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

Coffee Shop Placement Proposal

Representative: Elisabeth Johnson

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Overview

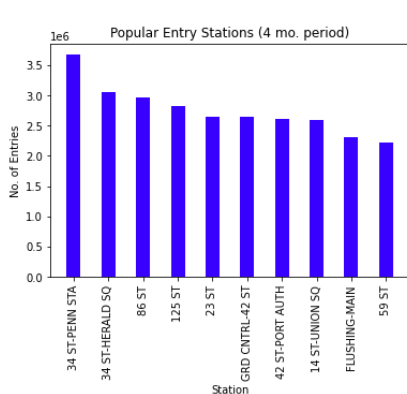# Which stations do commuters enter and exit from?
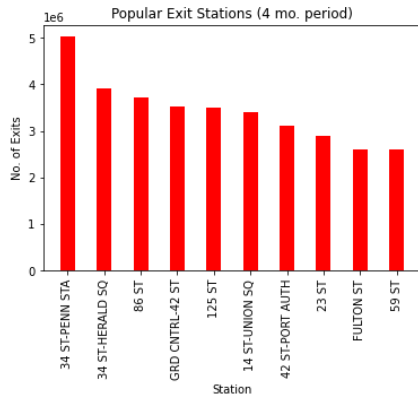

Figure: Station Entry Volume

Figure: Station Exit Volume

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

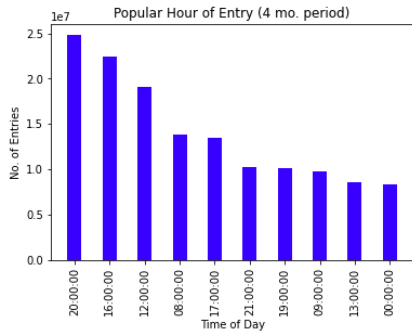# At what time do commuters enter and exit subway stations?
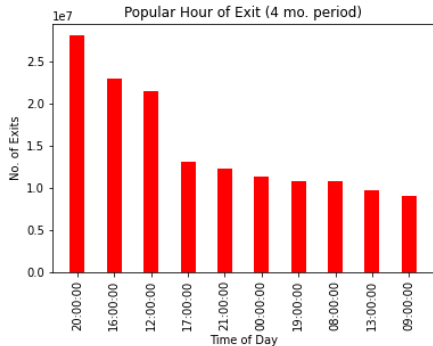

Figure: Station Entry Time

Figure: Station Exit Time

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

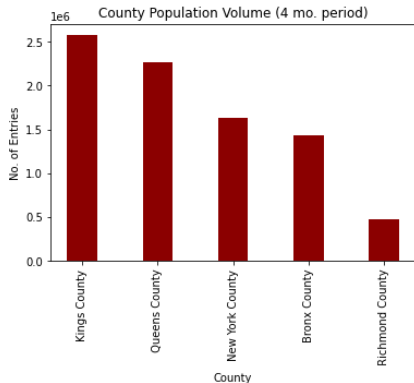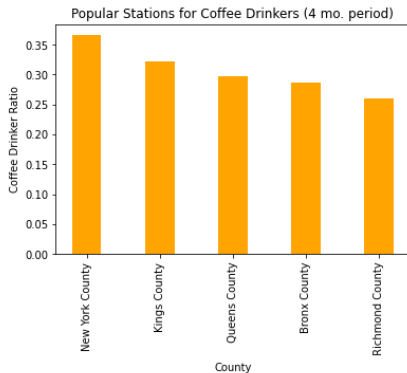# What NY Counties have the most coffee Drinkers

Figure: County Volume

Figure: County Coffee Drinker Ratio

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.