# Where should Coffee Shop X place its next shops in order to best serve daily subway commuters?

#### Coffee Shop Placement Proposal

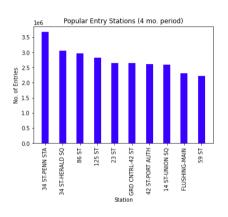
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#### Overview

- 1. Popular NY Subway Stations
- 2. Popular Commuting time
- 3. Counties where Coffee Drinkers Live
- 4. Conclusion

## Which stations do commuters enter and exit from?



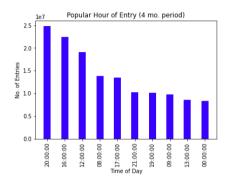
Popular Exit Stations (4 mo. period) 4 No. of Exits 23 ST 12 ST-PORT AUTH 34 ST-PENN STA **3RD CNTRL-42 ST** ST-UNION SQ FULTON ST

Figure: Station Entry Volume

Figure: Station Exit Volume

The top two stations of entry and exit are the same, these are Penn Station and Harold Square.

## At what time do commuters enter and exit subway stations?



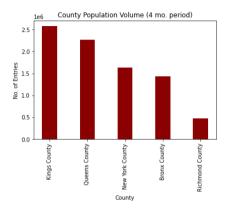
Popular Hour of Exit (4 mo. period)

Figure: Station Entry Time

Figure: Station Exit Time

Here, the most popular commute times are at 8PM, 4PM, Noon, and 8AM.

### What NY Counties have the most coffee Drinkers



Popular Stations for Coffee Drinkers (4 mo. period) 0.35 0.30 0.25 0.20 0.15 0.10 0.05 0.00 County

Figure: County Volume

Figure: County Coffee Drinker Ratio

5/6

Although New York County has less individuals than Kings and Queens County, they have a higher number of coffee drinkers (defined as people between ages 25-40).

#### Conclusion

Coffee Shop X should plan to place coffee shops near Penn Station and Harold Sq. Station (both in NY County) ensuring that the shop is well staffed during the following times: 8PM, 4PM, Noon, and 8AM. I also recommend that since coffee is typically taken in the morning, to prioritize morning hours.