



# **CRAZY DONUTS**

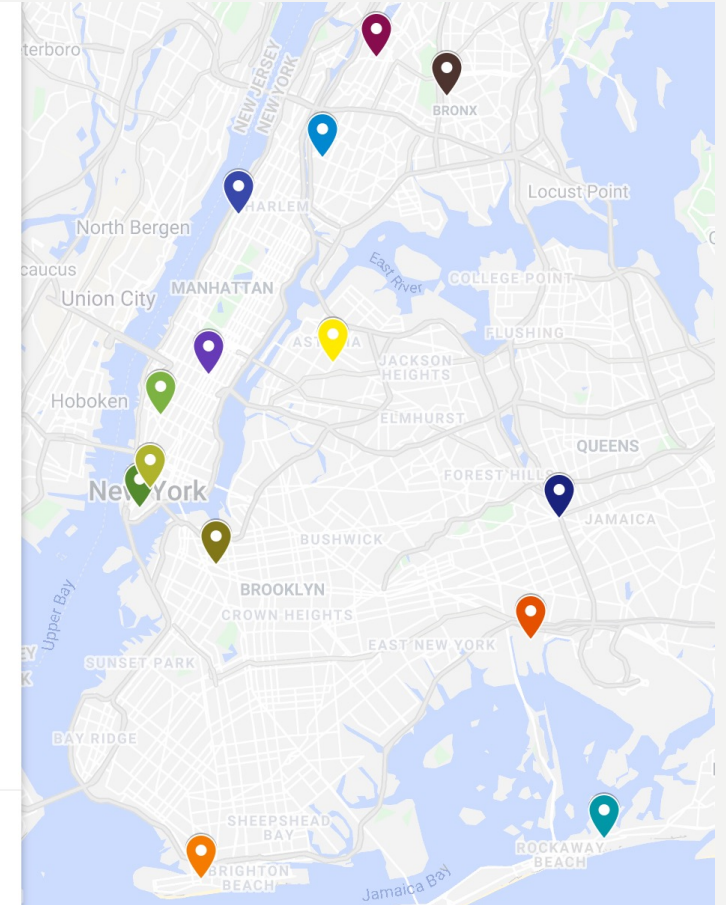
**RELEVANT NYC SUBWAY STATION FOOTFALL  
ANALYSIS AHEAD OF LEASE NEGOTIATIONS**

# INTRODUCTION

- Crazy Donuts is a tenant in 14 diverse subway stations across NYC
- The company is about to re-negotiate its leases with the MTA
- Ahead of this, it wants to know how footfall at its stations has been affected by the pandemic
- The greater the reduction in footfall, the greater rent discount Crazy Donuts will aim for.

## Crazy Donuts' Subway Stations

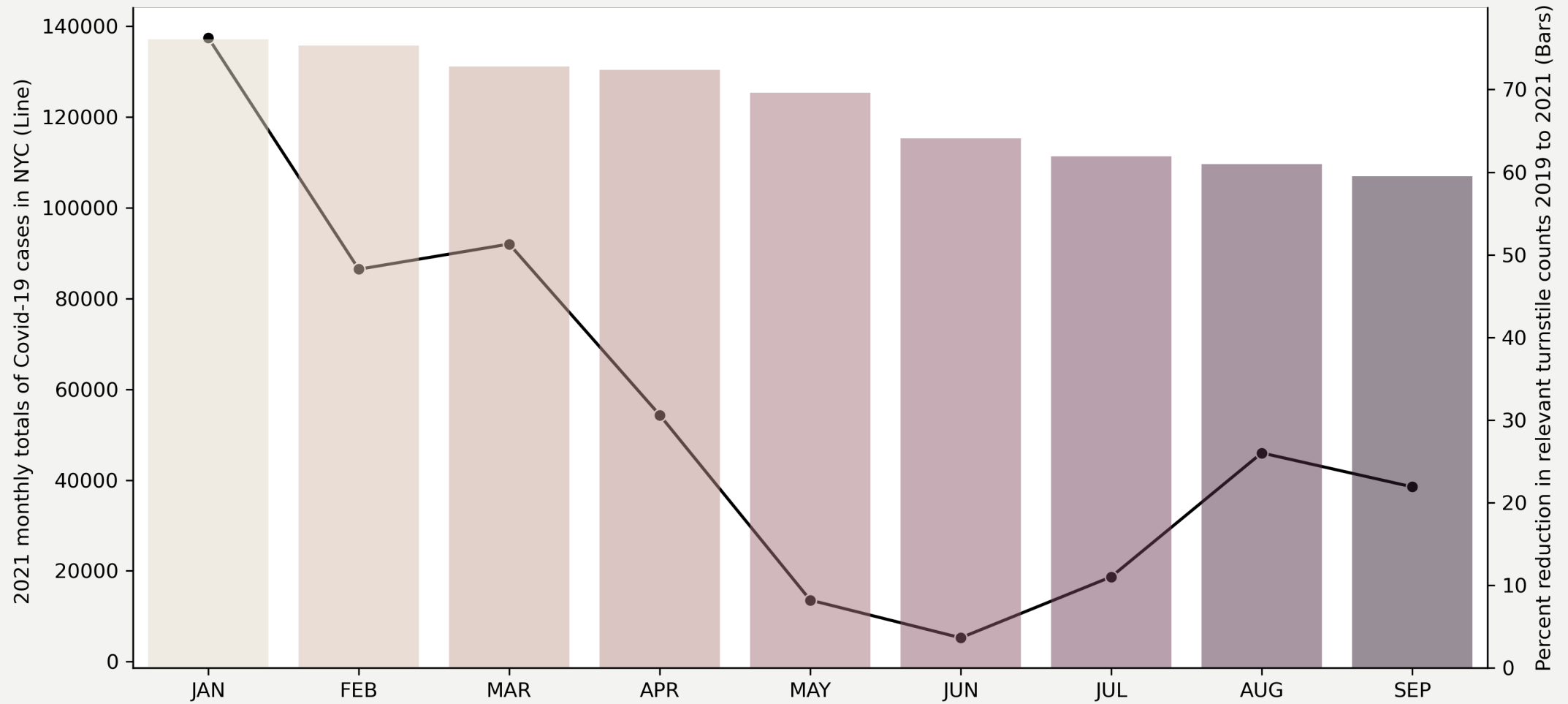
- 116 St - Columbia University
- 14 St
- 161 St-Yankee Stadium
- Beach 67 St
- Bronx Park East
- Brooklyn Bridge
- Coney Island - Stillwell Av
- Fordham Rd
- Grand Central - 42 St
- Howard Beach - JFK
- Jamaica - Van Wyck
- Lafayette Av
- Steinway St
- Wall Street



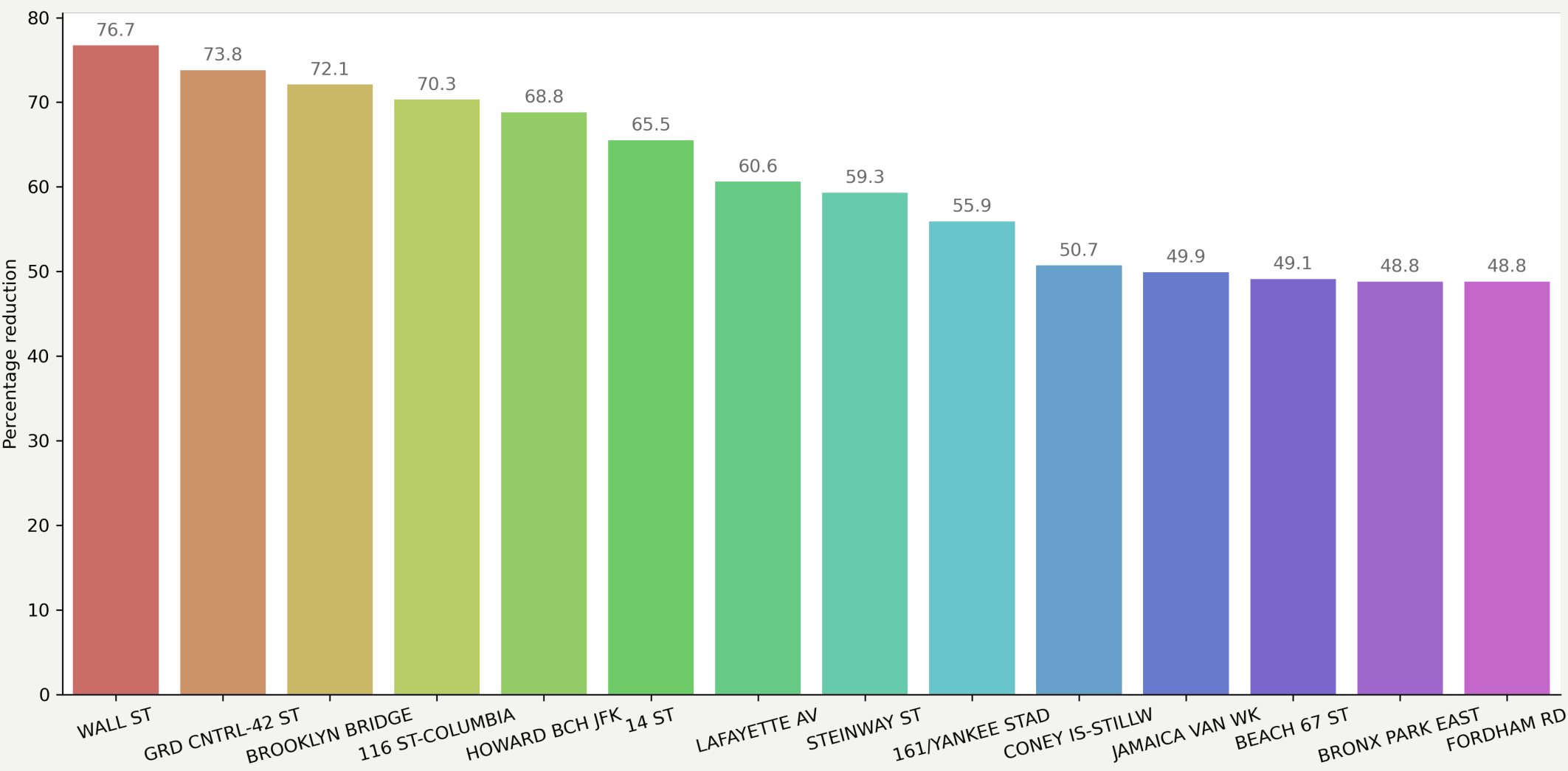
# METHODOLOGY

- Data
  - Publicly available MTA turnstile data from 2019 (i.e. pre-pandemic) and 2021
  - Publicly available NYC Health Covid-19 case data
- Metrics
  - NYC subway station daily turnstile counts: entries and exits
  - NYC Covid-19 case counts
- Tools
  - SQLite and SQLAlchemy
  - Pandas
  - Matplotlib and Seaborn

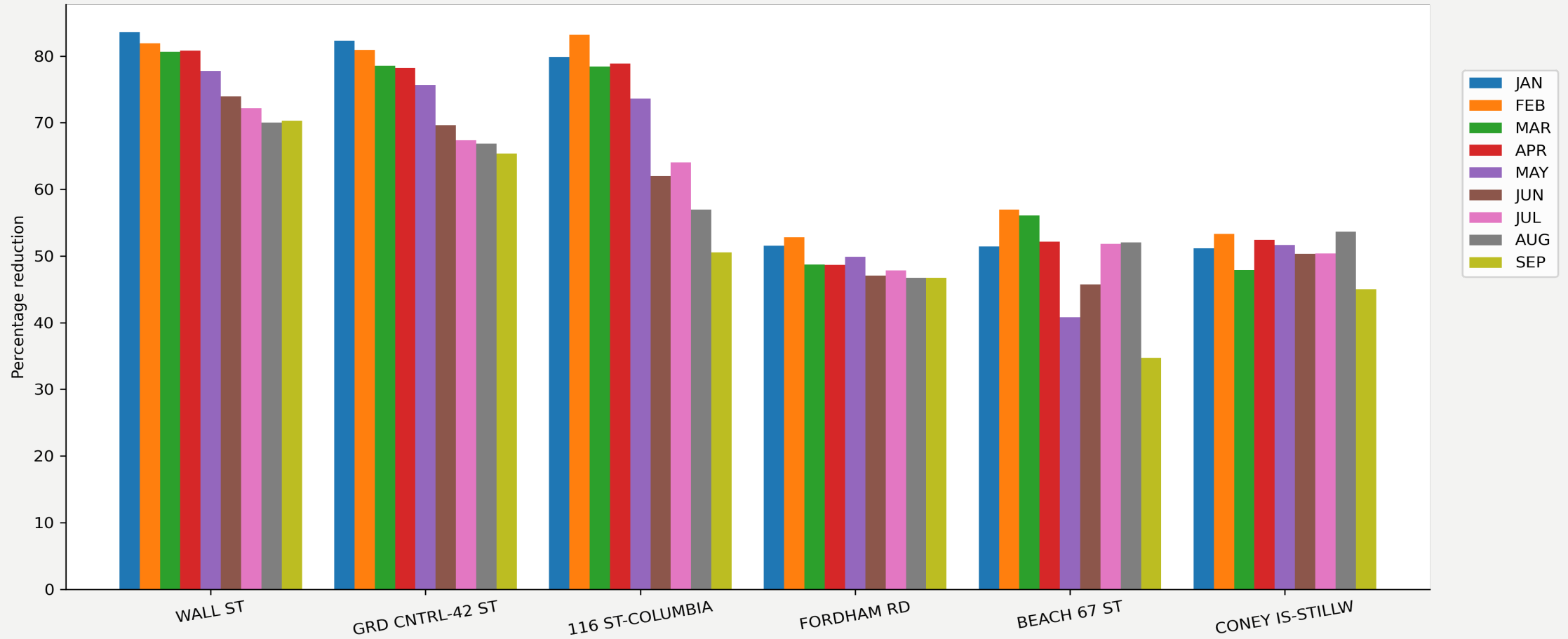
# COMPARING NYC COVID-19 CASES IN 2021 (LINE) AGAINST PERCENT REDUCTION SINCE PRE-PANDEMIC IN TOTAL PASSENGER TRAFFIC AT RELEVANT STATIONS (BARS)



# PERCENT REDUCTION IN TOTAL TURNSTILE ENTRIES AND EXITS IN FIRST NINE MONTHS OF 2021 COMPARED WITH EQUIVALENT PERIOD IN 2019



# PERCENT REDUCTION IN TOTAL TURNSTILE COUNTS MONTH-ON-MONTH BETWEEN 2021 AND 2019 – FOR THE 3 MOST AFFECTED AND THE 3 LEAST AFFECTED STATIONS



# FINDINGS

- Footfall in Crazy Donuts' stations has been massively affected by the pandemic
- On the evidence here, recovery to pre-pandemic numbers will be slow, if ever
- The drop in passenger traffic differs significantly according to station
- Stations with less of an overall drop in passenger traffic are recovering even more slowly

# CONCLUSIONS

- The data supports Crazy Donuts requesting very substantial rent discounts
- Given the differences between stations, it may be worth negotiating on a premises-by-premises basis



# APPENDIX

