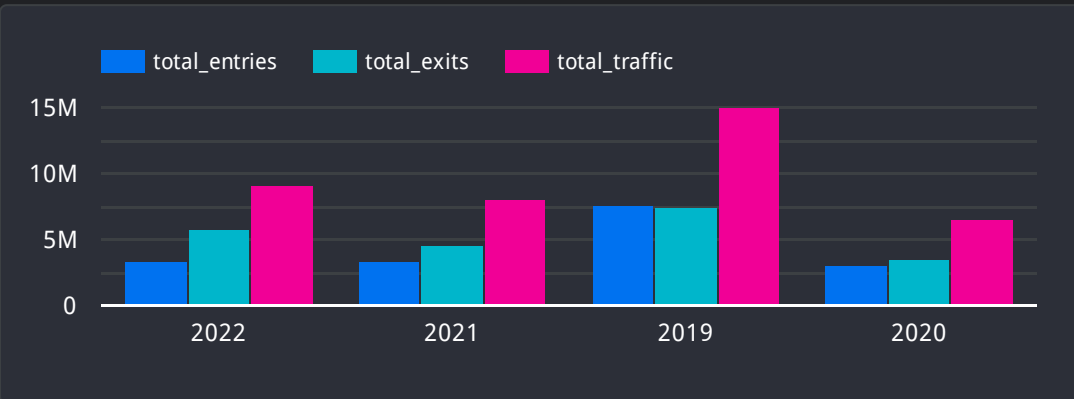


MTA Traffic Report (2019-2022)

Part I: Seasonal Analysis - Section I

Year-Level Analysis (Pre and Post Covid)



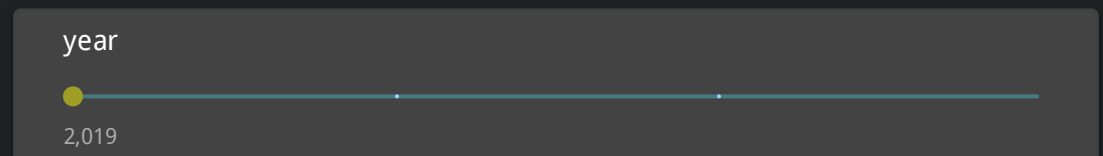
year	Yearly_Total_Traffic_Change_Percentage
2022	14.9%
2021	22.6%
2019	null
2020	-56.7%

1 - 4 / 4 < >

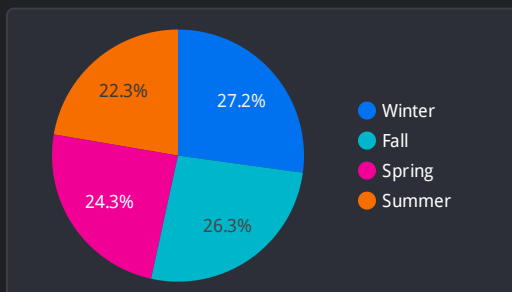
Seasonal & Monthly Level Analysis

	month_name	total_entries	total_exits	total_traffic
1.	January	1,751,790	1,955,452	3,707,242
2.	March	1,569,258	1,824,168	3,393,426
3.	December	1,433,276	1,873,695	3,306,971
4.	May	1,350,519	1,641,578	2,992,097
5.	April	1,279,735	1,524,603	2,804,338

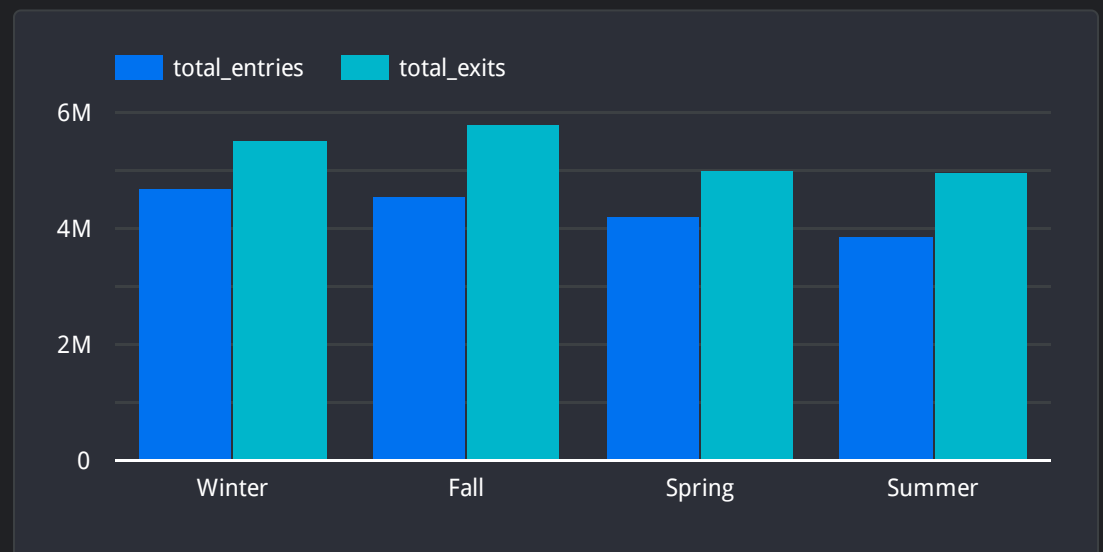
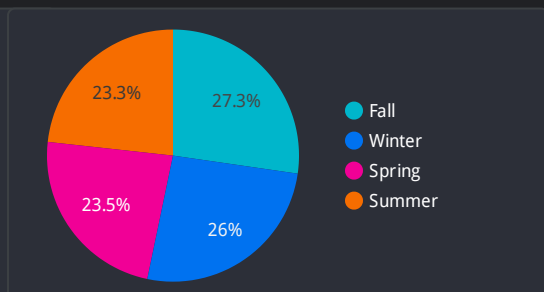
1 - 12 / 12 < >



Total Entries by Season



Total Exits by Season



MTA Traffic Report (2019-2022)

Part I: Seasonal Analysis - Section II

Year-by-Year Analysis (Drag the Year Filter)

2019 Top 3 Rush Hours

day_of_week	hour_of_day	rushhour_ratio	total_traffic ▾
5	17	3.03	462,879
4	17	2.96	452,229
3	17	2.95	451,311

2020 Top 3 Rush Hours

day_of_week	hour_of_day	rushhour_ratio	total_traffic ▾
6	1	2.88	217,481
4	12	2.61	197,066
4	20	2.53	191,203

2021 Top 3 Rush Hours

day_of_week	hour_of_day	rushhour_ratio	total_traffic ▾
5	17	2.63	248,926
4	17	2.6	246,074
3	9	2.58	244,802

2022 Top 3 Rush Hours

day_of_week	hour_of_day	rushhour_ratio	total_traffic ▾
4	17	3.07	292,705
5	17	2.6	291,646
2	17	3.03	289,128

Four-Year Combined Analysis(2019-2022)

4-Year Top 5 Rush Hours

day_of_week	hour_of_day	combine_rushhour_ratio	total_tr... ▾
5	17	3.17	1,120,962
4	17	3.16	1,118,481
2	17	3.1	1,098,315
3	17	3.02	1,069,374
1	17	2.82	998,160
Grand total			38,578,782

! Rush Hour Ratio Definition:

What This Number Means:

3.17 = This time slot gets ~3.2x MORE passengers than average

💡 Business Insights:

1. 77th Street Station is a **Residential Destination**:

Evening traffic is 3x higher than morning, indicating residents commute home from work rather than to work. Target homebound workers who are transitioning to **leisure time** instead of **work mode**.

2. 77th Street Station has been **impacted by COVID but recovered**:

The 2020 pattern was dramatically different from pre and post-COVID years. By 2022, rush hour patterns returned to pre-pandemic levels, demonstrating both residential and employment stability in the area. Indicates a resilient demographic and safe investment for long-term advertising contracts.

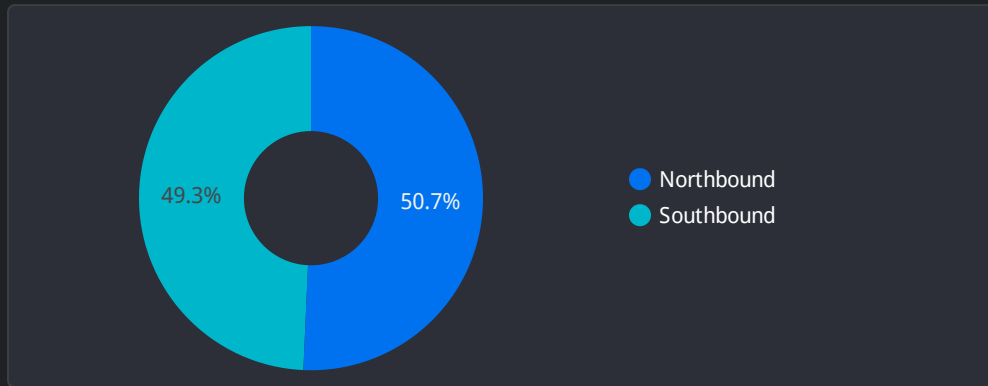
3. 77th Street Station is **Commuter-Dependent**:

Minimal weekend traffic with strong weekday patterns indicates local residents rather than tourists or visitors. Focus on a regular, predictable audience with consistent spending patterns rather than variable tourist traffic.

MTA Traffic Report (2019-2022)

Part II: Turnstile Analysis - Section I

Direction by total_traffic



☒ season

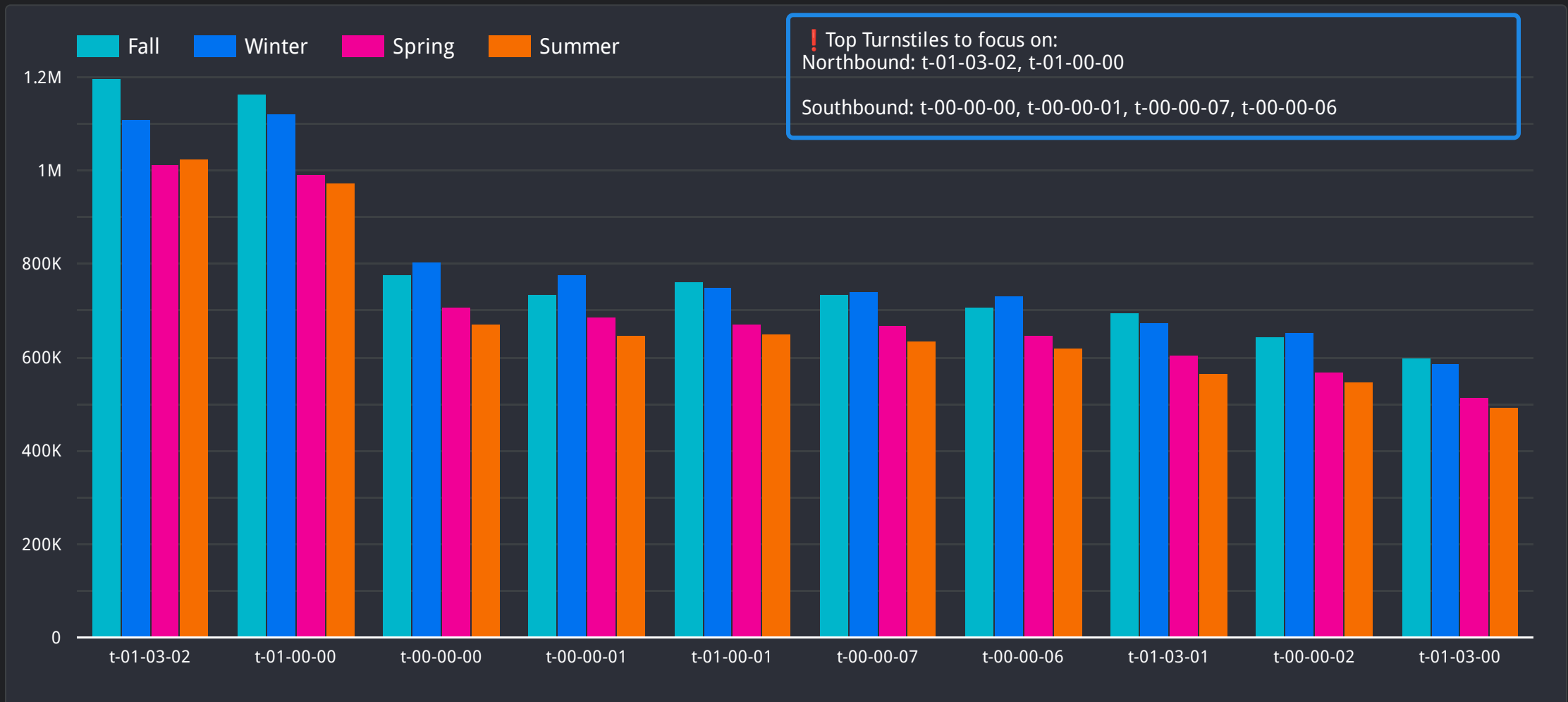
☒ Winter

☒ Summer

☒ Spring

☒ Fall

total_traffic by turnstile_id and season



MTA Traffic Report (2019-2022)

Part II: Turnstile Analysis - Section II

☒ **season**

☒ Winter

☒ Summer

☒ Spring

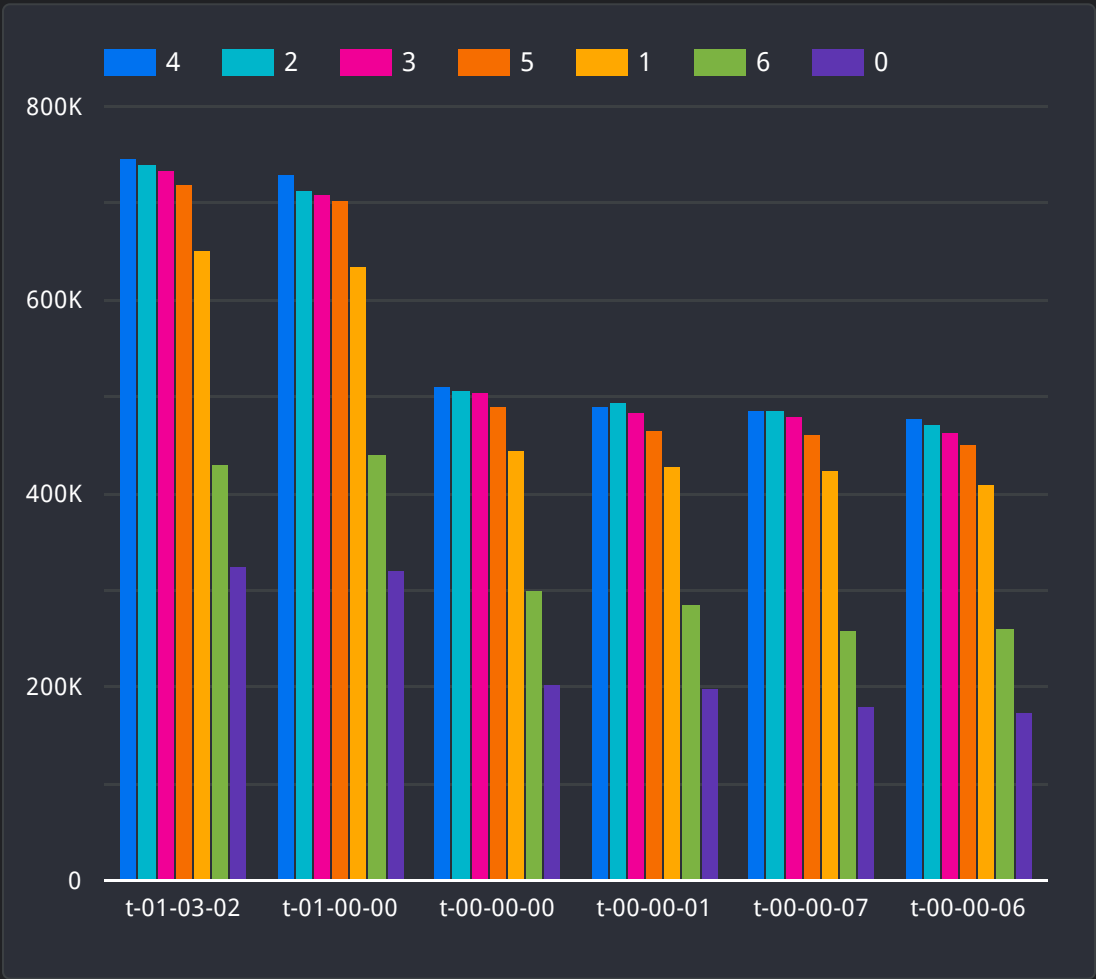
☒ Fall

☒ **direction**

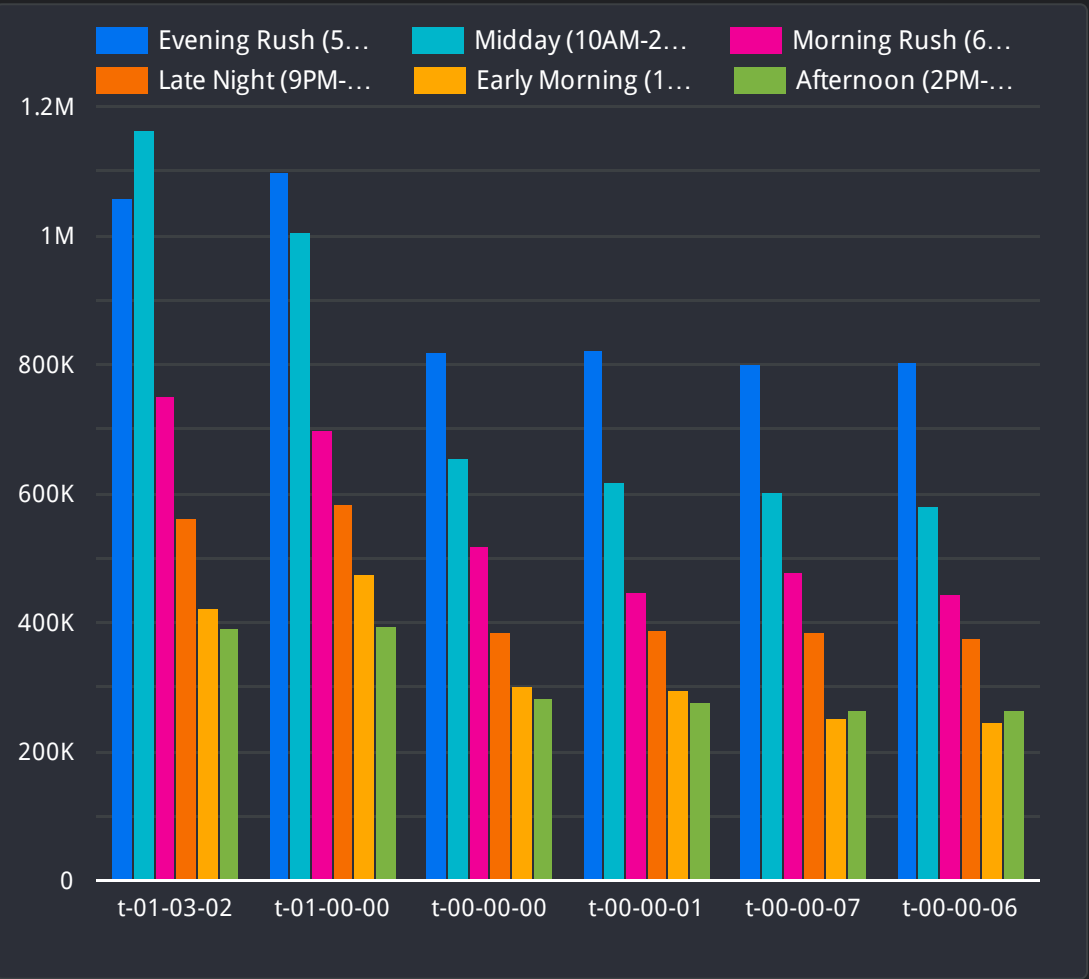
☒ Southbound

☒ Northbound

total_traffic by turnstile_id and day_of_week



total_traffic by turnstile_id and time_block



MTA Traffic Report (2019-2022)

Part II: Turnstile Analysis - Section III

☒ **season**

☒ Winter

☒ Summer

☒ Spring

☒ Fall

☒ **direction**

☒ Southbound

☒ Northbound

entryversusexit by turnstile_id and day_of_week

