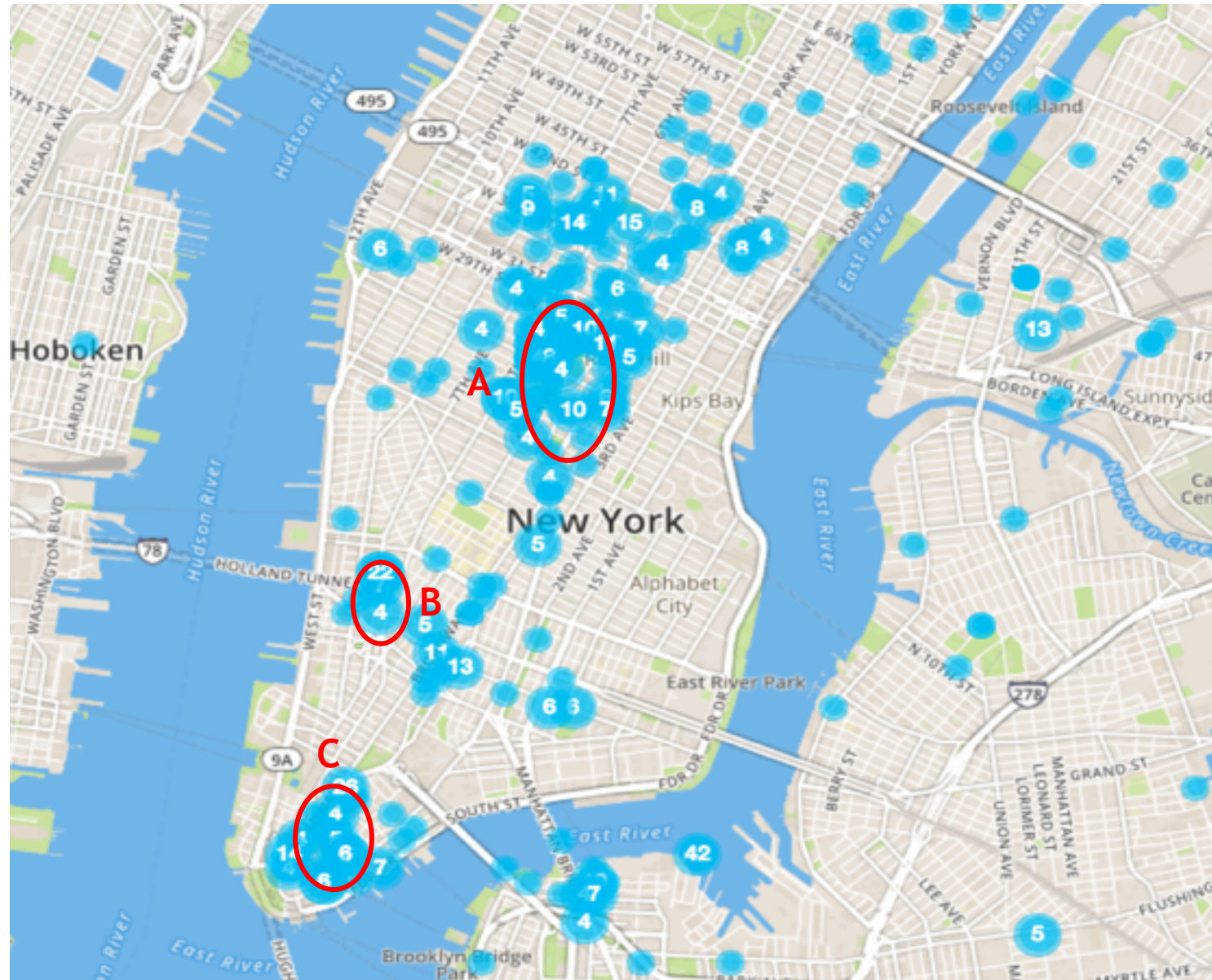
Cluster B:

Spring St

Cluster C:

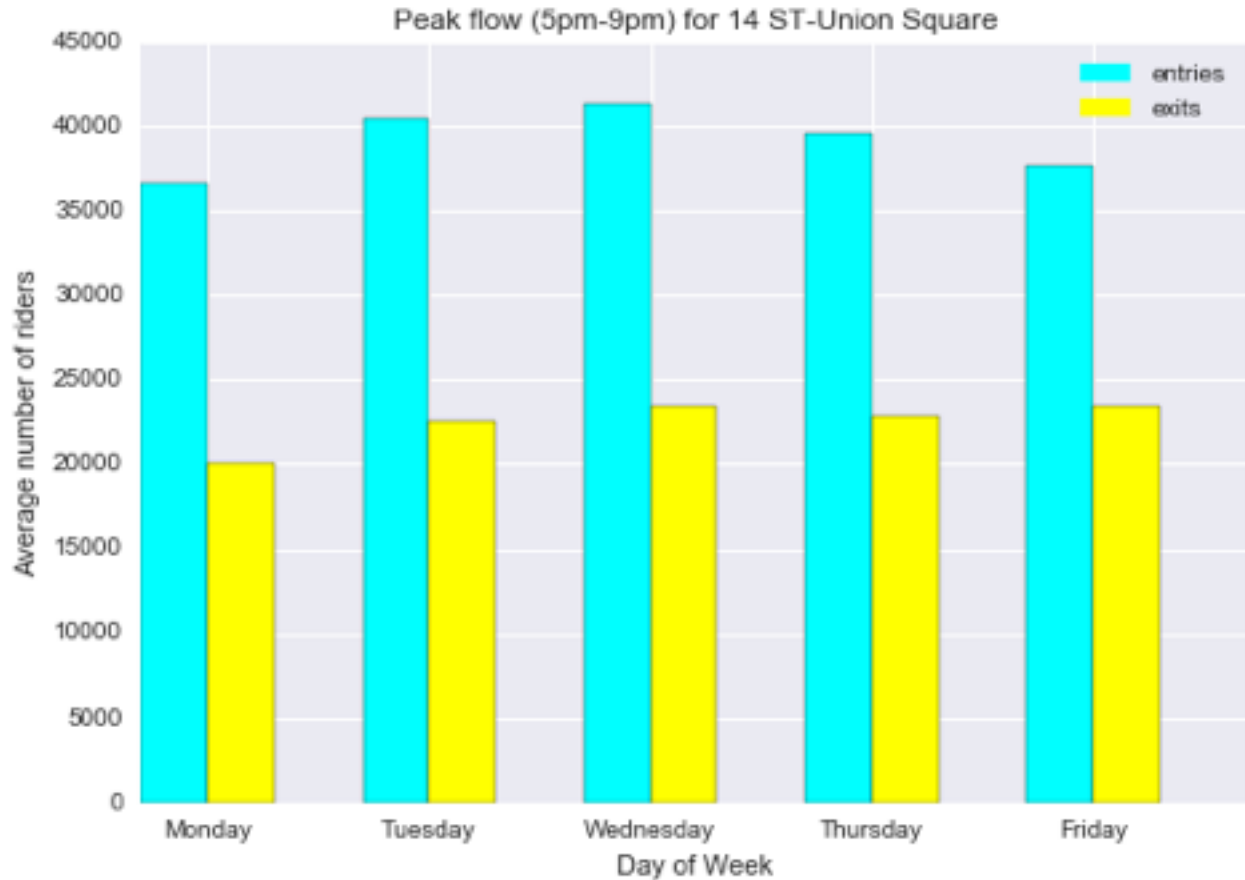
Fulton St

Wall St

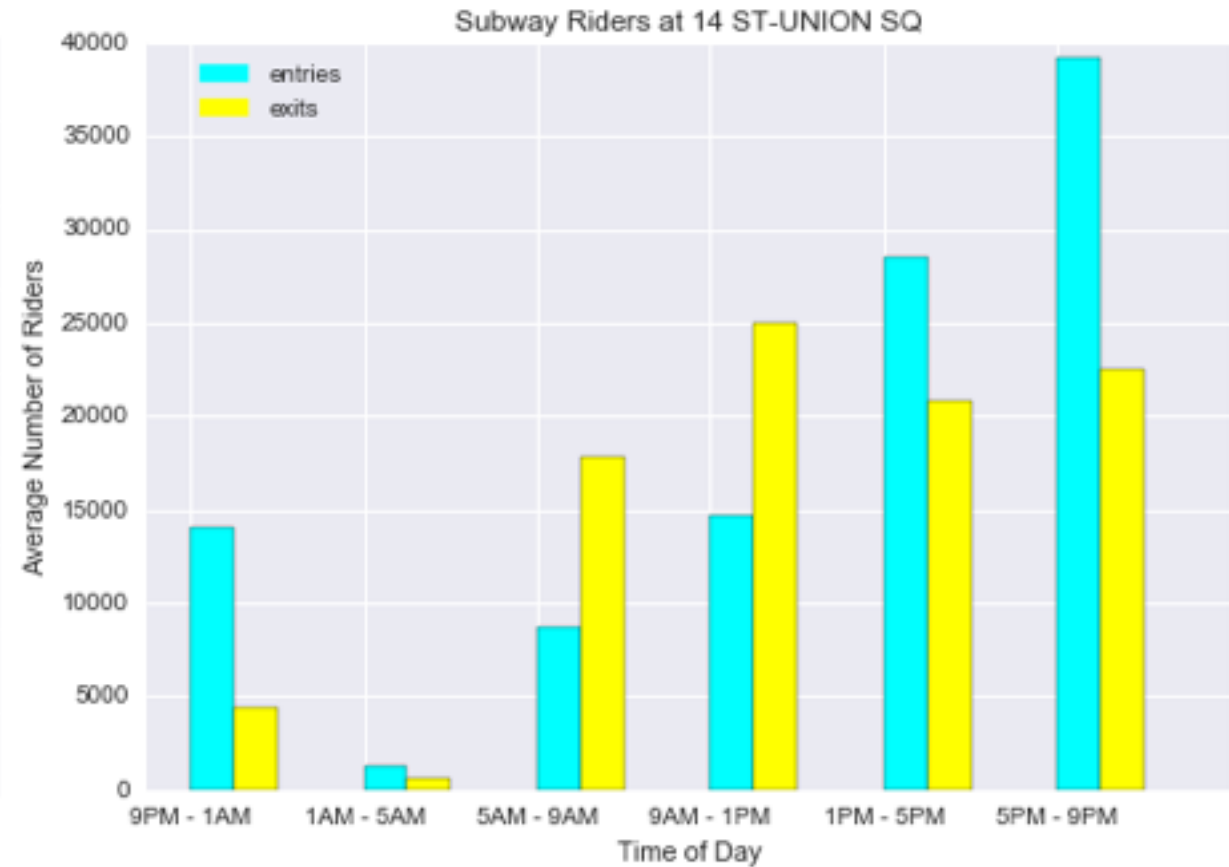


14 St. Union Square

Daily Traffic



Hourly Traffic



Conclusions

- Time matters: ridership varies significantly by time of day
- Location matters: a minority of stations account for the majority of traffic
- Quality matters: target traffic around technology clusters