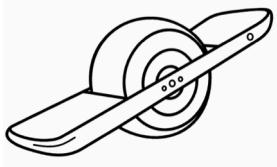




# Introduction to Wheel Docker

- Fictional West-coast-based company looking to expand to large cities in the US
- “Dockers” are modular lockers that allow people to store their “wheels” (bike, scooter, electric unicycle, etc.)
- Dockers can be leased by local businesses or public transit agencies (such as the MTA), to earn extra revenue and provide customers with safe and reliable storage
- Designed for commuters
- Access is entirely app-based and hands-free





# Objectives

- My goal is to help Wheel Docker determine what NYC subway locations would be best to launch their product
- Targets: Stations that have a high volume of traffic
  - Stations that are most used as a home commute station
- Focus on a single borough: The Bronx



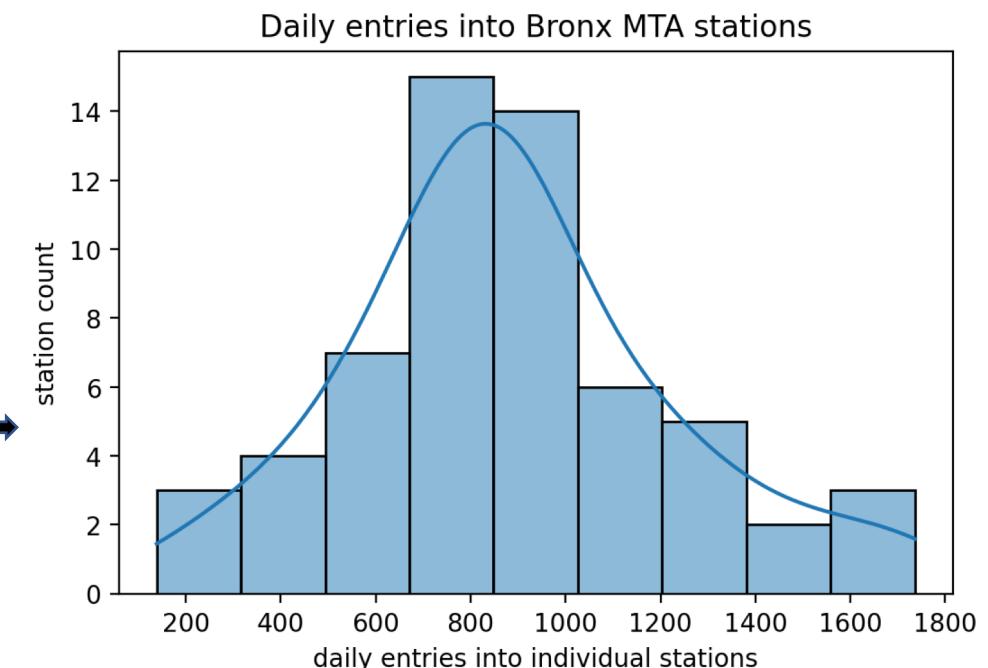
# Methodology

- Data was pulled from the MTA turnstile data
- 6 months of data sampled: April – September 2019
- Tools used: Python Pandas and Matplotlib / Seaborn for visualization



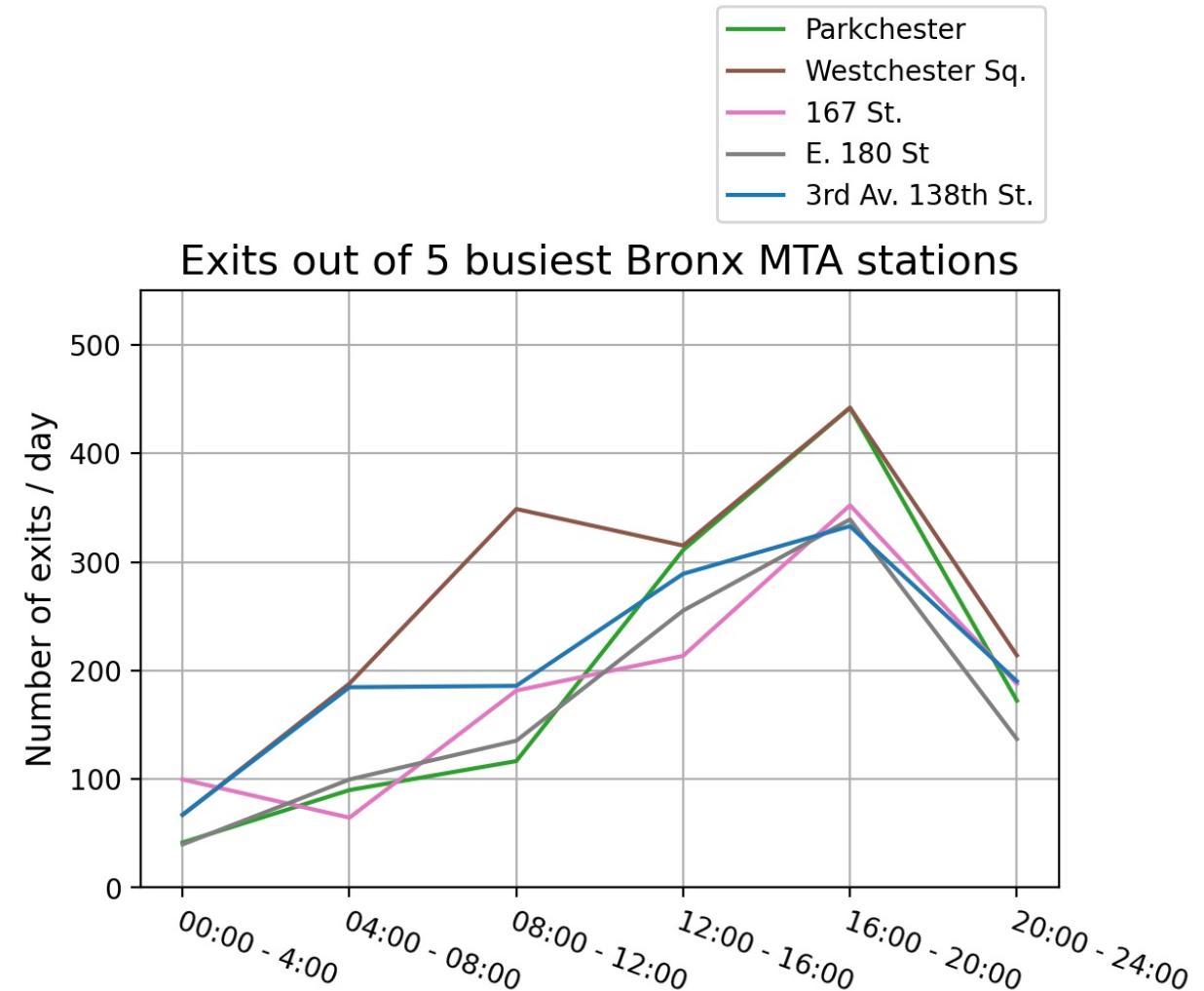
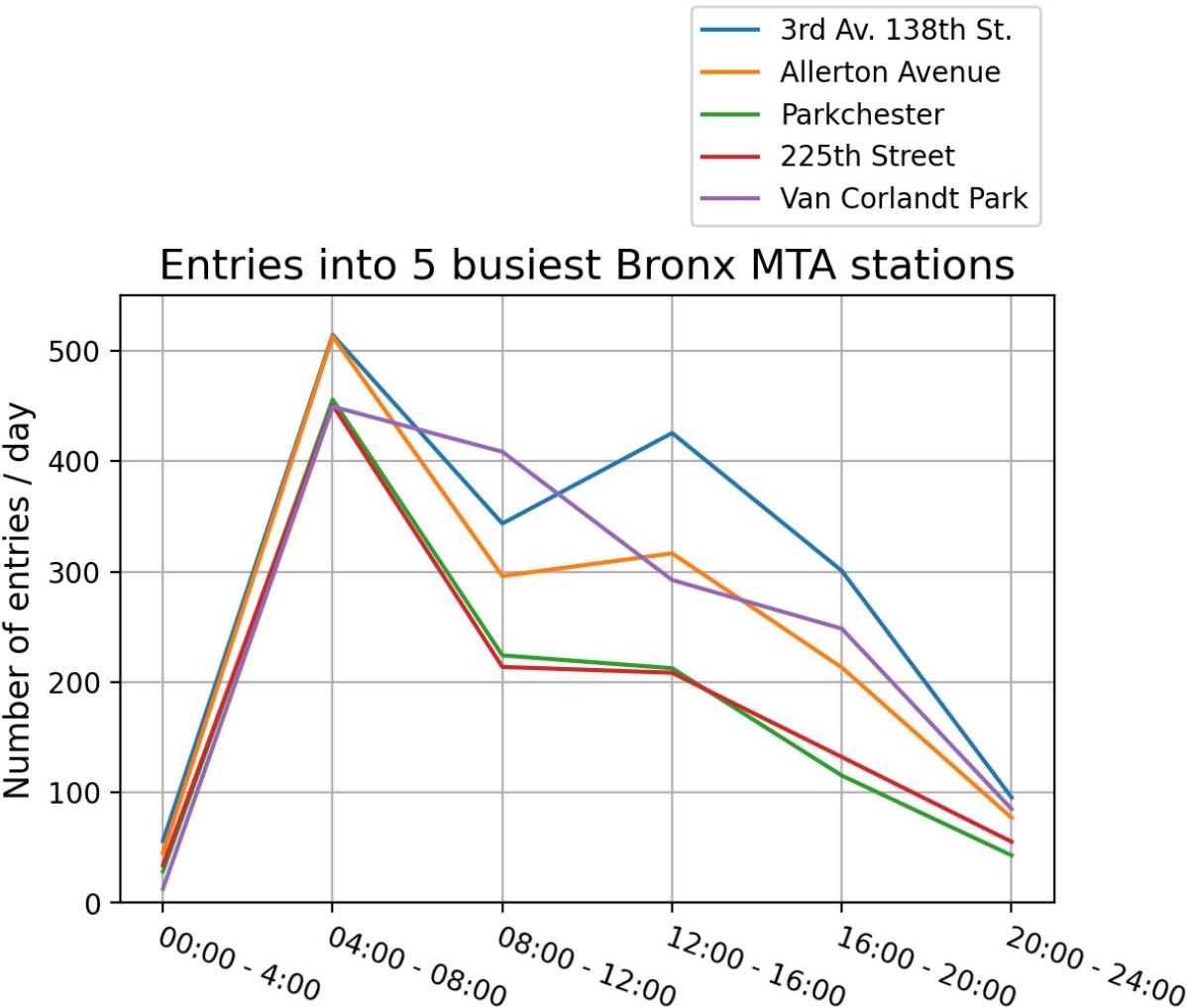
# Why launch Wheel Docker in the Bronx?

- The Bronx is densely populated and residential
- The 70 MTA stations are spread out: more need to fill that “last mile” gap
- According to pre-pandemic US census data:
  - Over 75% of people living in the Bronx commute out to another borough / city
  - 46% of people commuting out of the Bronx take subway / train / ferry
  - Bronx commutes take an average of 40+ minutes
- High number of daily entries into Bronx MTA stations, centered around 800 people → per station per day





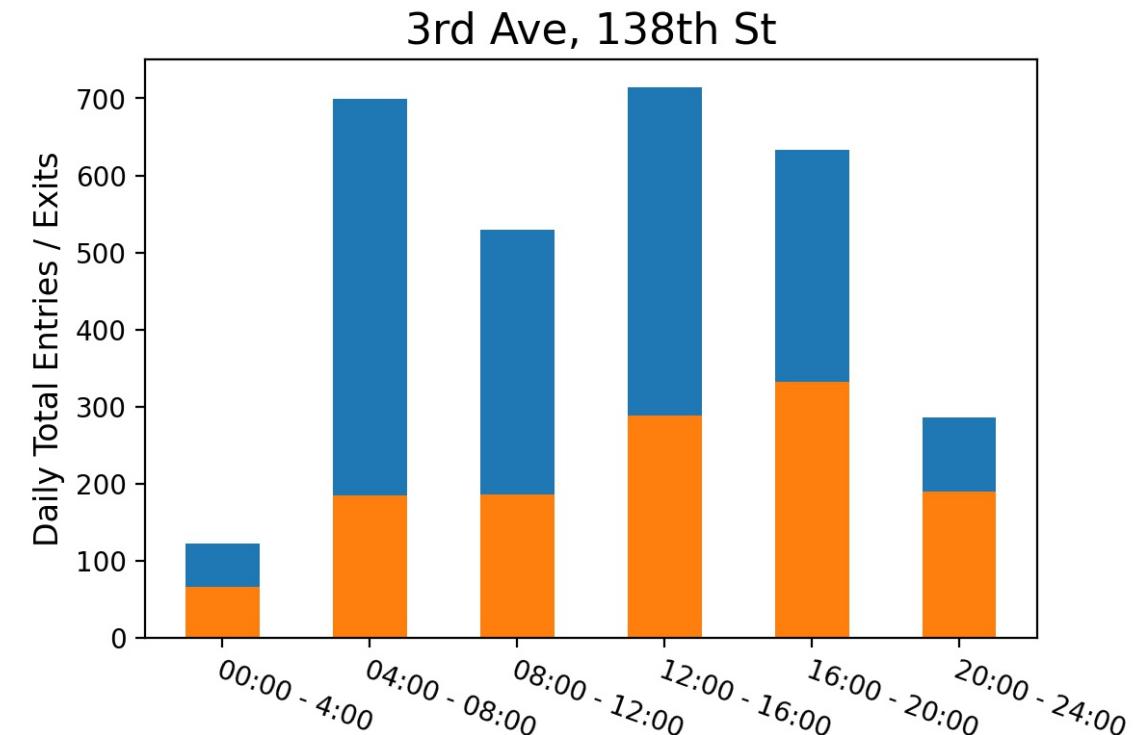
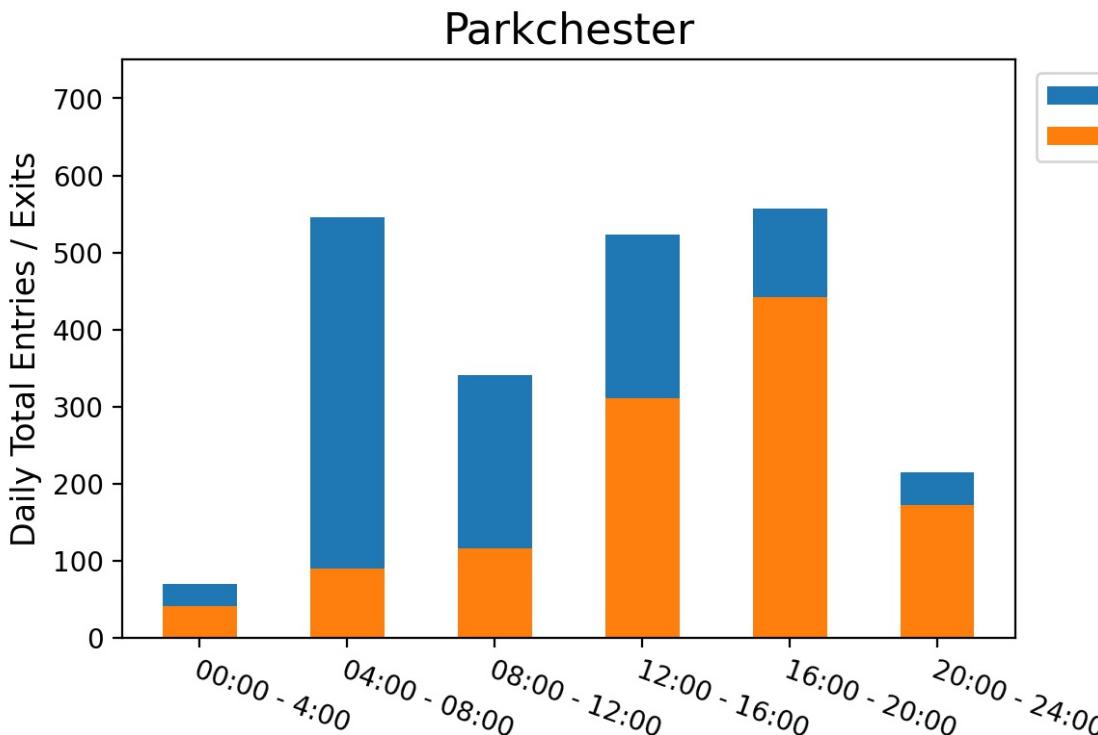
# Bronx stations trends





# Zoom in on two case studies

- Parkchester: classic home commute station
- 3<sup>rd</sup> Ave, 138<sup>th</sup> St: overall high traffic station near Manhattan





# Recommendations

- Target businesses near these MTA stations:
- 3<sup>rd</sup> av 138 St
- Allerton
- Parkchester
- 225<sup>th</sup>
- Van Cortlandt Park
- Westchester Sq
- 167 St
- E 180 St
- Baychester Av
- Gun Hill Rd





# Appendix

- Bronx MTA traffic is still half of what it was pre-pandemic

