

Project Benson NYC

Abhisek, Bauer, Kevin, and Sohrab

Agenda

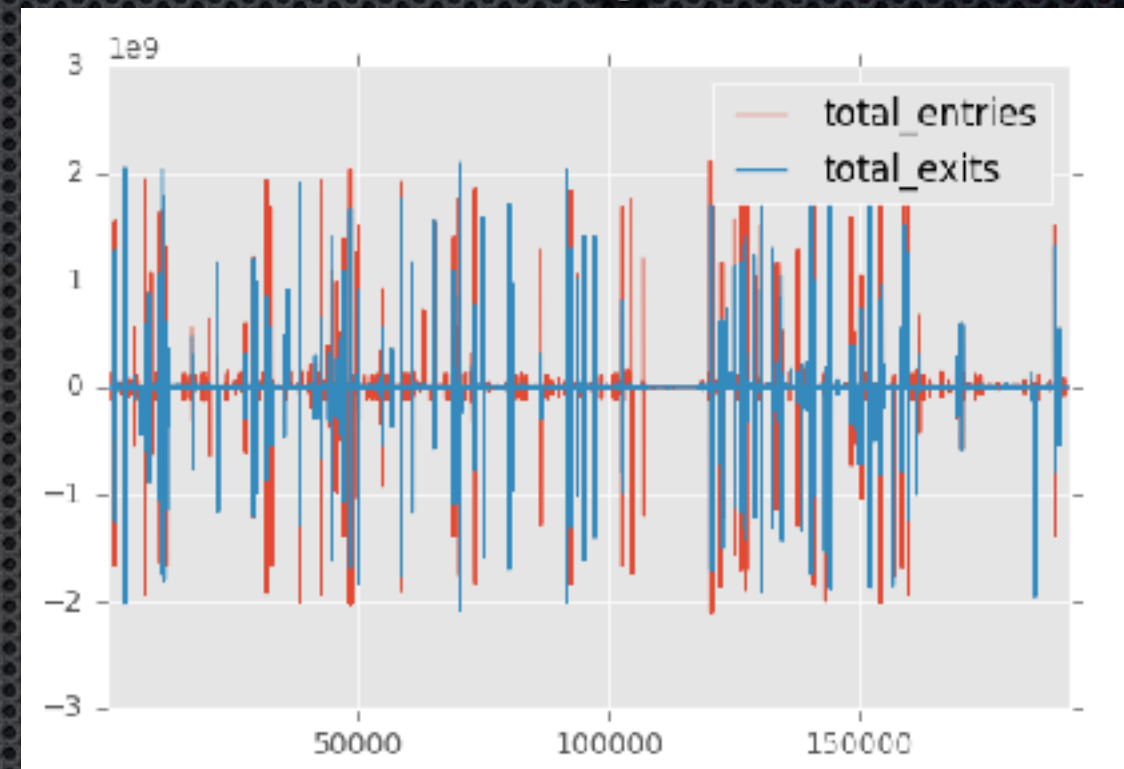
- ✦ Team Introduction
- ✦ Data Extraction and Munging
- ✦ Key Findings
- ✦ Merging with Income Data
- ✦ Recommendations



Data and Processing

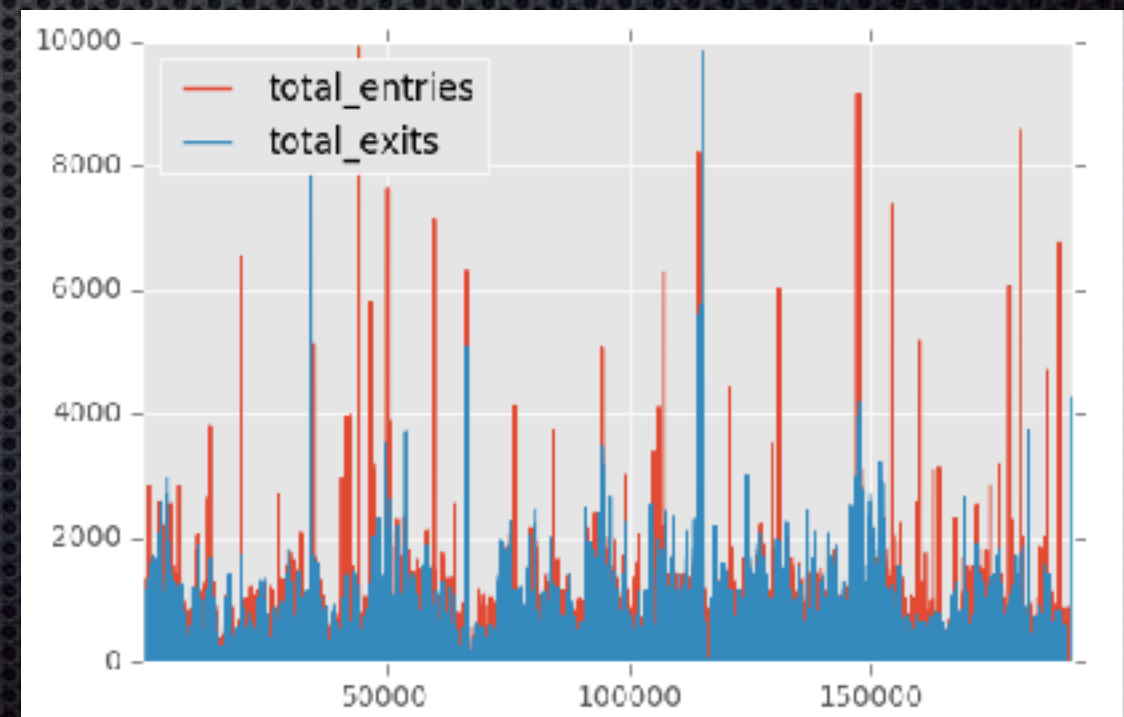
- **Data Peculiarities**

- Data from 04/30/16 to 06/27/16
- Cumulative data changed to counts for entries and exits
- Including backwards counting

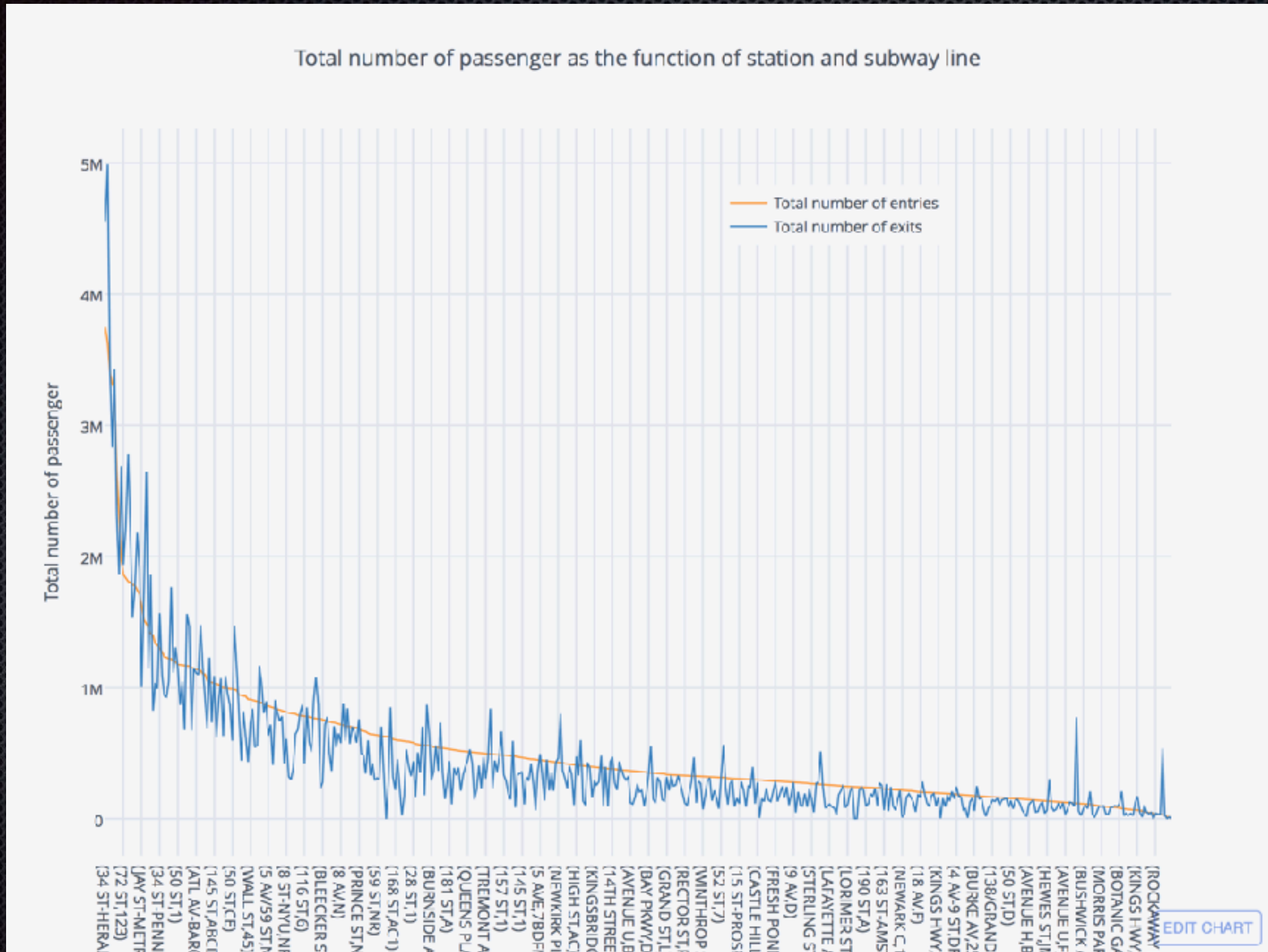


- **Outlier Removal**

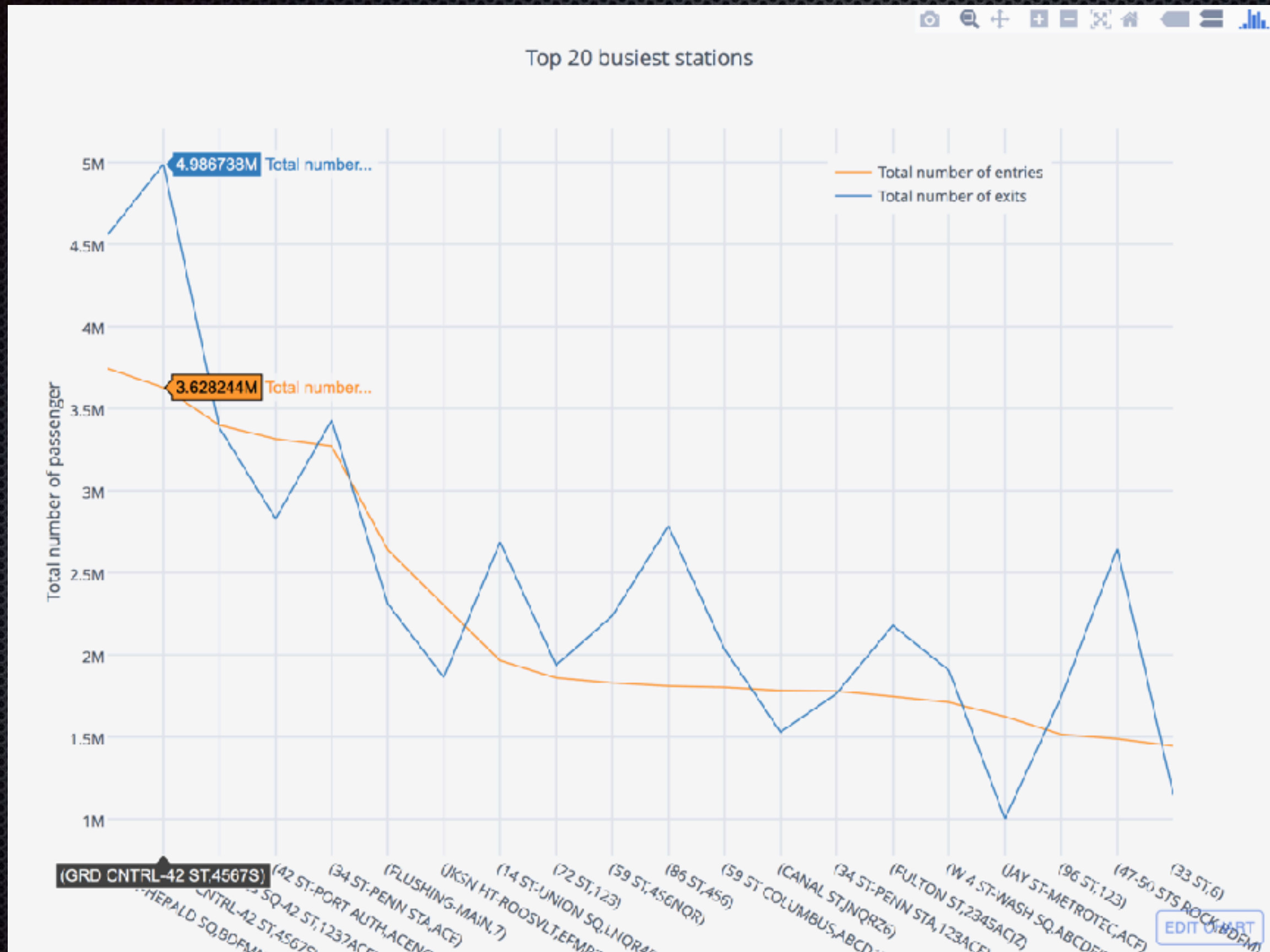
- Any timeframes with over 10K entries or exits
- Data more than 3 standard deviations from mean



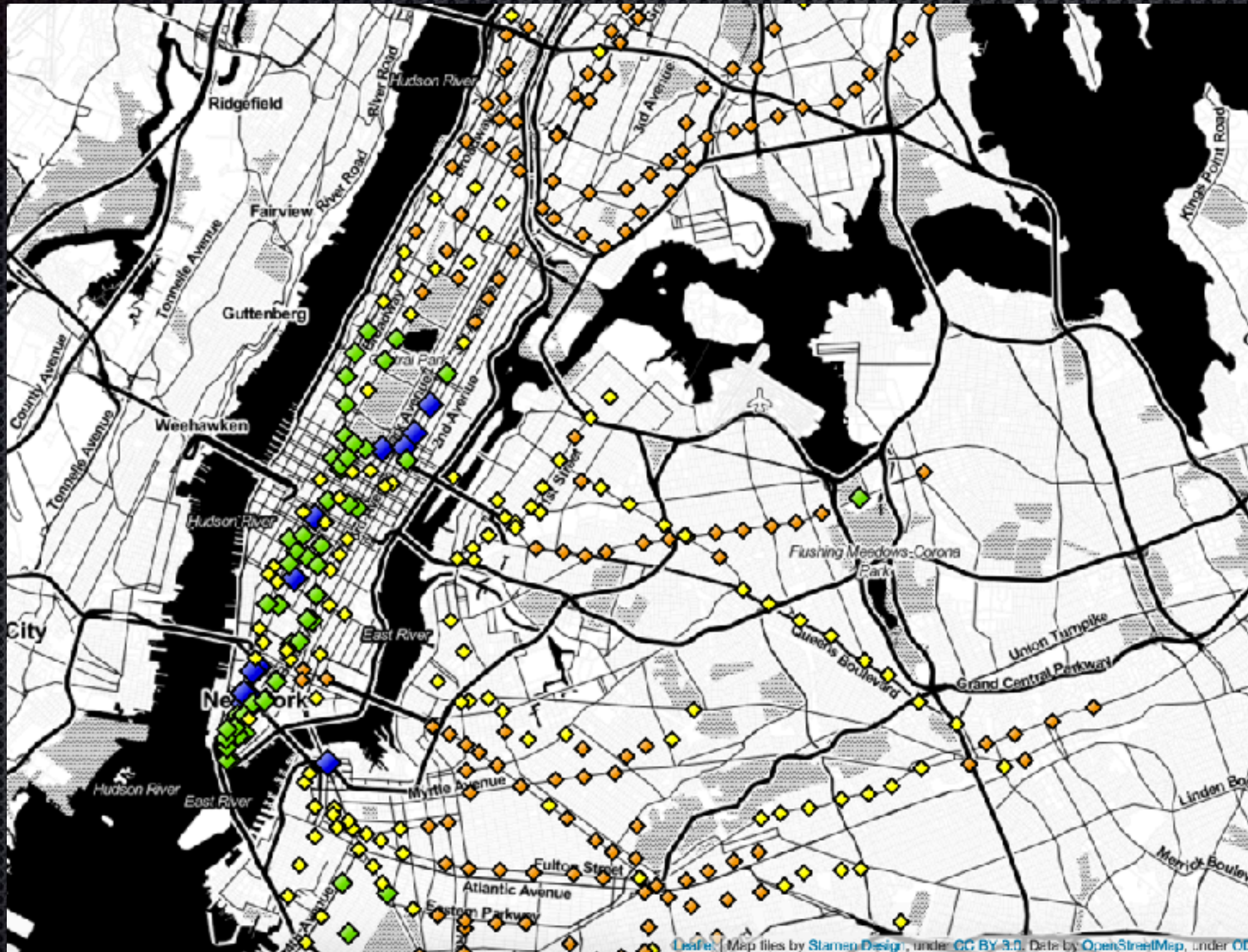
All Stations by Total Entries



Top Stations by Total Entries



Income by Subway Station



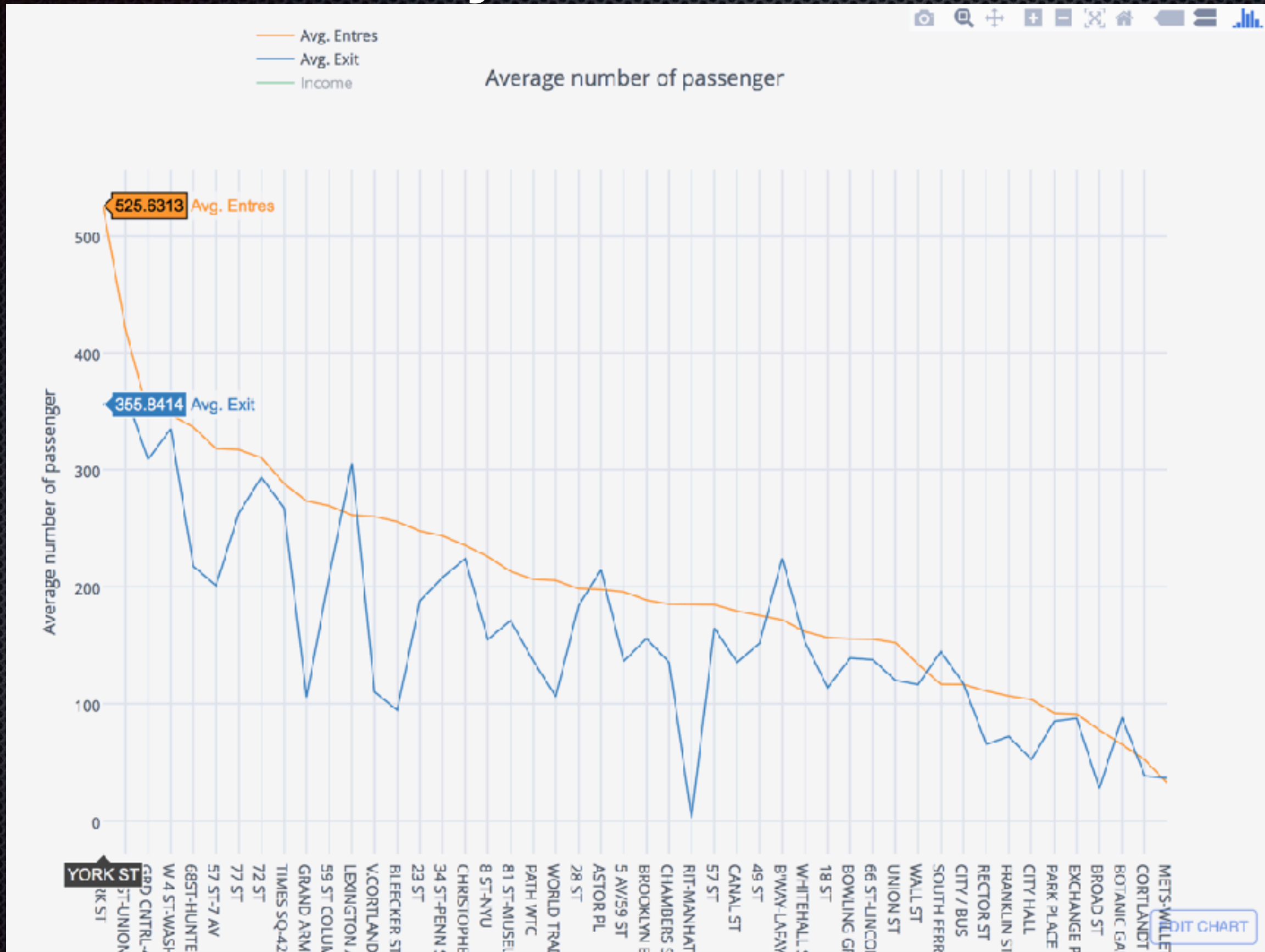
Income by Subway Station



Income by Subway Station

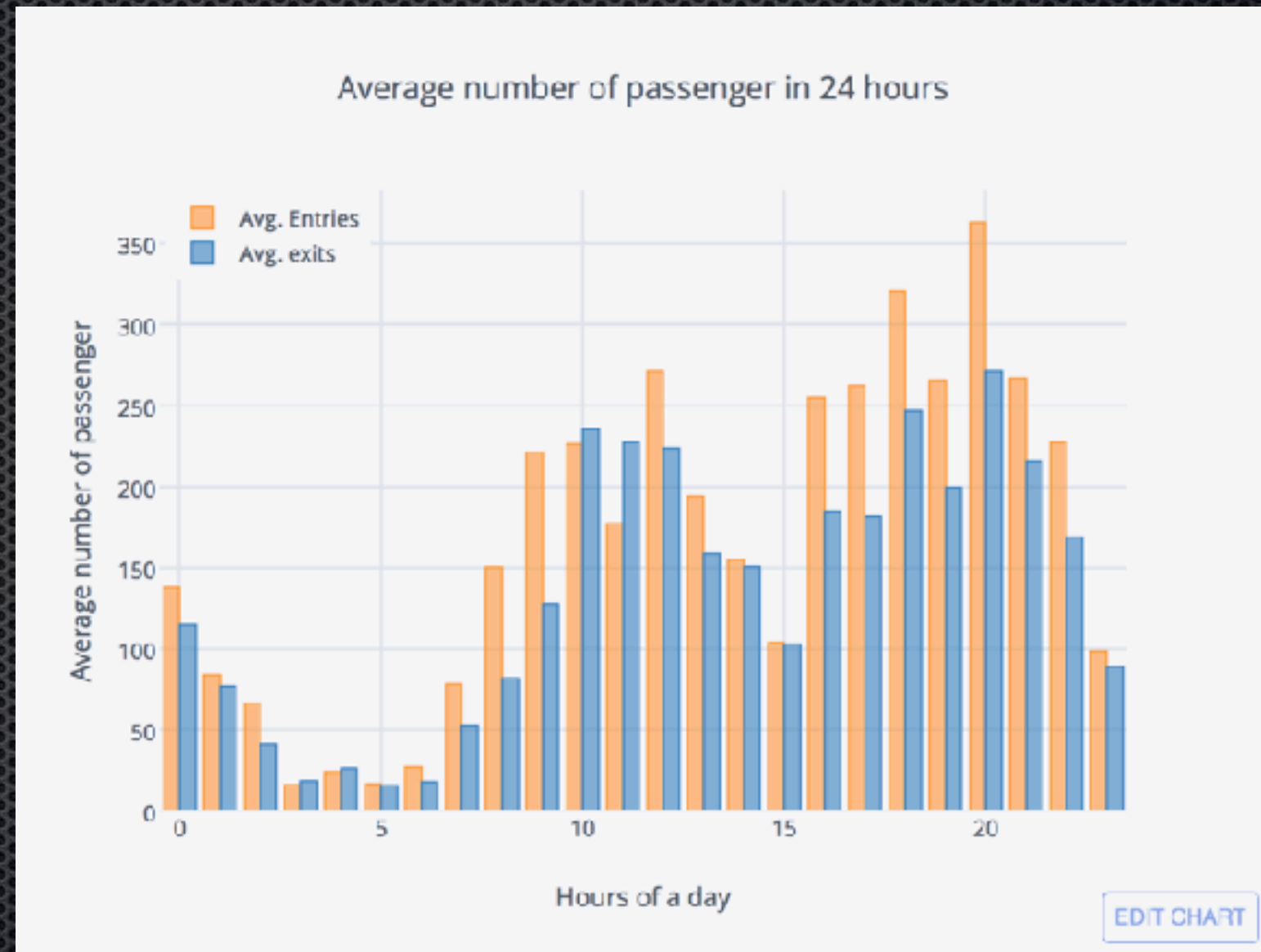


Stations by Income & Traffic



Best Time of Day

- ✦ Traffic by time of day
- ✦ Business districts target people entering
- ✦ Residential areas target people exiting



Recommendations

- ✦ York St
- ✦ 14th St Union Square
- ✦ Grand Central
- ✦ W4th St
- ✦ 68 Hunter
- ✦ 57St at 7th Ave & 59th St Columbus Circle
- ✦ 77th St (6)
- ✦ 72nd St (1,2,3 & B,C)
- ✦ Times Square
- ✦ Grand Army Plaza

Recommendations

- ✦ List of top10 stations based on traffic and income
- ✦ Best times of day afternoon to evening
- ✦ More granularity needed in analysis