WTWY Street Team Placement: Fall Gala
(Oct 2021)

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Sept 25, 2020

Project Background

Scoring Model

Highlighting the highest target value stations

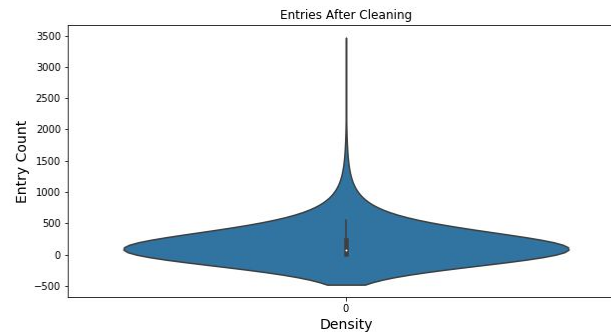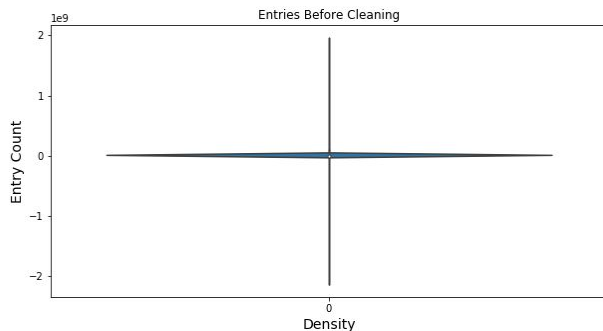- Near university: +4
- Tech area: +2
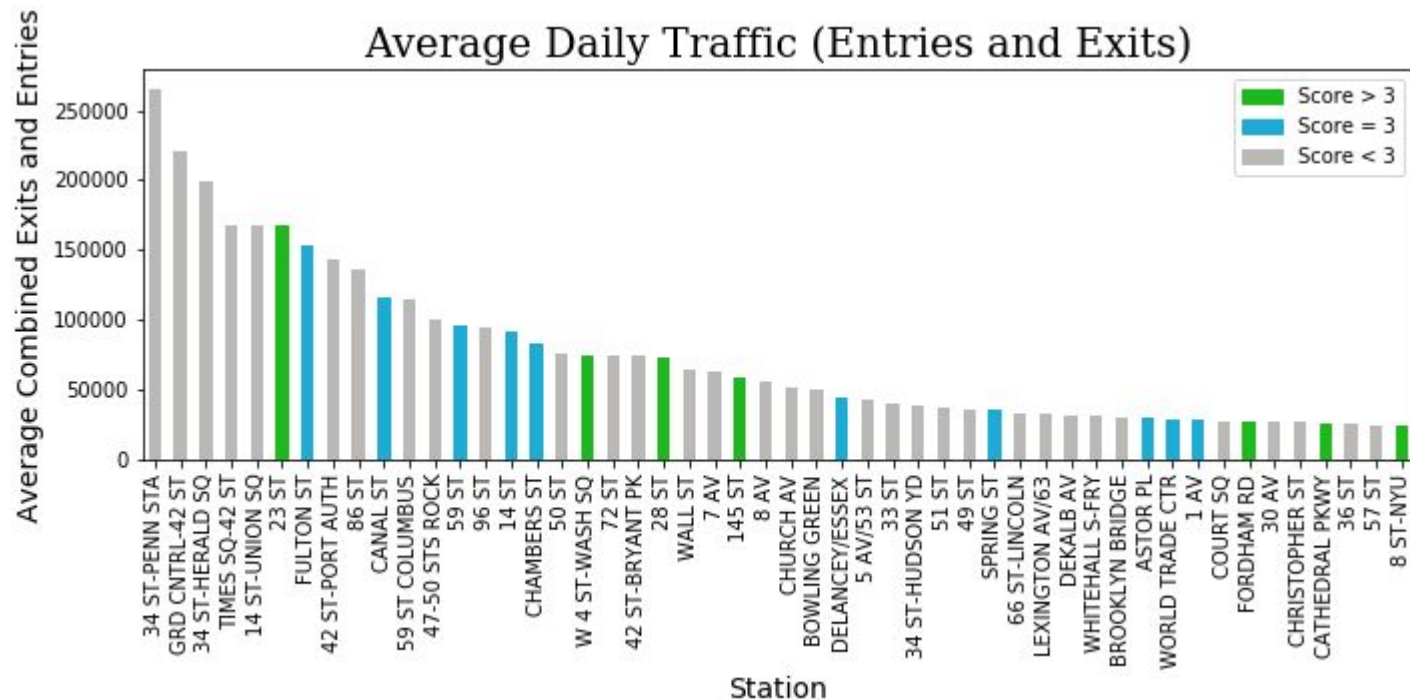- High income: +1

Data Cleansing & Resolving Anomalies

count	1853013
mean	-5437
std	4137171
min	-2129136891
25%	8
50%	69
75%	225
max	1953780280

Retained ~99%

count	1830554
mean	166
std	240
min	0
25%	9
50%	70
75%	227
max	2987

Entries Before Cleaning

Entries After Cleaning

Daily Traffic And Interested Stations

Average Daily Traffic (Entries and Exits)

Focusing on Top Ten Highest-Scoring Stations

Traffic Through High-Scoring Stations (normalized)

Selected Stations
70% of Traffic
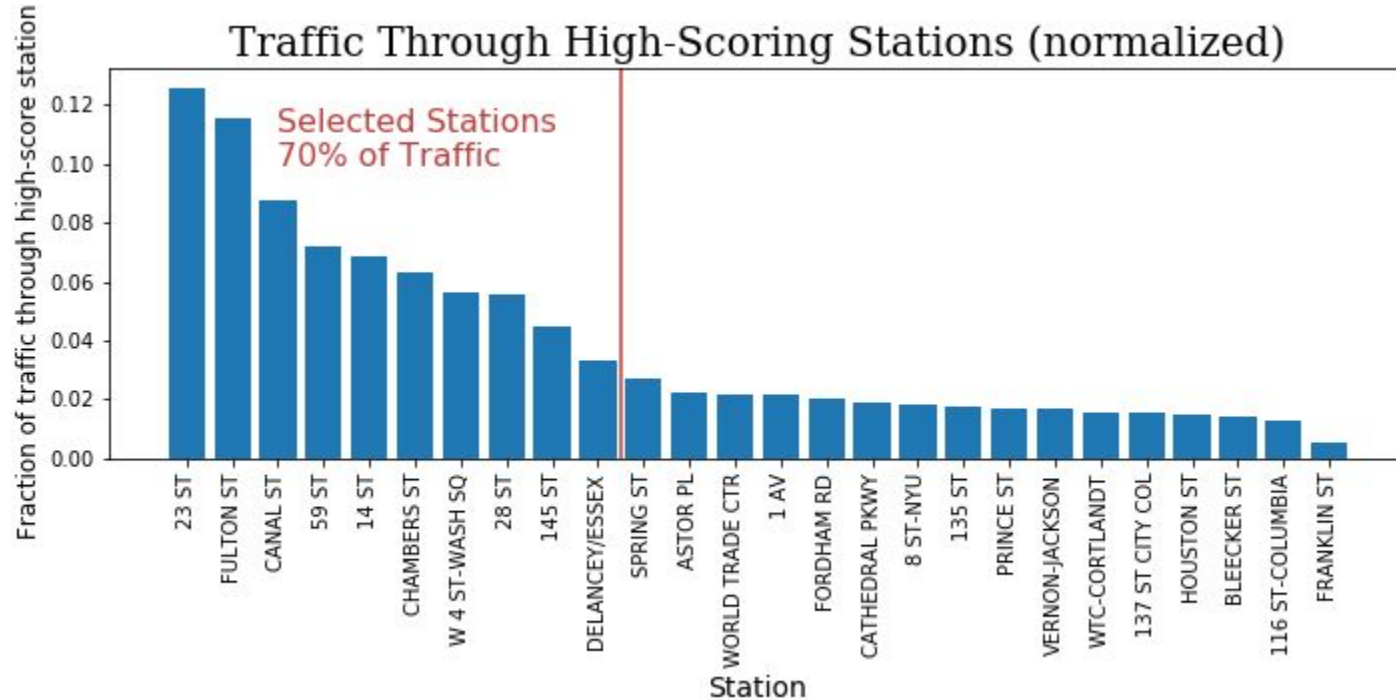
Traffic by Day & Time of Day
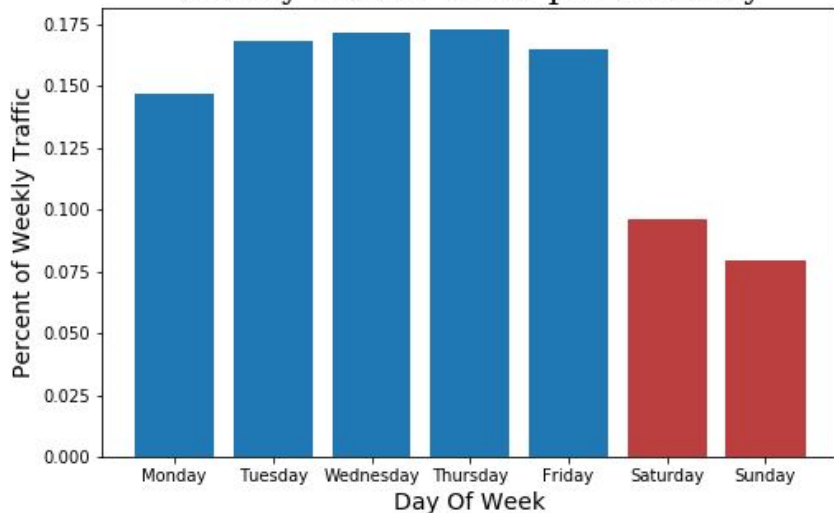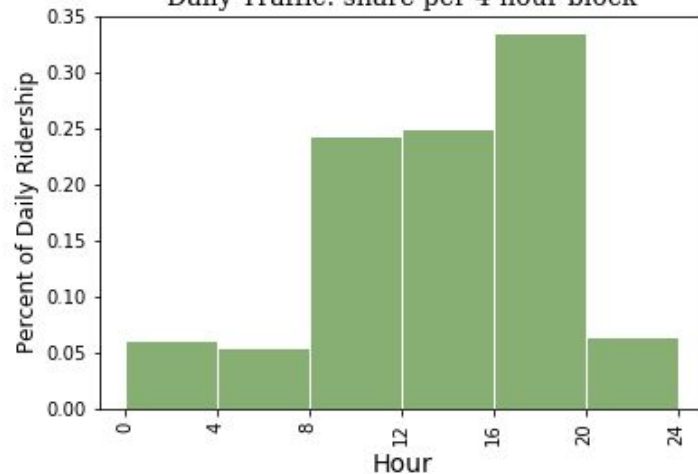
Recommendation:
Top Stations for Weekday Rush Hour

1. 23rd Street
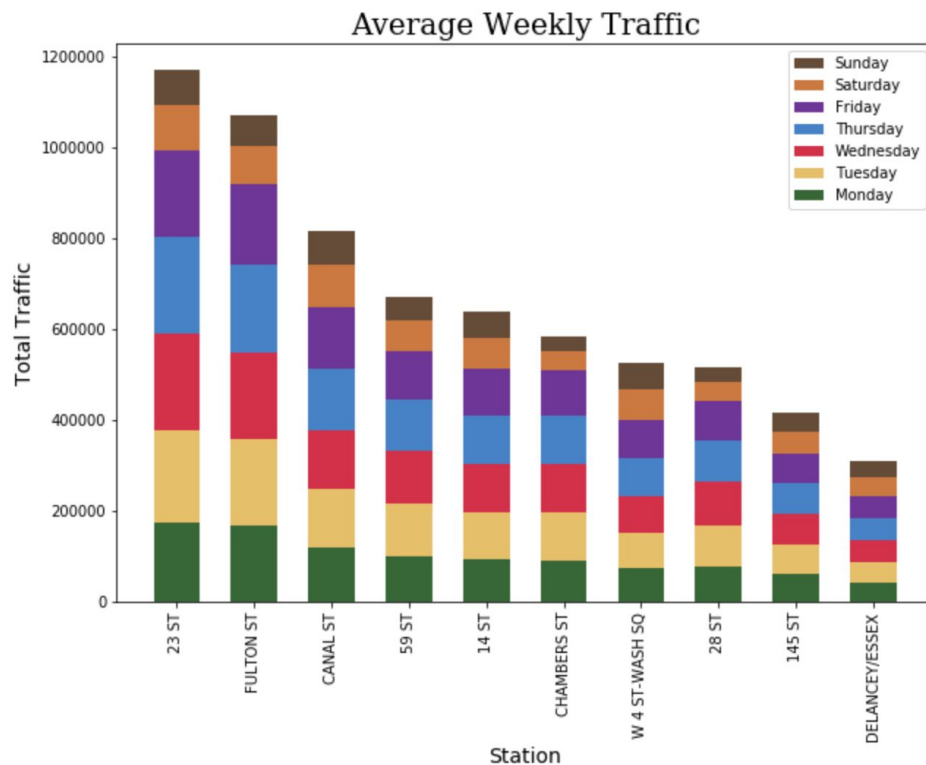2. Fulton Street
3. Canal Street
4. 59th Street
5. 14th Street
6. Chambers Street
7. West 4th Street/ Washington Sq
8. 28th Street
9. 145th Street
10. Delancey/Essex

Appendix

Average Weekly Traffic

Appendix – scoring model

- [Google search for top colleges in NYC, NY with tech majors (CS, biotech, physics, etc.)](#)
- Google search for tech hotspots in NYC
- [Wealthiest neighborhoods in NYC (as of 2017)](#)
- Google maps searches for subway stops
  - Within 10 minute walk of above colleges
  - Within given tech neighborhoods
    (Flatiron/Silicon Alley, SoHo, DUMBO, Industry City, Long Island City)
  - Within wealthy neighborhoods
    (Turtle Bay, Lincoln Sq, Battery Park City, Midtown, Flatiron, West Village)
- Results collated, matched to MTA Station codes, and scoring dataframe created