Identifying Rideshare Targets In Manhattan

Andrew Wu, Bryan Ross, Kaitlin Chaung

Problem

Decrease in NYC ridership, due to the pandemic
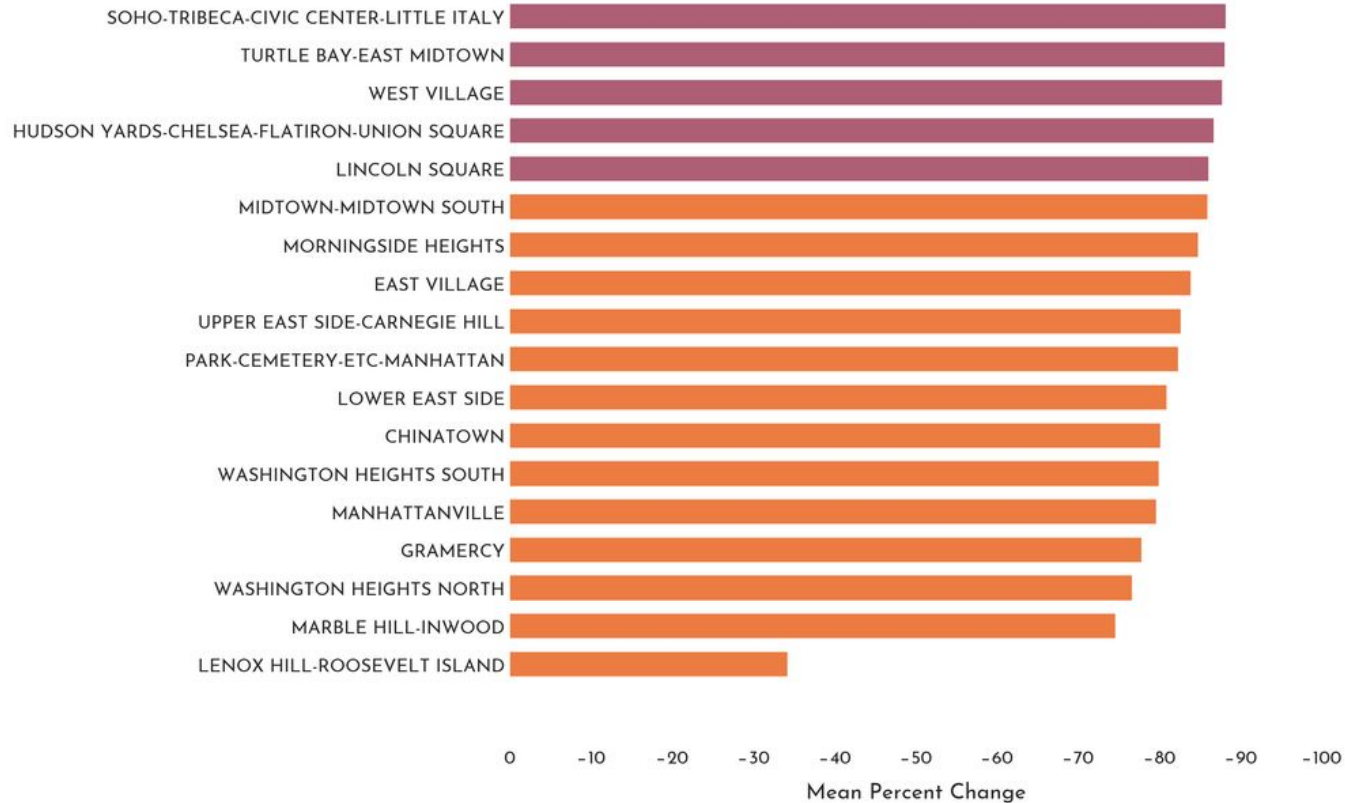
Project Goal

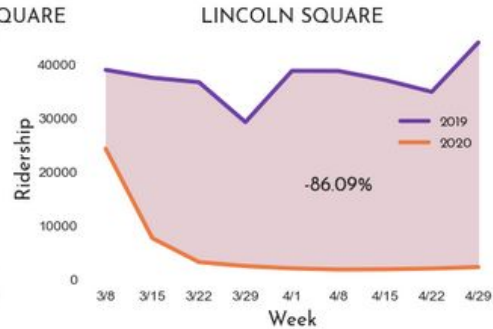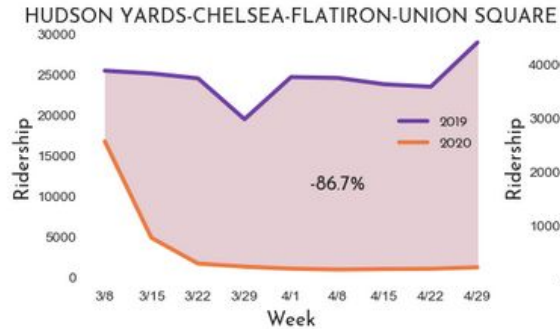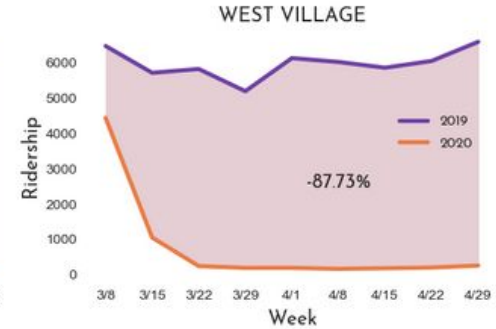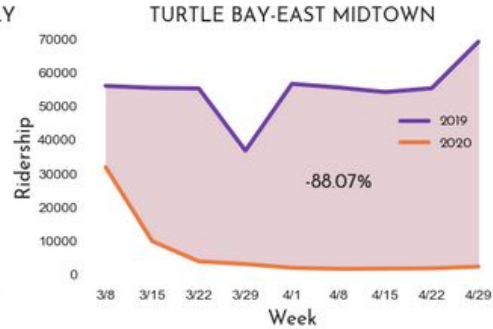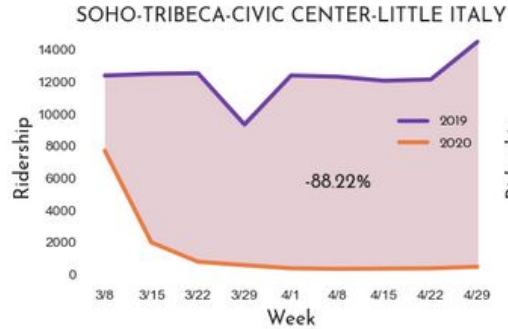Identify neighborhoods of opportunity to target in Manhattan

01 Aggregate

Data to inform initial neighborhood recommendations

Mean Percent Ridership Change (2019-2020)

Average Daily Ridership (Top 5 Decreases)

SOHO-TRIBECA-CIVIC CENTER-LITTLE ITALY

-88.22%

— 2019
— 2020

TURTLE BAY-EAST MIDTOWN

-88.07%

— 2019
— 2020

WEST VILLAGE

-87.73%

— 2019
— 2020

HUDSON YARDS-CHELSEA-FLATIRON-UNION SQUARE

-86.7%

— 2019
— 2020

LINCOLN SQUARE

-86.09%

— 2019
— 2020

Percent increase of MTA ridership after lockdown
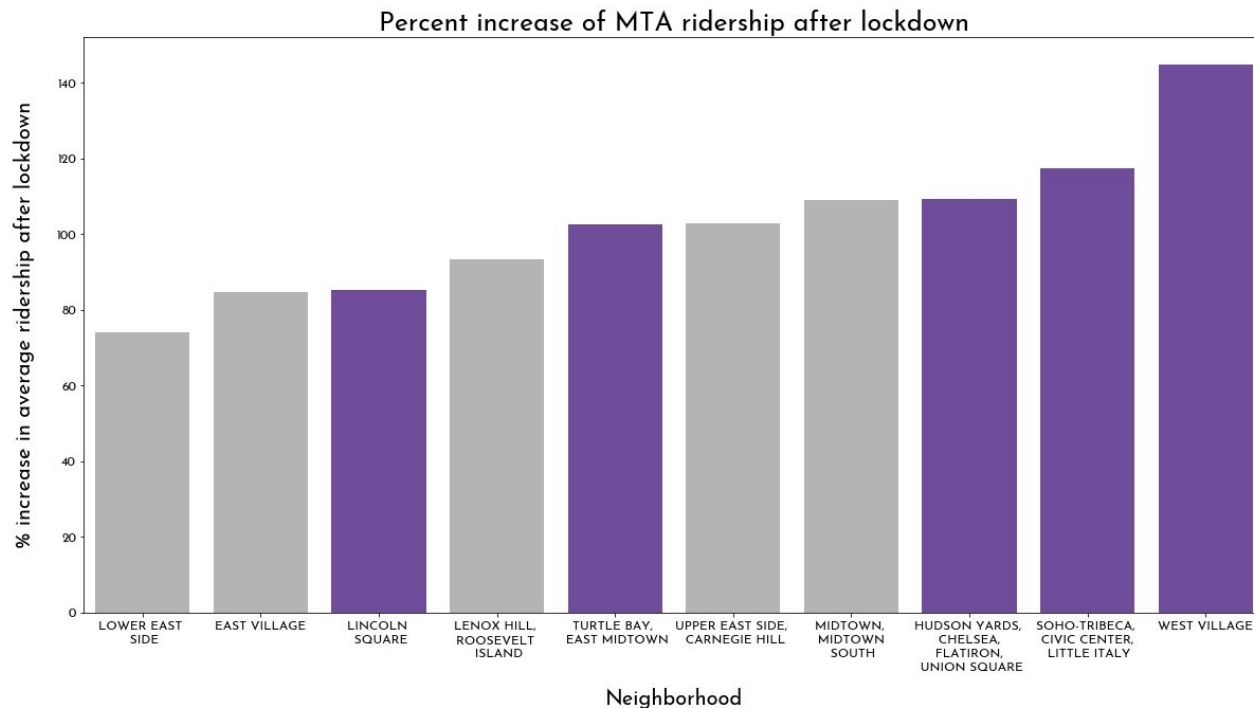
02 Determine

If neighborhoods fit target demographic

Defining Target Demographic

Ride-hailing has become more common across most demographic groups

*% of U.S. adults who say they have ever used ride-hailing services like Uber or Lyft*

	2015	2018	Difference
U.S. adults	15	36	+21
18-29	28	51	+23
30-49	19	43	+24
50+	7	24	+17
HS or less	6	20	+14
Some college	15	36	+21
College grad+	29	55	+26
Less than $30K	10	24	+14
$30K-$74,999	13	35	+22
$75K or more	26	53	+27

Note: Respondents who did not give an answer or gave other responses are not shown.
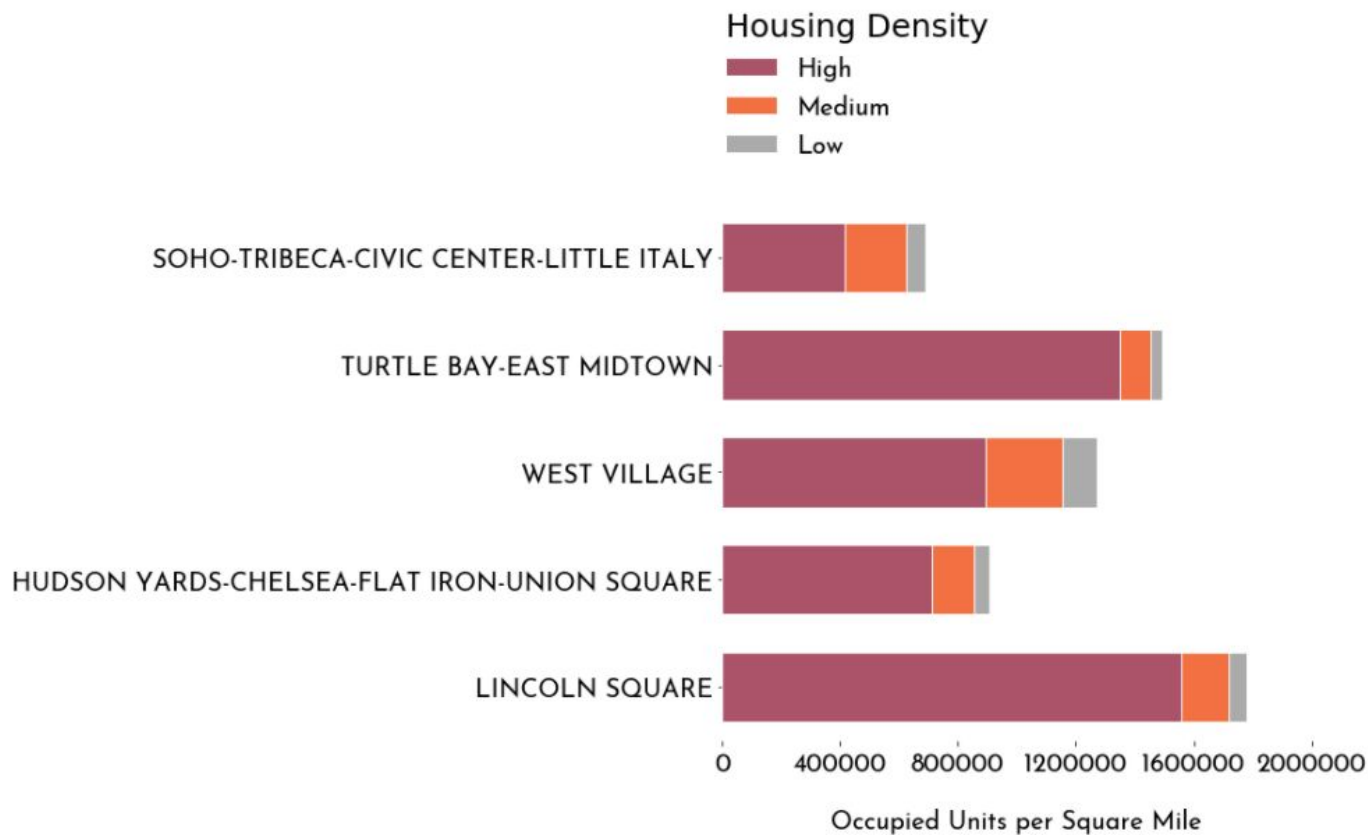Source: Survey conducted Sept. 24-Oct. 7, 2018.

PEW RESEARCH CENTER

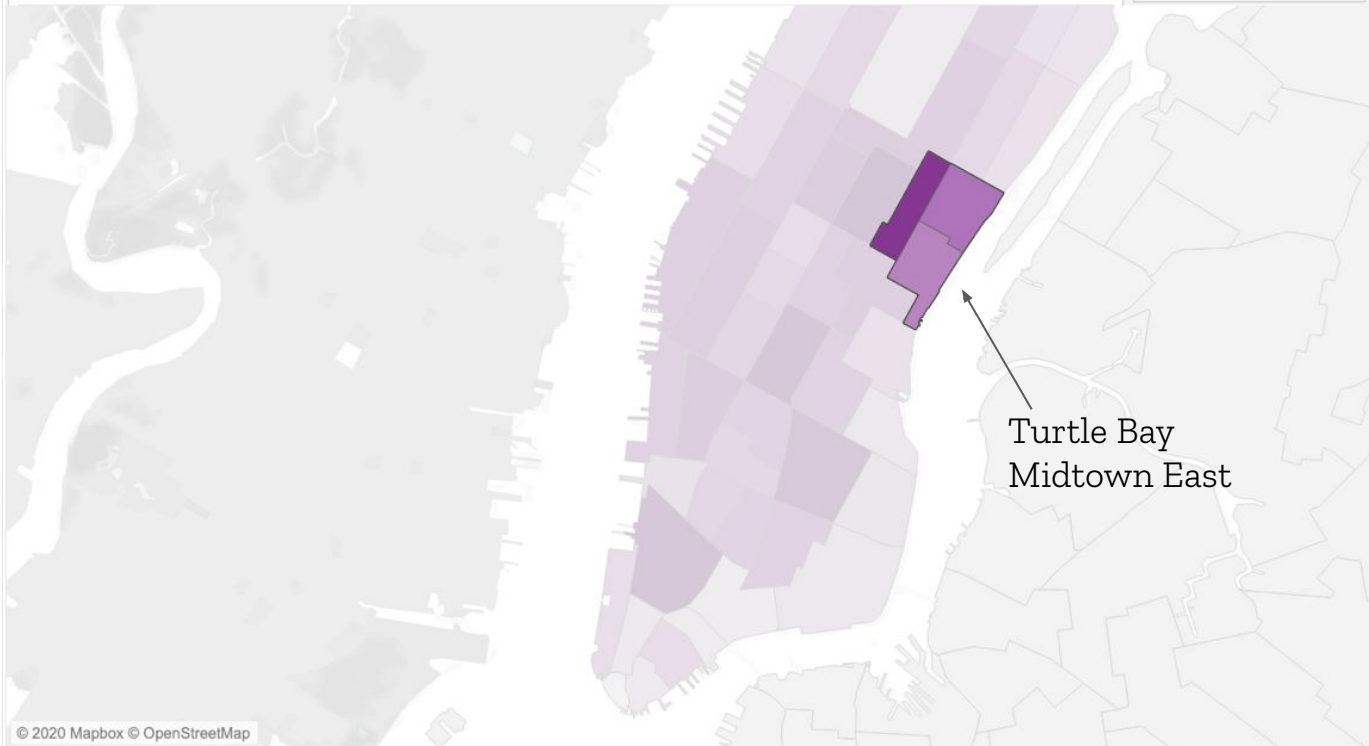# Demographic Profile of Target Neighborhoods
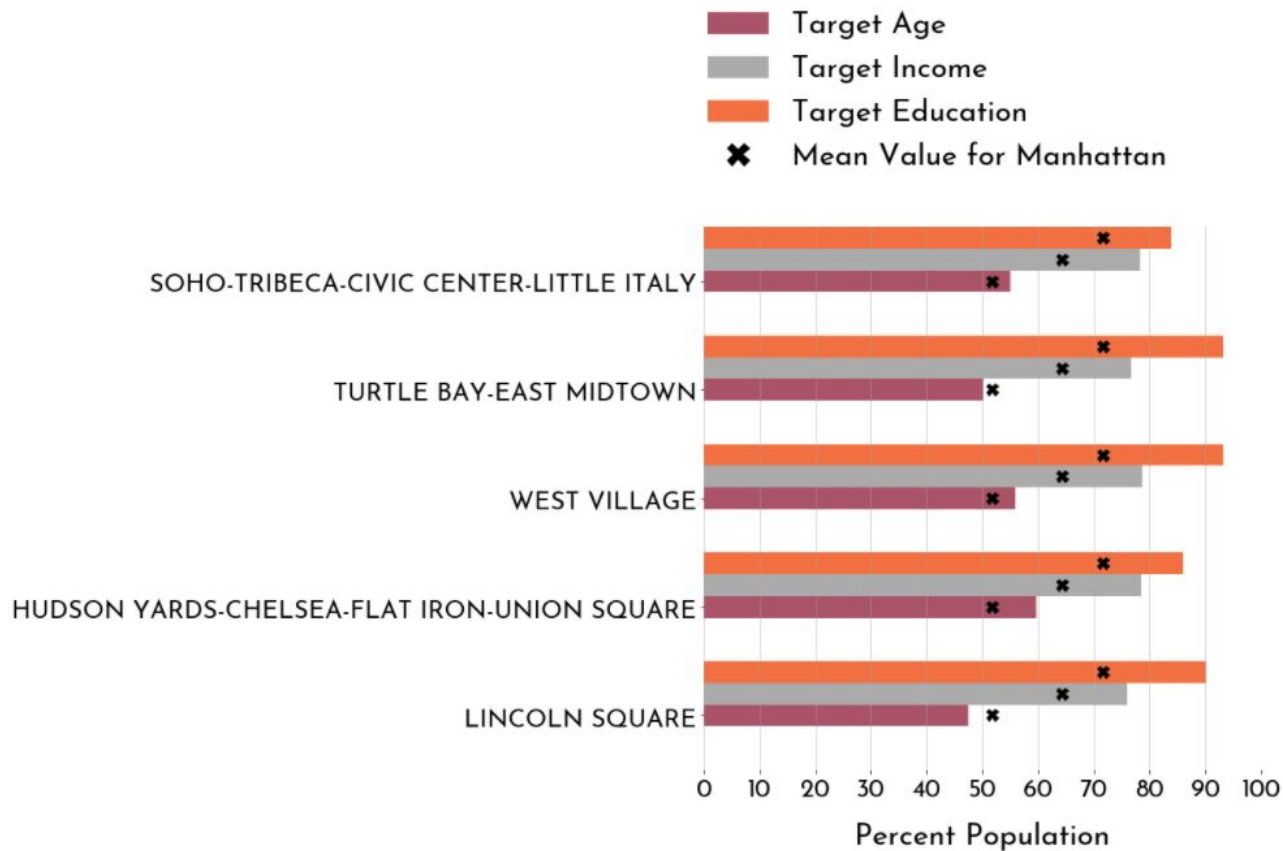
03 REFINE

Which neighborhoods best represent target market

Housing Density of Target Neighborhoods

<Uber ridership data, Manhattan,NYC
Jan-June,2015>

% of ridership

0.000%   4.400%

Turtle Bay
Midtown East
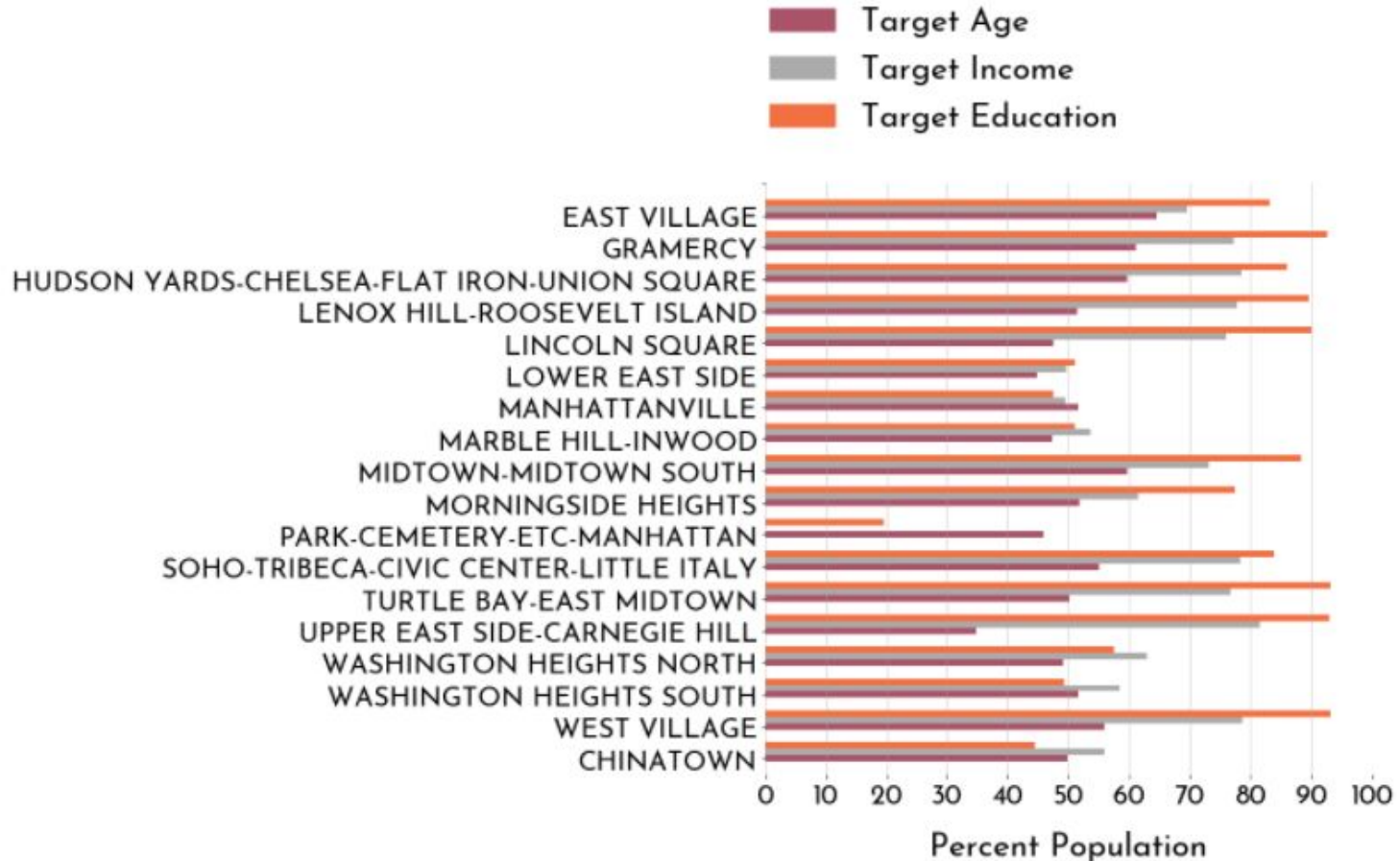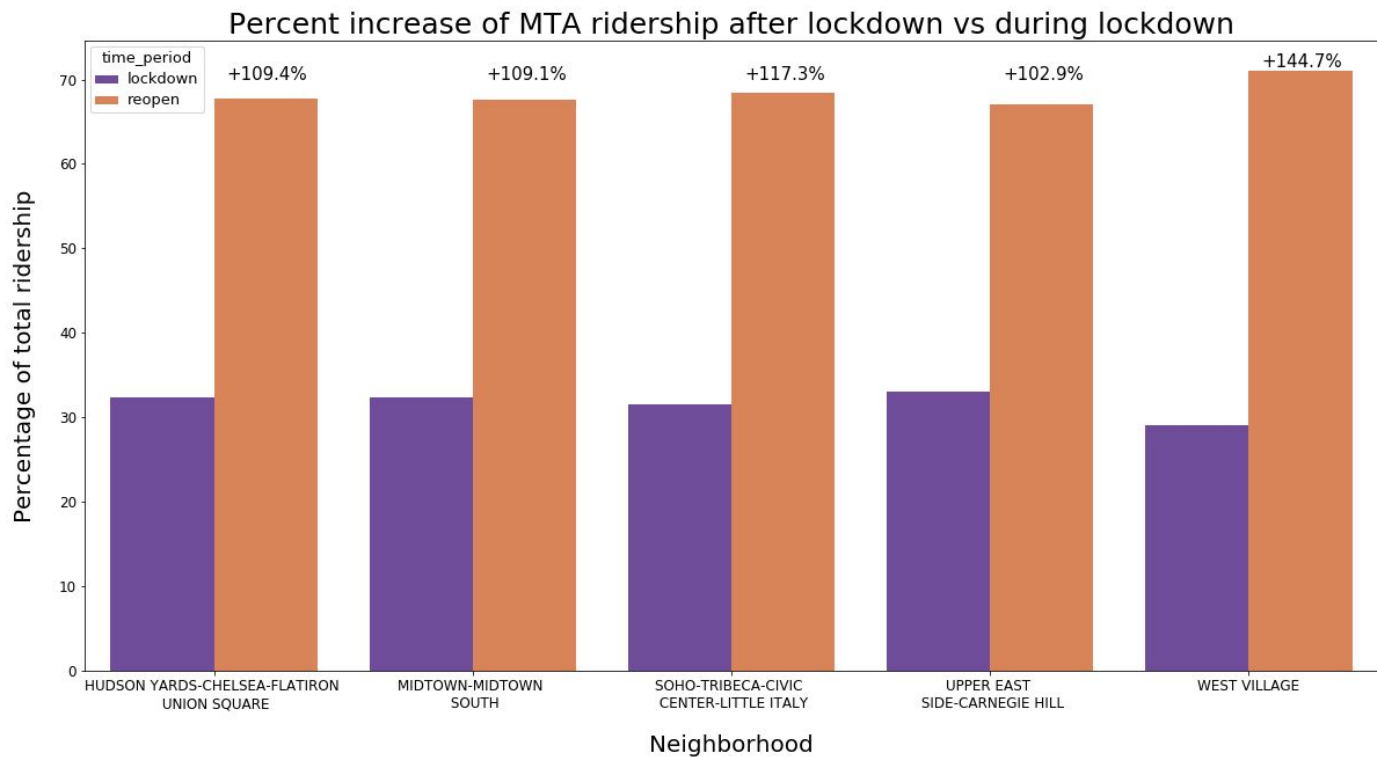
© 2020 Mapbox © OpenStreetMap

04 Next Steps

- Obtaining more recent data
- Refining outlier detection/imputation
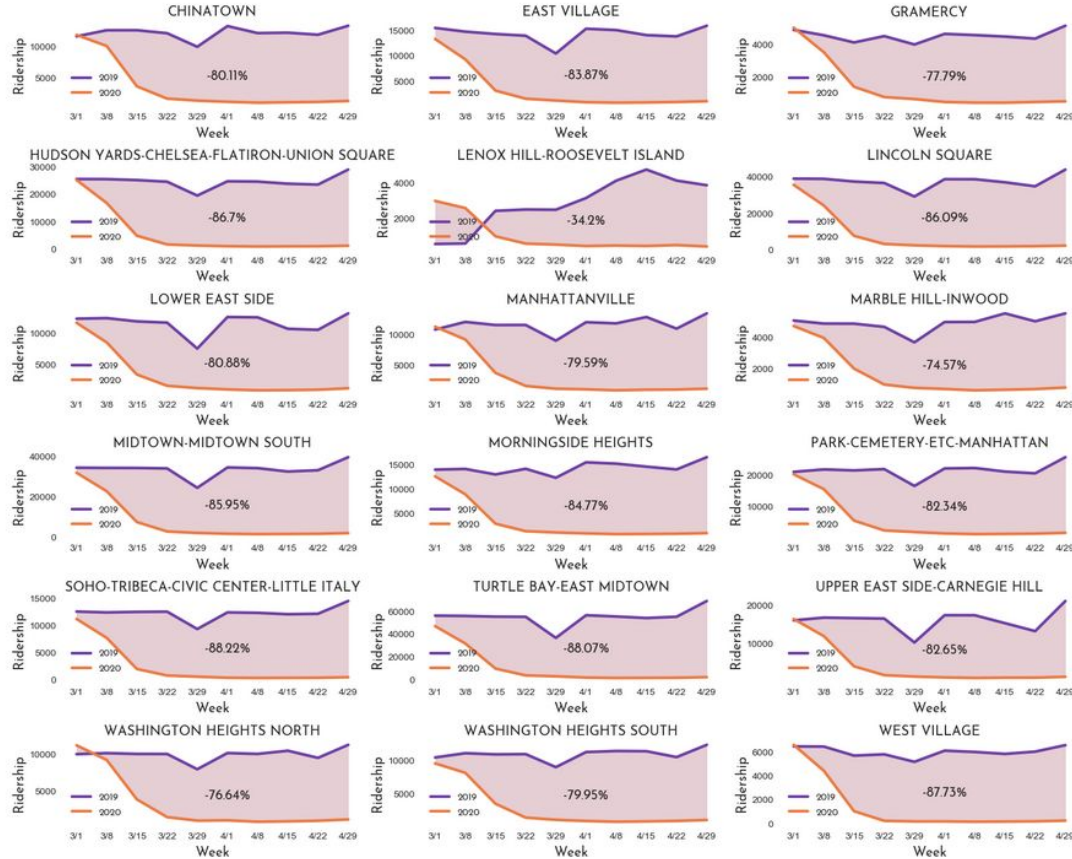- Identifying neighborhoods unlikely to recover ridership

Appendix

Demographic Profiles of All Neighborhoods

Percent increase of MTA ridership after lockdown vs during lockdown

Average Daily Ridership (All Neighborhoods)

Credits

Data sources can be found on our project Github page.

◀ Presentation template by Slidesgo
◀ Icons by Flaticon
◀ Infographics by Freepik
◀ Images created by Freepik
◀ Author introduction slide photo created by Freepik
◀ Text & Image slide photo created by Freepik.com