

A photograph of a subway station entrance featuring a row of five silver turnstiles. Above the turnstiles is a black sign with the word "Entry" in white and four orange circles containing the letters "F", "J", "M", and "Z". The scene is set within a subway station with blue structural pillars and black metal fencing in the background.

# MTA Turnstile Analysis

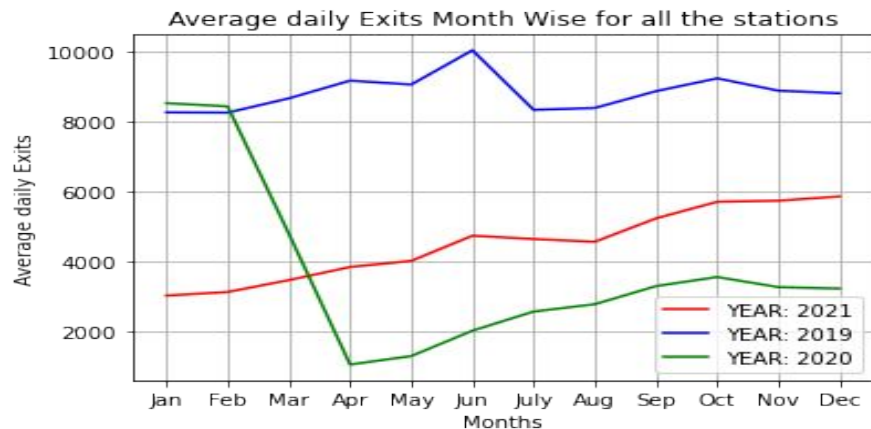
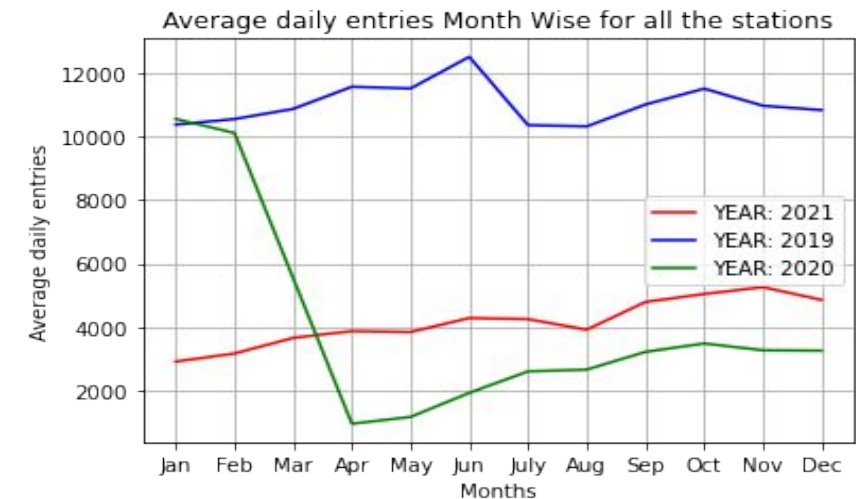
By: Divya Uppal

# BACKGROUND

**Client:** Mac Flurry

MacFlurry, a fast food chain wants to open stores around major subway stations in Manhattan. They want recommendations on where to open their stores depending on long-term sustainability in the sales which is least affected by re-occurrence of Covid

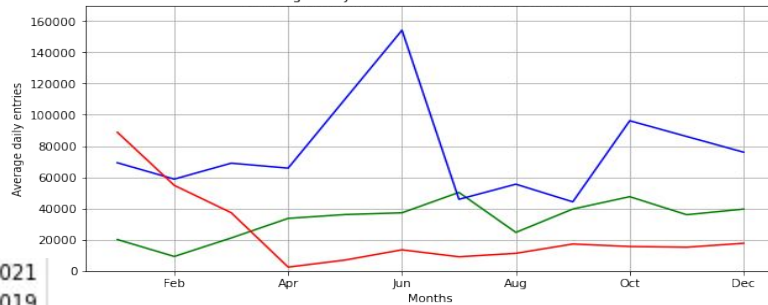






— YEAR: 2021  
 — YEAR: 2019  
 — YEAR: 2020

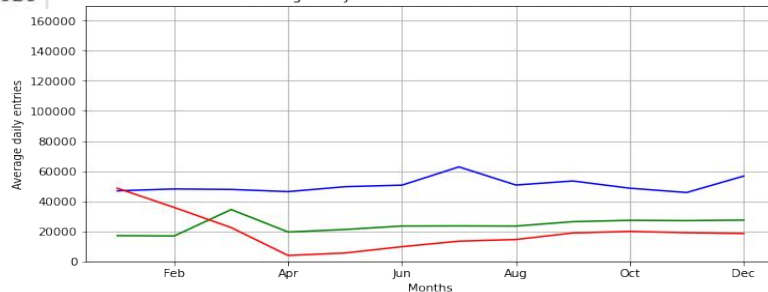
Average daily entries for PATH NEW WTC Station



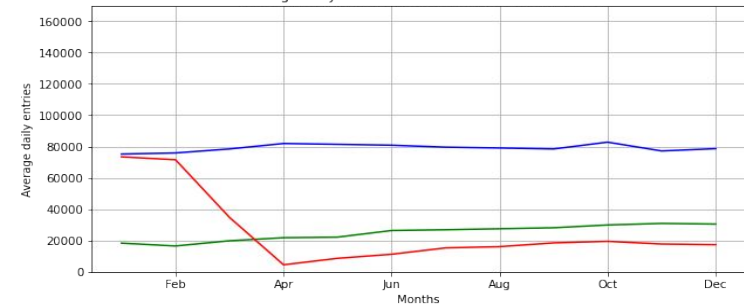
Average daily entries for GRD CNTRL-42 ST Station



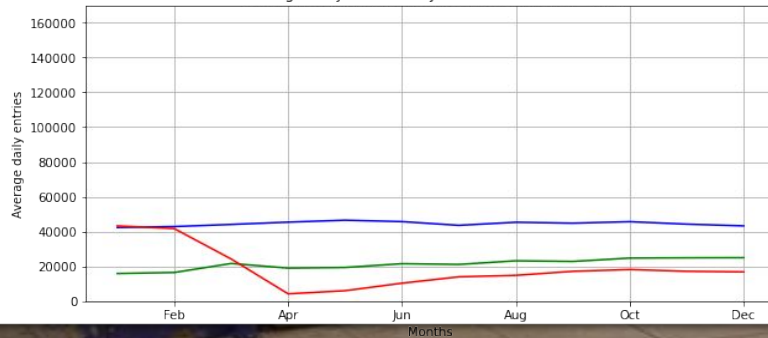
Average daily entries for FLUSHING-MAIN Station



Average daily entries for 42 ST-PORT AUTH Station



Average daily entries for JKSN HT-ROOSVLT Station

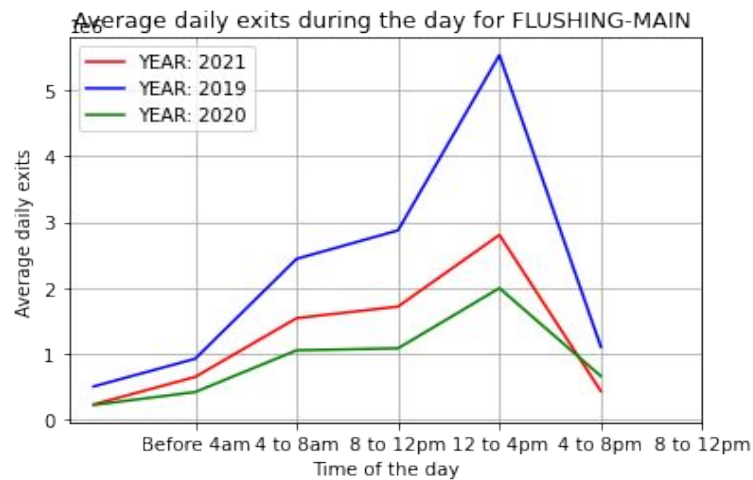
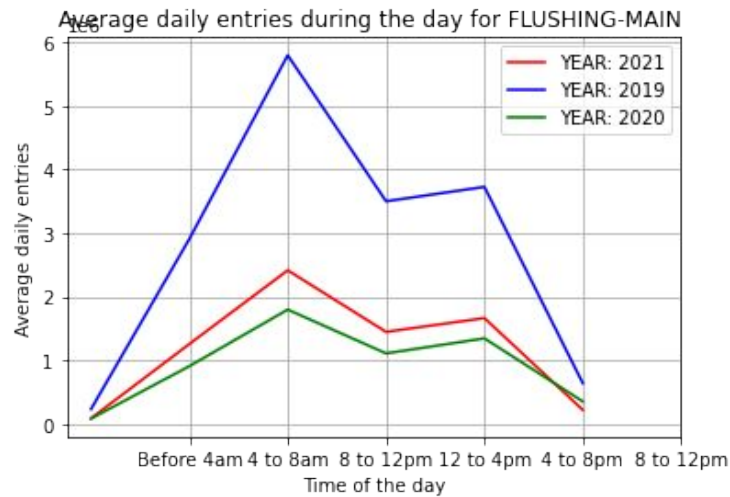


Average daily entries for 34 ST-PENN STA Station



Entry

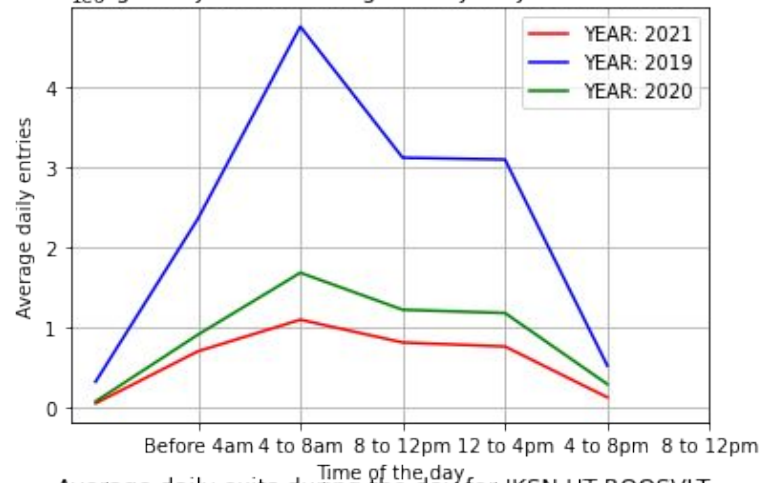
		Median Daily Entries				
Station	Line Name	Year 2019	Year 2020	Year 2021	Year 2020 as a percent of Year 2019	Year 2021 as a percent of Year 2019
PATH WTC	1	59996	9439	15834	15.73%	26.39%
34 ST-HERALD SQ	BDFMNQRW	121778	22904	30928	18.81%	25.40%
GRD CNTRL-42 ST	4567S	151998	18392	27354	12.10%	18.00%
42 ST-PORT AUTH	ACENQRS1237W	90077.5	17812	23765	19.77%	26.38%
FLUSHING-MAIN	7	55991	15687	22719	28.02%	40.58%
34 ST-PENN STA	ACE	82717	13576	19867	16.41%	24.02%
JKSN HT-ROOSVLT	EFMR7	48406	16177	21083	33.42%	43.55%
14 ST-UNION SQ	LNQR456W	67258	11620	17707	17.28%	26.33%
FULTON ST	2345ACJZ	61613	9539	13003	15.48%	21.10%
47-50 STS ROCK	BDFM	60502	10016	13279	16.55%	21.95%



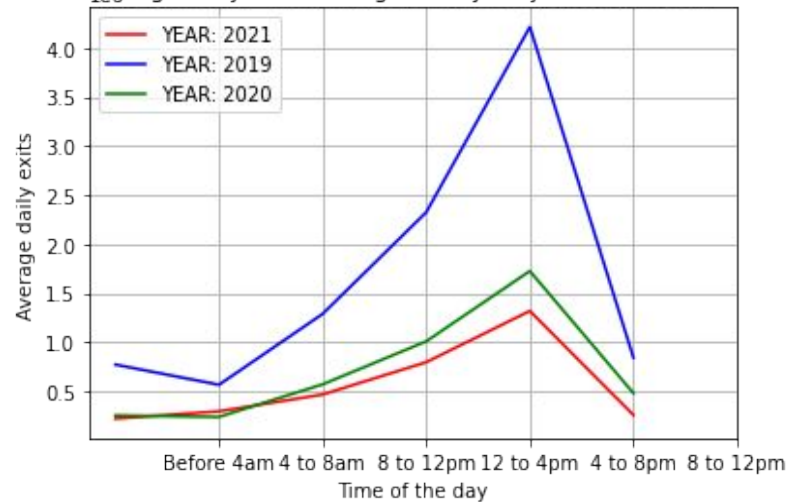


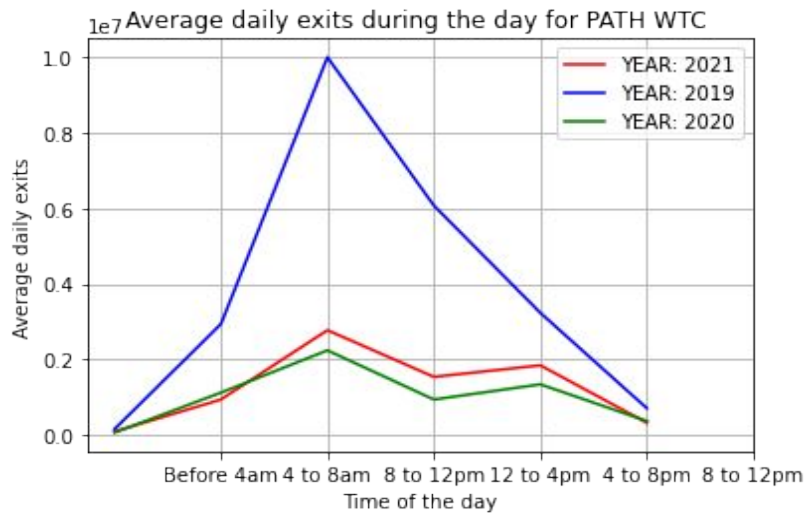
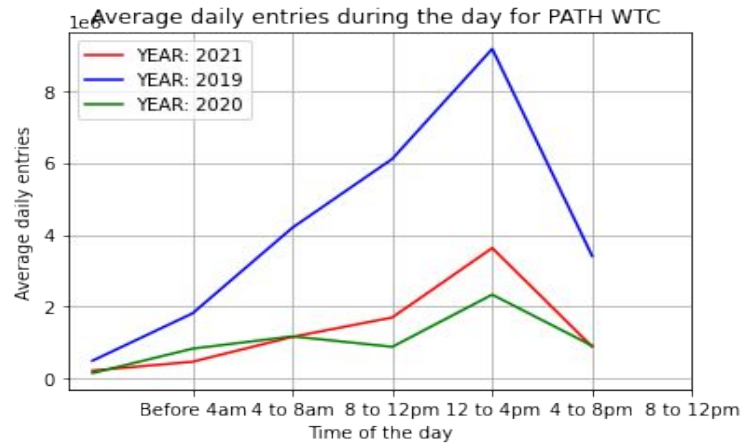


Average daily entries during the day for JKSN HT-ROOSVLT



Average daily exits during the day for JKSN HT-ROOSVLT







New York City's greatest concentration of COVID-19 cases is among residents of Queens' Jackson Heights, Corona and Elmhurst neighborhoods, newly released health stats show.

Those areas are home to large numbers of people toiling in construction, food service, janitorial services and other jobs that continued well into the outbreak — even as many businesses shut or moved to remote work to prevent the disease's spread.

housing, higher poverty rates and lower household incomes than the rest of Queens, as well as the needs of the area's older adult population. Specifically:

- The leisure and hospitality sector was hit hardest, with the highest rate of job loss for the last three quarters of 2020, compared to a year earlier. Retail trade suffered the second-largest job loss.
- 82% of greater Flushing residents were employed in either essential or face-to-face sectors, with no option to work from home.
- 40.7% of greater Flushing renters faced a severe rent burden in 2019 — spending half or more of income on rent, the highest share in NYC.
- The pre-pandemic poverty rate in greater Flushing was 16.4% in 2019, an improvement over prior years, but higher than Queens' overall rate and equal to the citywide rate.
- 35.9% of greater Flushing's residents are age 55 or older, the fourth-highest share among NYC neighborhoods. The median age was 45.3, higher than in Queens (39.7) and citywide (37.2). The median income for senior households was \$32,100, as of 2019.

Greater Flushing Signs of Strong Recovery

Residential	Details	New York 10021	Flushing 11354	Jackson Heights 11372
Median House Value		\$1,238,500	\$498,400	\$325,000
Homes Owned		11,252	7,781	7,543
Homes Rented		13,744	12,331	16,271
Vacant Homes		5,733	2,388	2,243
Mean Travel Time to Work		30.05	40.35	41.25
Transportation to Work: Public		79.83%	72.94%	80.69%
Income and Jobs	Details	New York 10021	Flushing 11354	Jackson Heights 11372
Median Household Income	View	\$118,289	\$42,500	\$56,383
Average household Income		\$222,872	\$62,603	\$75,126
White Collar Jobs		95.91%	45.17%	50.04%
Blue Collar Jobs		4.09%	54.83%	49.96%

# Conclusion

Recommend Mac Flurry to open store near  
Flushing Main or Jackson Ht Roosvlt

## Competitive Advantage

- ❖ More resilient to restrictions imposed by Covid
- ❖ Higher percentage of workers not WFH
- ❖ Low Real Estate Prices
- ❖ Post Covid: Average Daily Entries as high as 42 Port Authority Station

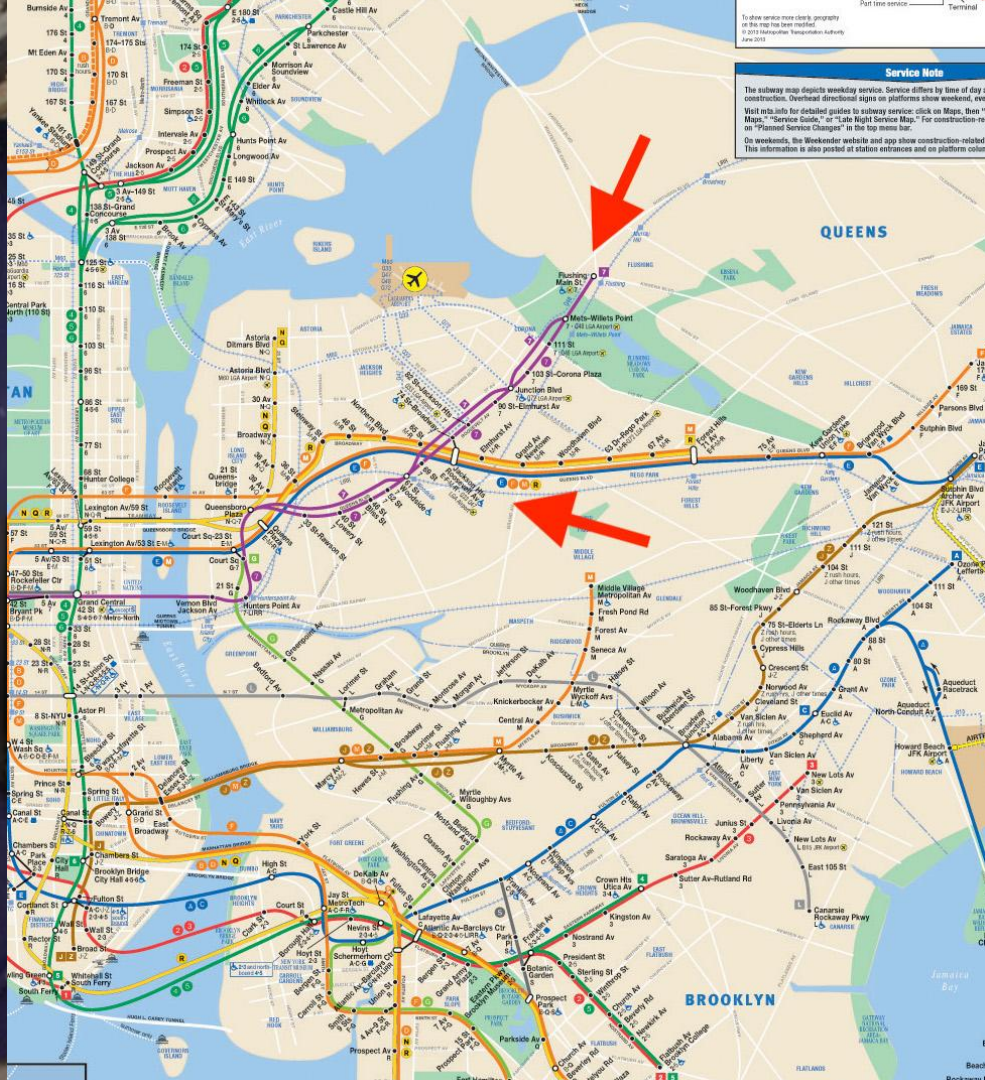




## Future Scope:

- Analyze stations beyond top 10
- Analyse daily traffic/real estate prices
- Analyze demographics for menu preparation
- Use Tableau to represent the data







Thank You!!





# Appendix

<https://www.osc.state.ny.us/press/releases/2021/12/dinapoli-releases-economic-report-greater-flushing-area>

<https://www.thecity.nyc/2020/4/2/21210380/queens-neighborhoods-hardest-hit-by-virus-home-to-many-service-workers>

<https://realtor.moving.com/real-estate/compare-cities/results.asp?Zip1=10021&Zip2=11372>

<http://web.mta.info/developers/data>

