

# MTA TRAIN ANALYSIS FOR WTWY GALA.

METIS DATA SCIENCE  
SEPTEMBER 24, 2020

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# MOTIVATION

- Collect email addresses of people interested in the WTWY organization and gala.

# OBJECTIVE

- Determine where and when to place marketing teams at subway stations within New York City.

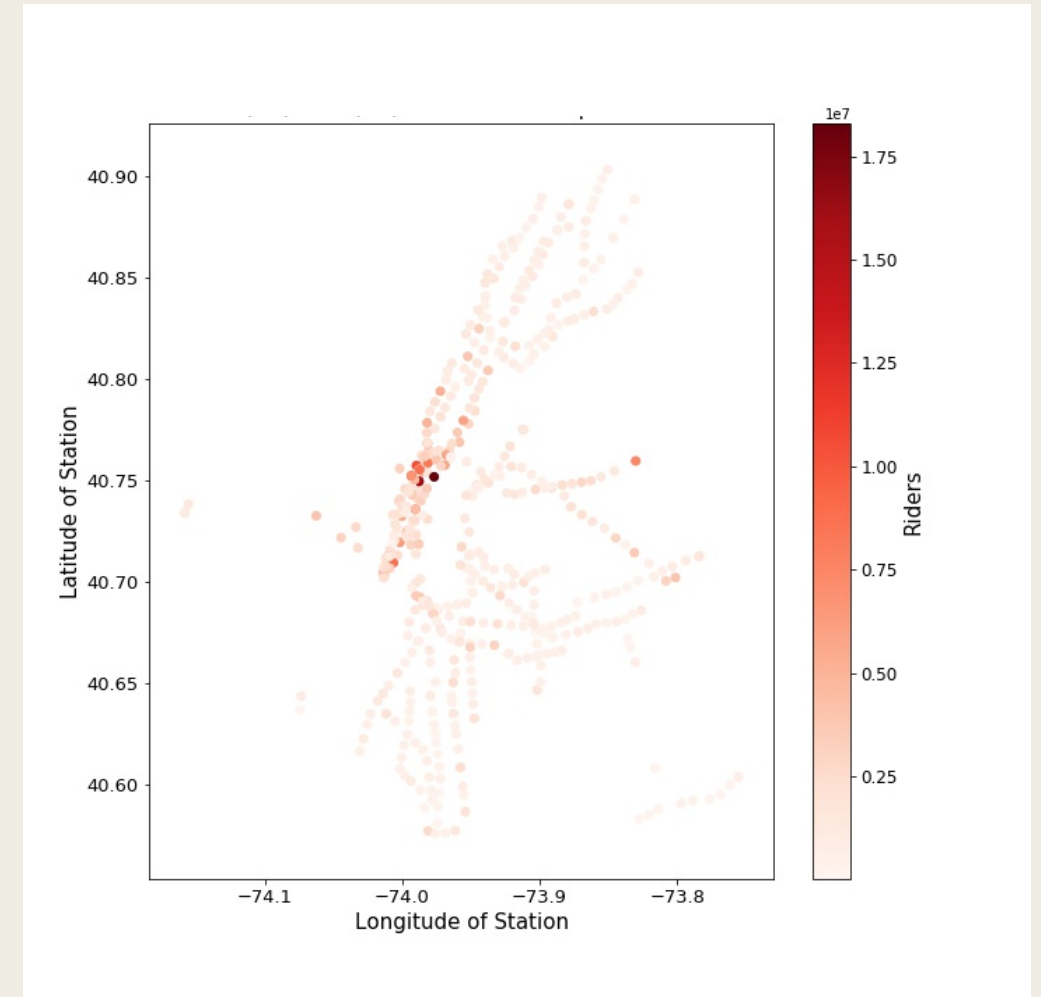
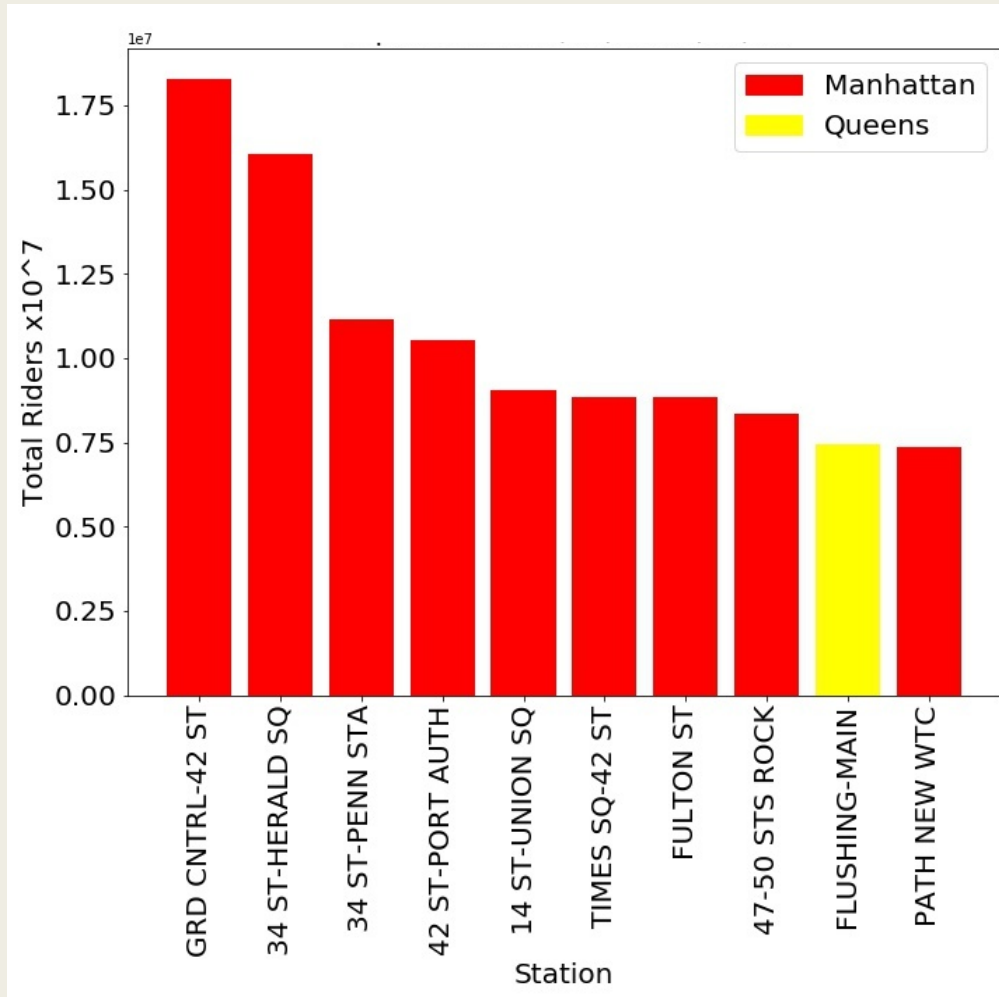


# METHODOLOGY

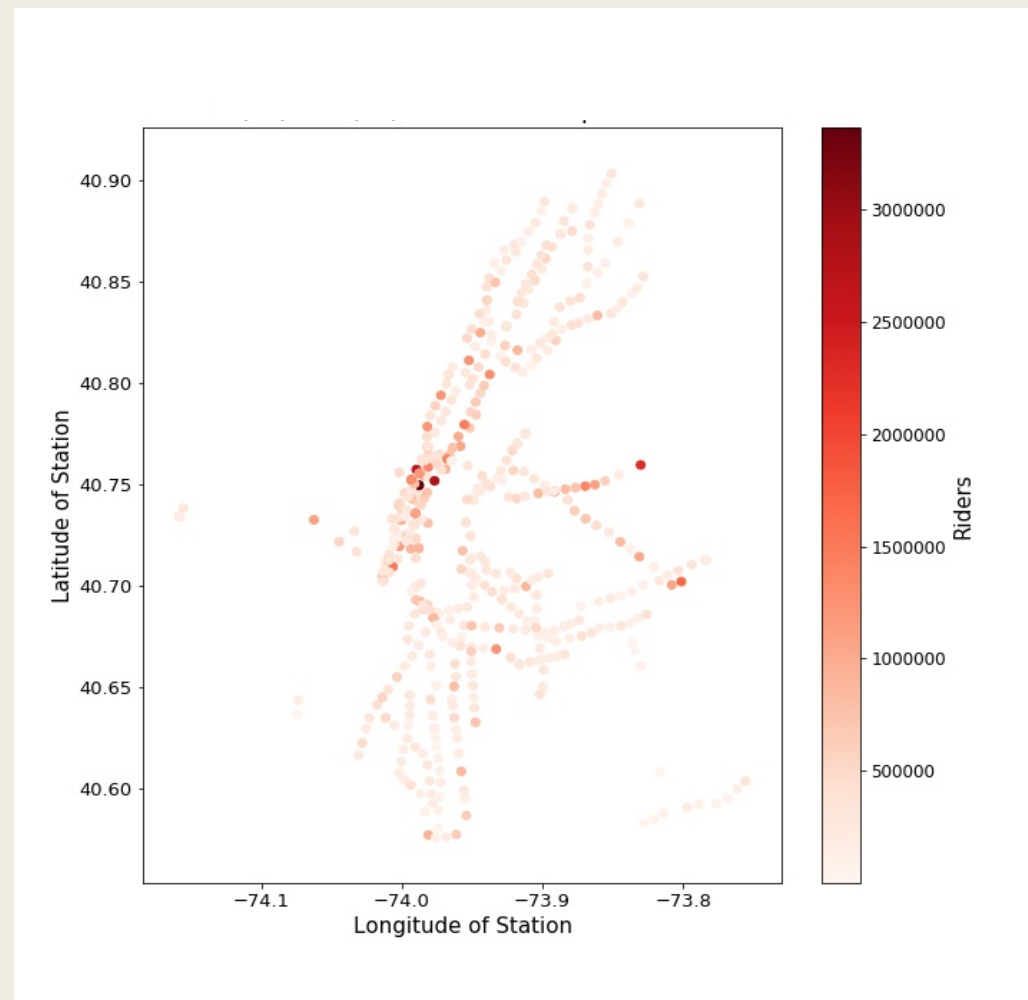
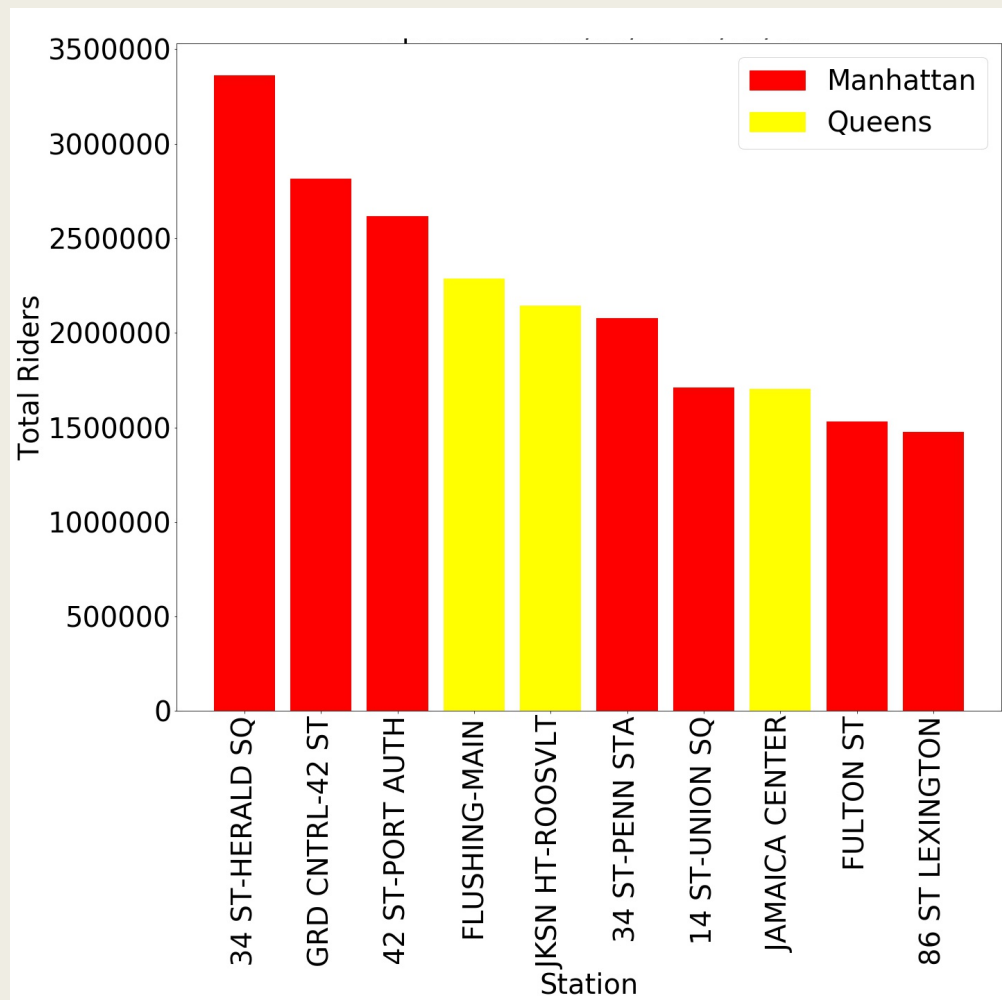
- Used publicly available MTA turnstile and location data (<http://web.mta.info/developers>).
- Due to COVID, we utilized 2019 data (rather than 2020 data) to make our recommendations.
- Data is analyzed between June 1,2019 TO August 30,2019.
- Focused our analysis on the busiest ten stations within the NYC subway system.



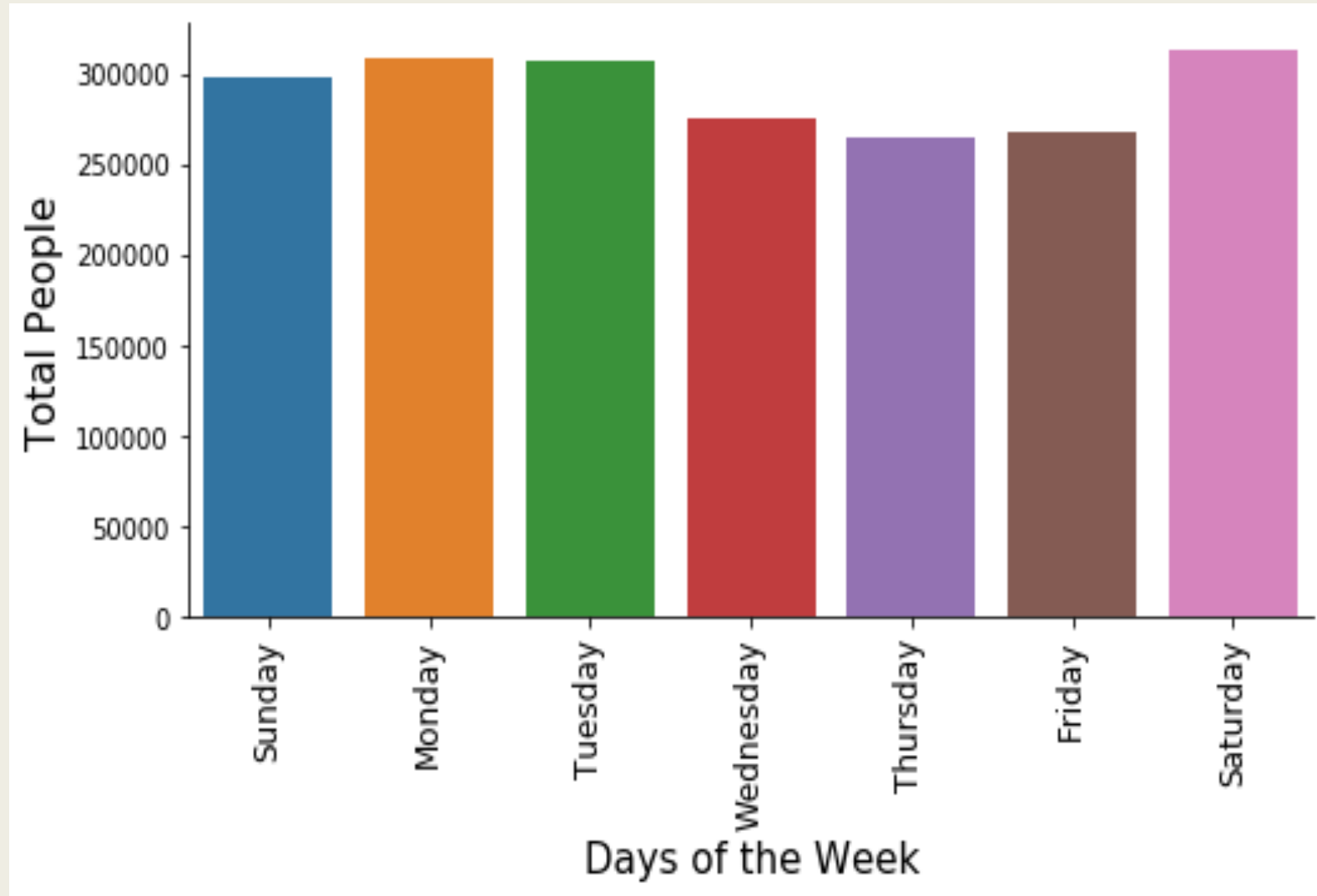
# TOTAL RIDERS – SUMMER 2019



# TOTAL RIDERS – SUMMER 2020

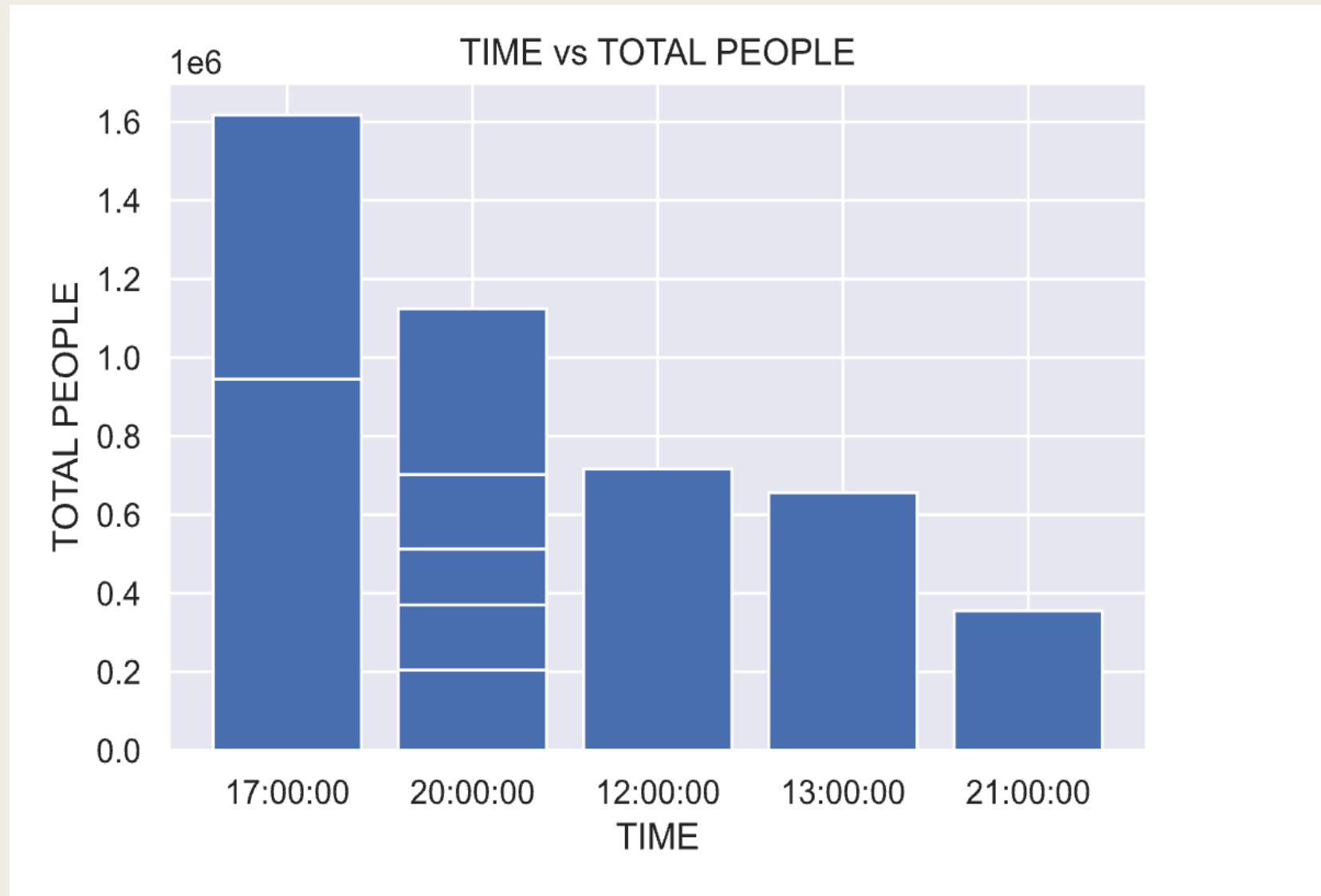


# TOTAL DAILY RIDERS – SUMMER 2019



# HOURLY RIDERS - SUMMER 2019

\* TOP TEN BUSIEST STATIONS



# HOURLY RIDERS - SUMMER 2019

\* TOP TEN BUSIEST STATIONS

STATION	LINENAME	TIME	day_of_week	TOTAL PEOPLE
GRD CNTRL-42 ST	4567S	17:00:00	Thursday	1617716.0
34 ST-HERALD SQ	BDFMNQRW	20:00:00	Wednesday	1124593.0
34 ST-PENN STA	ACE	20:00:00	Wednesday	702138.0
42 ST-PORT AUTH	ACENQRS1237W	20:00:00	Wednesday	512829.0
14 ST-UNION SQ	LNQR456W	13:00:00	Tuesday	656200.0
TIMES SQ-42 ST	1237ACENQRSW	16:00:00	Friday	816259.0
FULTON ST	2345ACJZ	21:00:00	Tuesday	355537.0
47-50 STS ROCK	BDFM	20:00:00	Wednesday	595623.0
FLUSHING-MAIN	7	12:00:00	Friday	716559.0
PATH NEW WTC	1	13:13:46	Tuesday	845423.0



# CONCLUSIONS

- Grand Central-42 St. and 34 St.-Herald Sq. are the busiest Subway Stations during the summer of 2019 and 2020.
- Saturday is the most popular weekday to ride the subway.
- During Tuesday through Friday, the top ten stations experience the highest traffic.
- Place street teams outside the top ten busiest stations on days and times suggested in slide 8.



# NEXT STEPS

- Use station locations to find busiest stations near target social demographics and businesses.
- Analyze data over the last five years in order to assess if there was growth or decline for each of the top ten stations.
- Increase the number of stations analyzed.
  - a) Top ten to fifteen subway stations for each NYC borough.

