Data Analysis of MTA Turnstile Traffic for WTWS

ELLIOT, WEI, LIAM

Introduction

Project background:

- WomenTechWomenYes (WTWY) → to increase the participation of women in technology
- NYC annual gala in summer to build awareness and reach.
- Place street teams at entrances to subway stations

Goals:

- Determine the optimal stations and time to place street teams
- Provide recommendations to WTWY
  - Where and when to deploy their teams

Methods

Data wrangling:

- **Data gathering:**
  - MTA turnstile data (11/09/2019 ~12/28/2019)
  - US CENSUS data (2018)
  - Google geocode API
- **Data cleaning:**
  - Broke down the data into AM/PM
  - Calculated daily entries and exits as well as total daily traffic
  - Added zip code and corresponding adjusted gross income for each station
  - Added day name

Methods

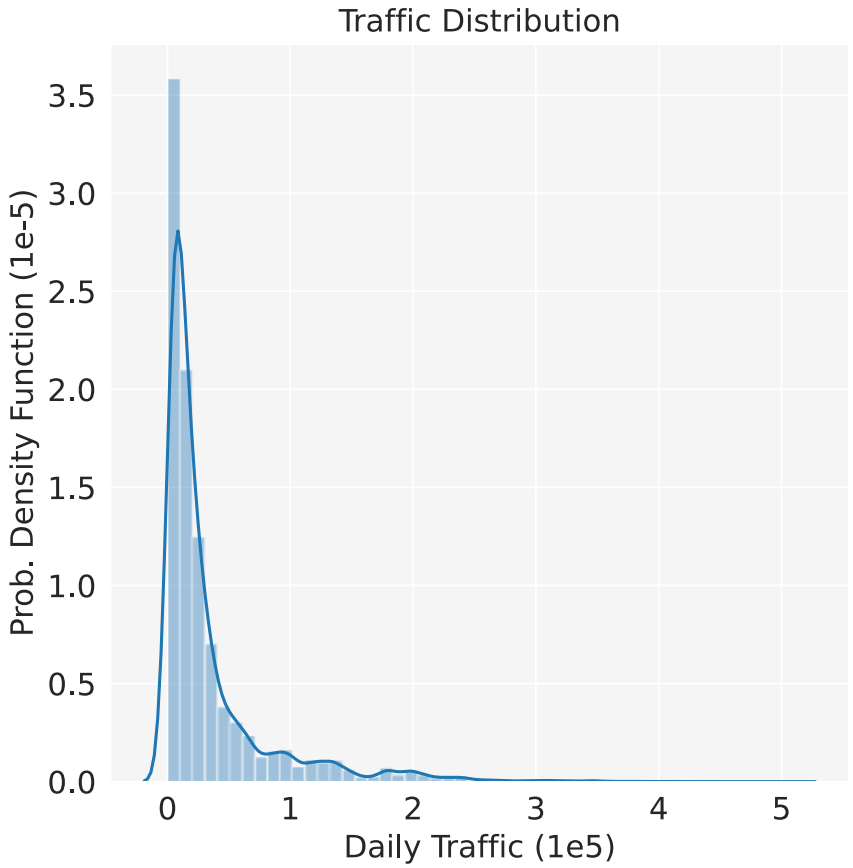
Analysis :

- **Software toolkits:**
  - pandas; numpy; matplotlib; seaborn
  - geopy; geopandas; json; requests module
- **Data analysis:**
  - Top 10 stations based on total daily traffic
    - Weekly traffic distribution
      - AM (00:00 AM~11:59AM)/PM (12:00 PM~11:59 PM)
      - weekdays and weekends
  - High-income areas
    - To prioritize certain stations by fundraising potential

1st Idea: Go by where the people are

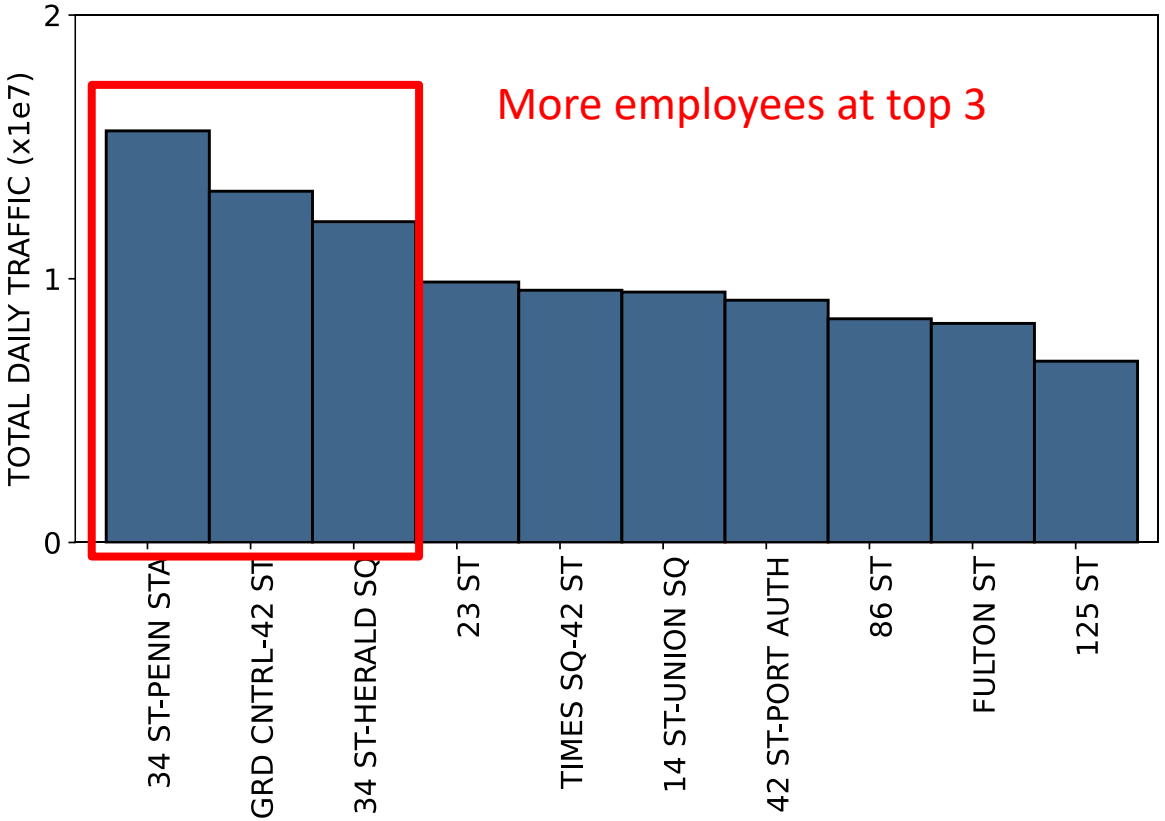
FIND OUT THE MOST CROWDED STATIONS, THE MOST TRAFFICKED, AND GO THERE.

Qualitative Picture

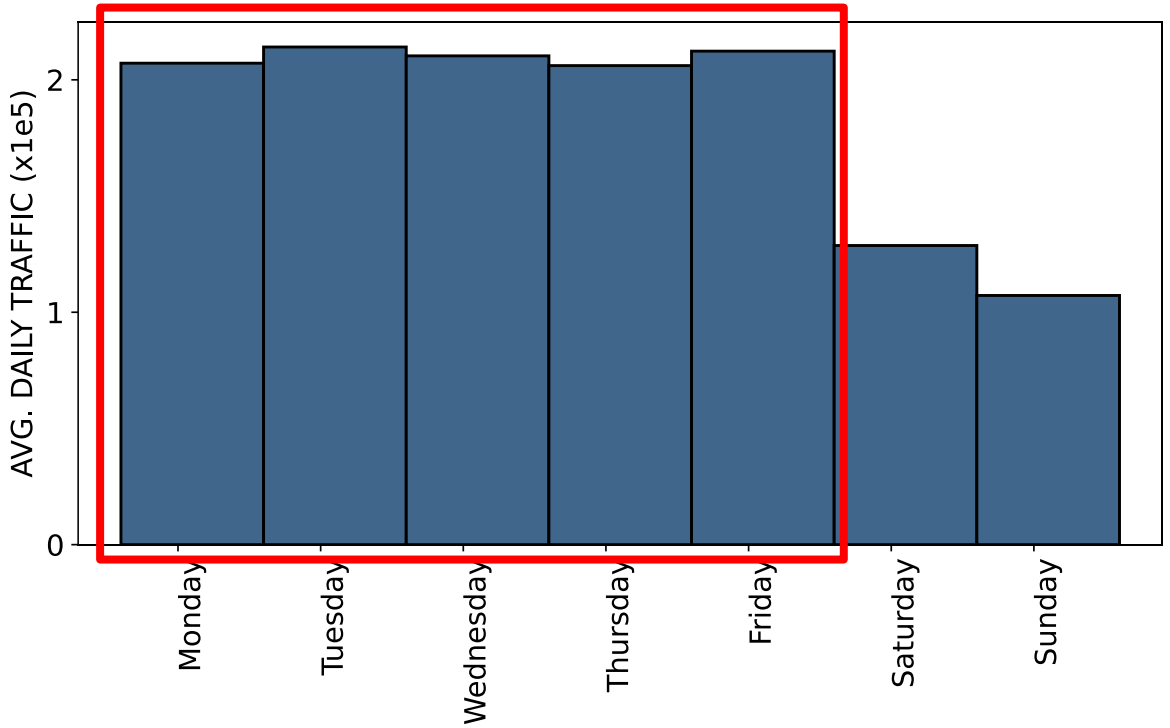


Quantitative List of Stations

Where



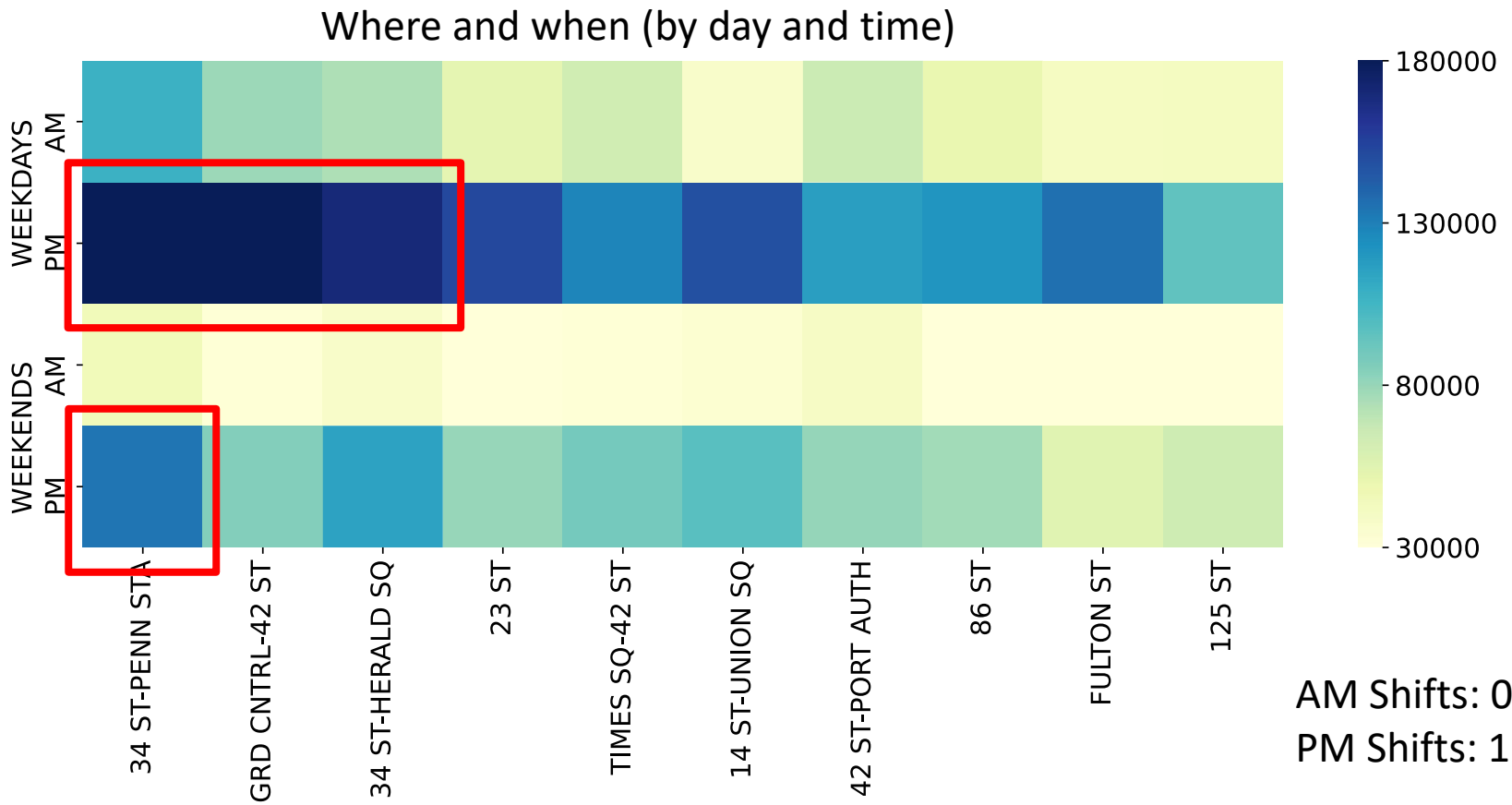
When (by day)



More employees on weekdays

On what day, when

PM busier



AM Shifts: 00:00 AM~11:59AM

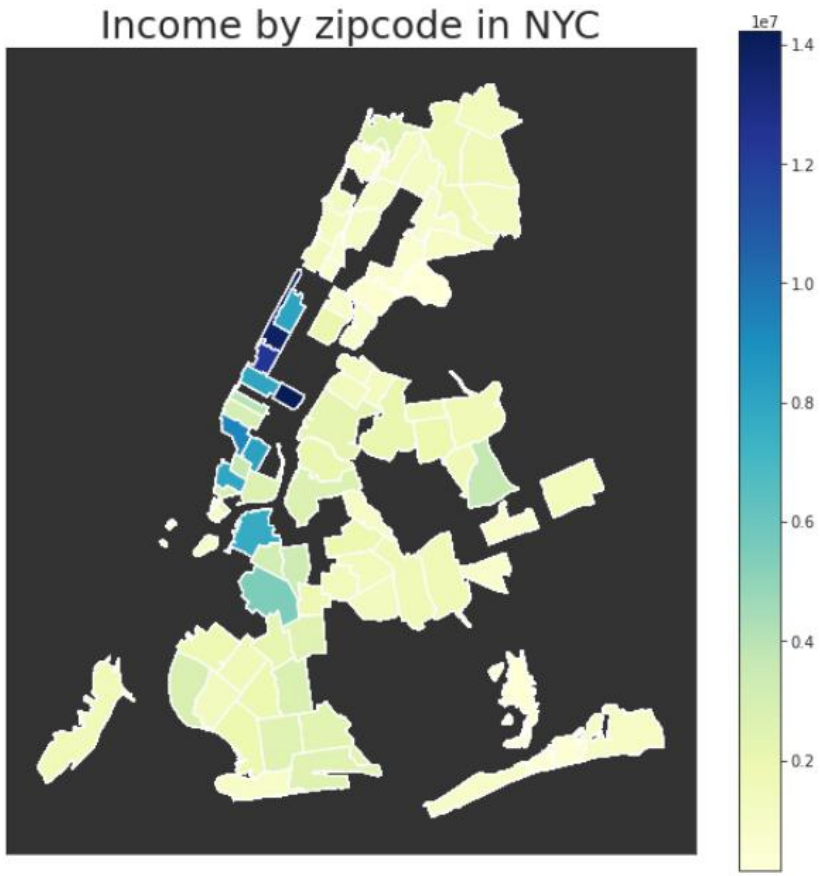
PM Shifts: 12:00 PM~11:59 PM

2nd Idea: Go where the money is

FIND OUT THE HIGHEST INCOME BY ZIPCODE, AND GO TO THOSE STATIONS.

Qualitative Picture

Upper east side!



Conclusions

Recommendations for WTWY:

Opt 1: **More** employees at ***top 3*** stations

- Weekdays
  - Afternoon time
- Weekends
  - Afternoon time at 34 ST-PENN STA

Opt 2: Upper east side of Manhattan

Opt 3: Two street teams for each of the above

Future work

Find a way to efficiently obtain more MTA data to enhance our analysis

- Identify monthly trends (holiday seasons) and year-over-year variances (big events)
- Estimate hourly entries (4 hour increments → 1 hr)
  - Hire hourly employees to ***save money***
- Work with WTWY to establish parameters for a schedule to be created
  - Depends on how many people there are, how long are the shifts
- Determine feasible locations for a booth based on street view
  - Avoid wasting resource

Questions?