

A photograph of an MTA subway train stopped at a station platform. The train is silver with a black front. A red circular light with a white 'Q' is visible on the front. The platform has a yellow tactile strip along the edge. The background shows the station's interior with tracks and overhead wires.

MTA SUBWAY DATA ANALYSIS for WOMEN TECH WOMEN YES

DANIEL KIM
GREGORY MARX
D'FRANTZ SMART

INTRODUCTION

- Goal:
Place street teams at subway entrances to maximize WTWY outreach for fundraising
- Guiding Principle:
More traffic ➤ Better outreach ➤ Better fundraising

OBJECTIVES

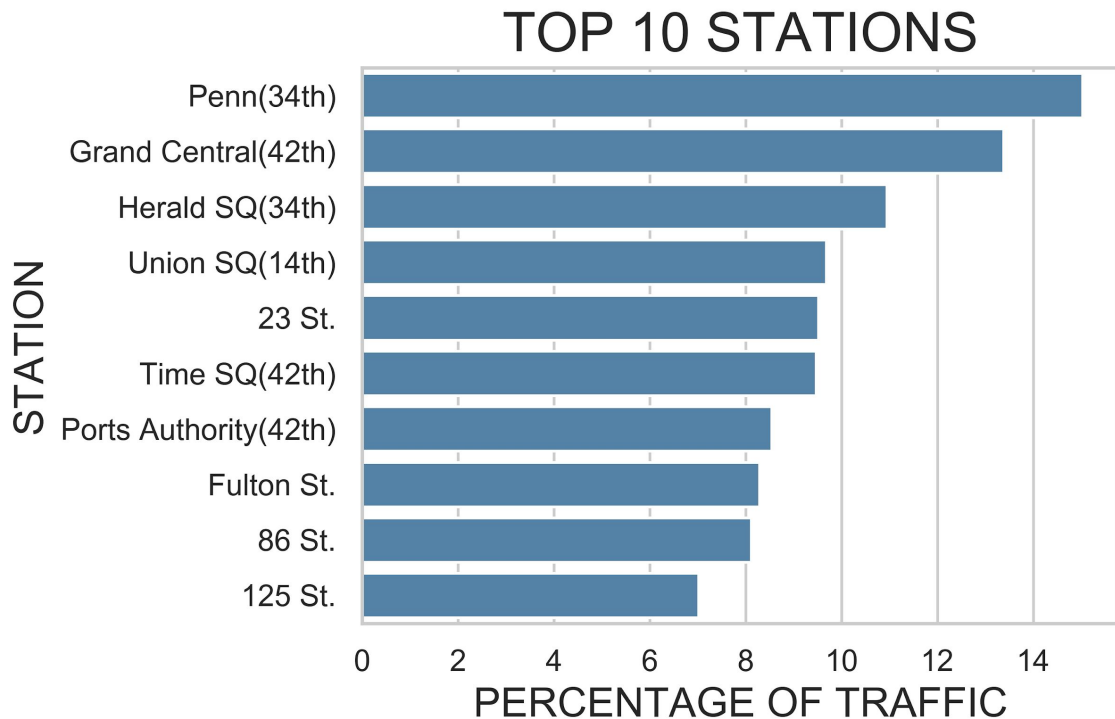
1. Obtain big data set with high integrity
2. Extract meaningful insights
3. Present concrete strategies
 - a. How many?
 - b. Where?
 - c. When?

METHODOLOGY

- Public MTA turnstile data
- Data processing / analysis with Pandas
- Data visualization with Seaborn
- Focus on Top 10 Stations

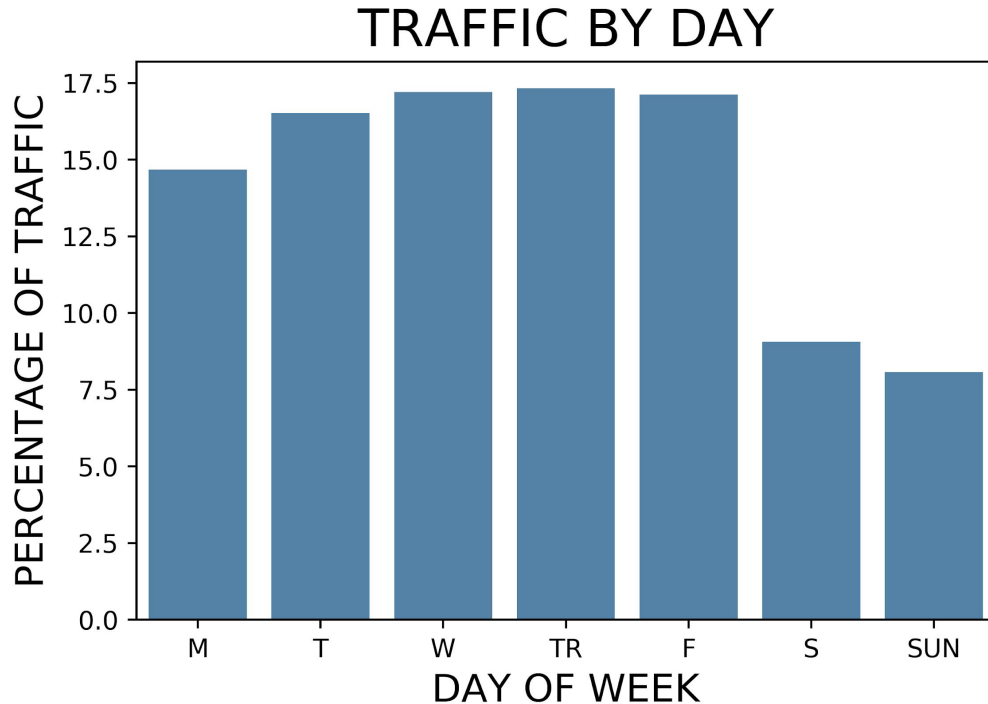
TOP STATIONS

Top 10 stations $\Rightarrow \frac{1}{5}$ of total traffic



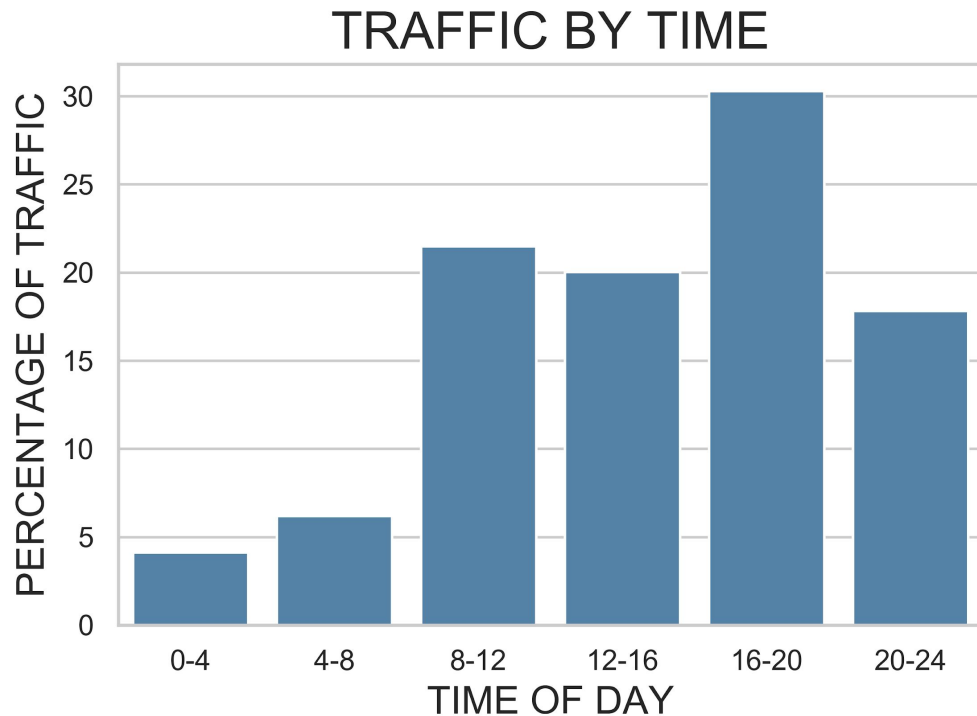
TRAFFIC BY DAY

Weekdays \Rightarrow Most traffic!

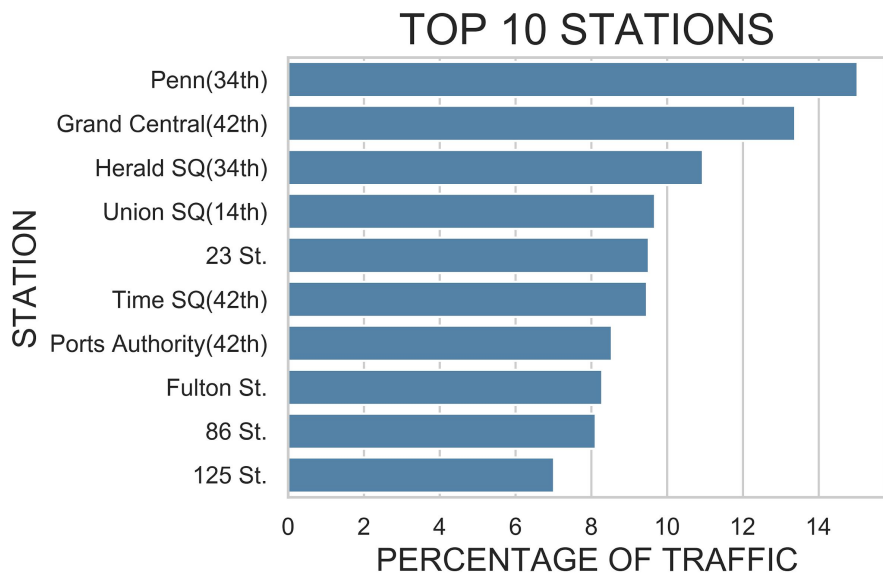


TRAFFIC BY TIME

4 PM - 8 PM \Rightarrow BEST

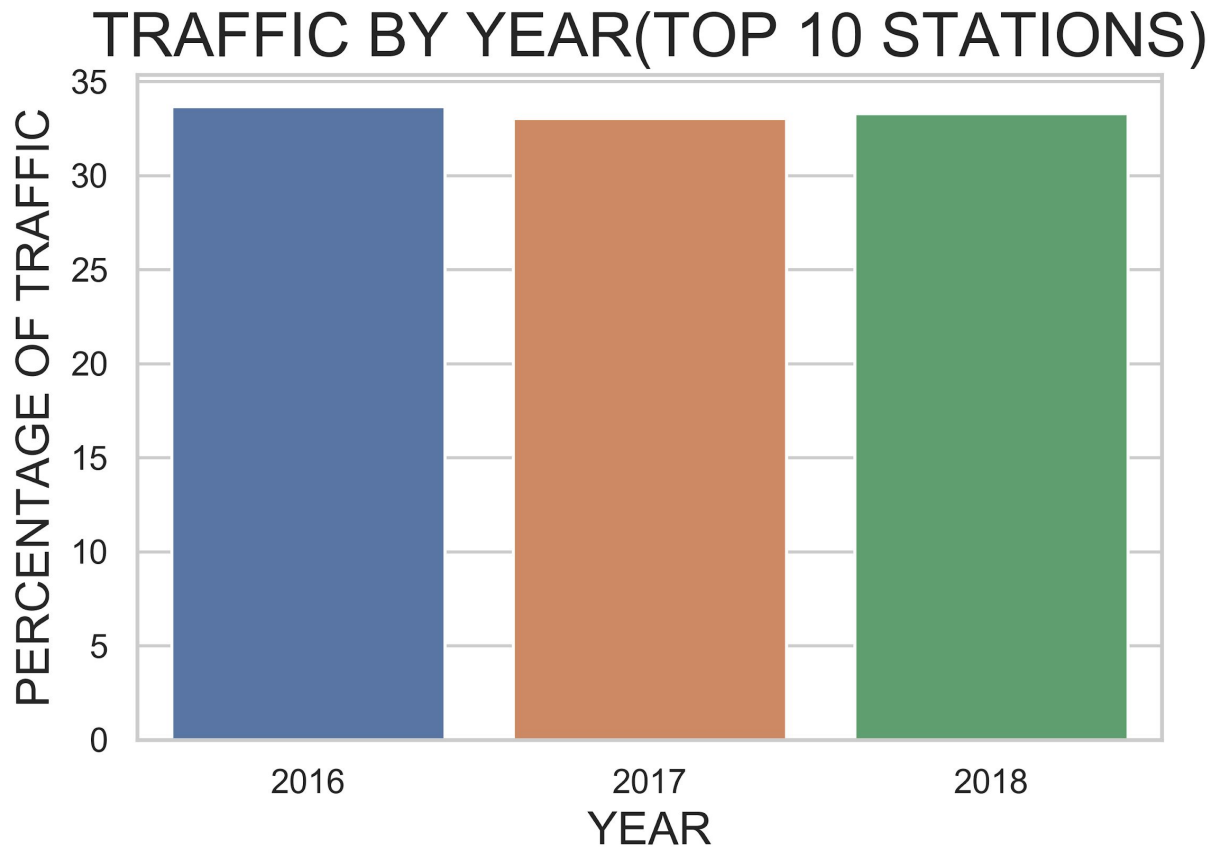


STREET TEAM STRATEGY



1. Based on percentage of total traffic for the **Top Ten** stations
2. Monday-Friday after **8AM** with an emphasis on **4PM-8PM**

APPENDIX



TRAFFIC BY DAY AND TIME

