

Project Benson

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CLIENT'S REQUEST



New York Red Bull wishes to increase attendance at home games

“We are interested in harnessing the power of data and analytics to increase the effectiveness of our street team outreach.

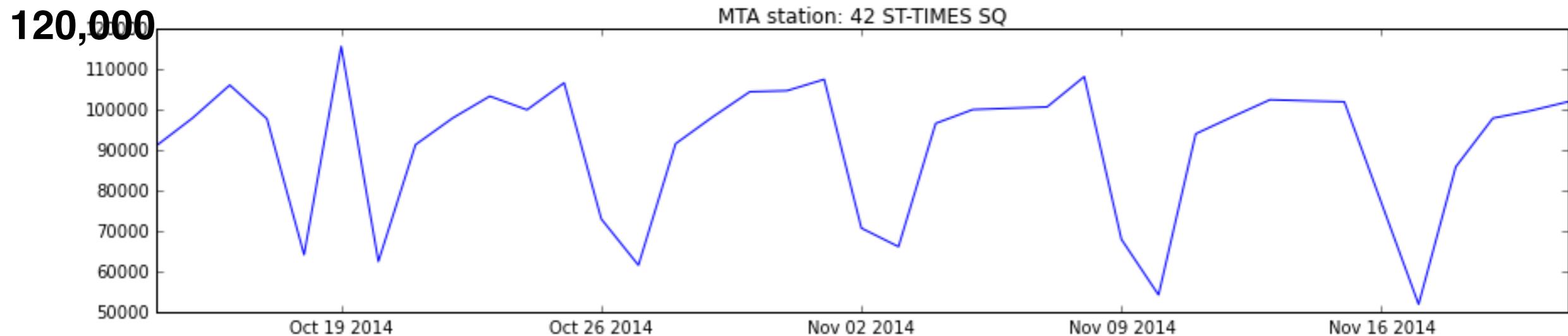
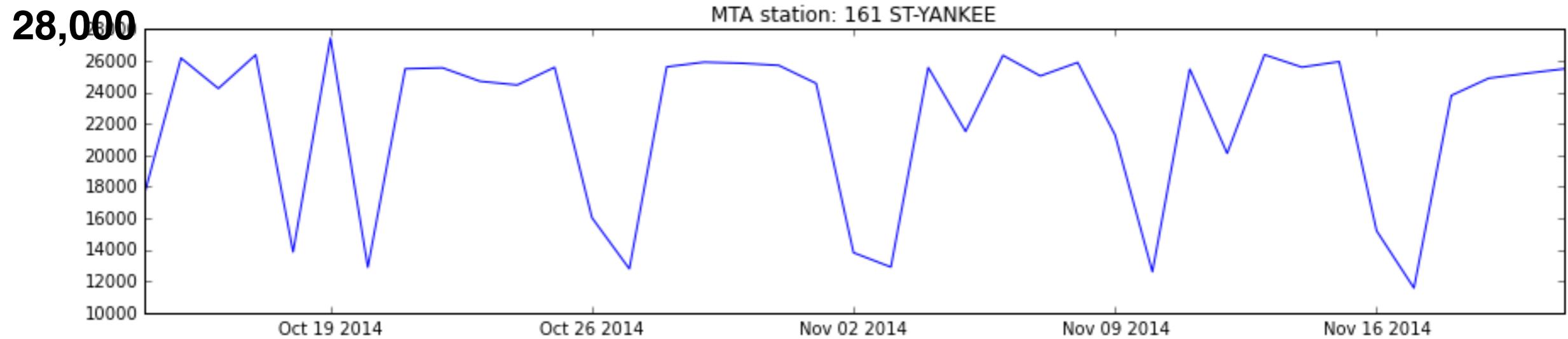
[...] We would like to engage your firm to use MTA transit data“

FACT 1: YOUTH PARTICIPATION CONTINUES TO INCREASE



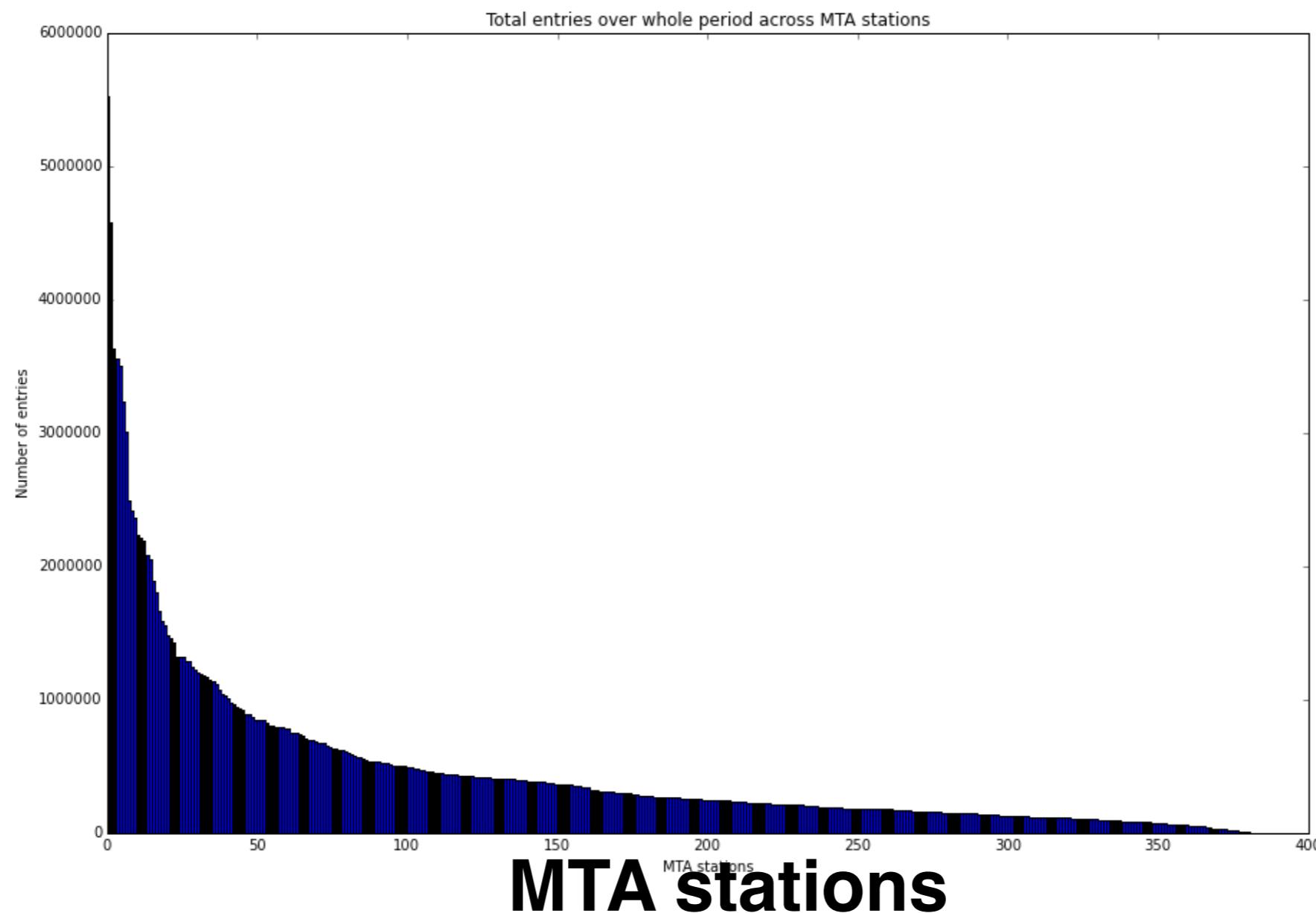
www.usyouthsoccer.org

FACT 2: RIDERSHIP CHANGES OVER TIME



<http://web.mta.info/developers/turnstile.html>

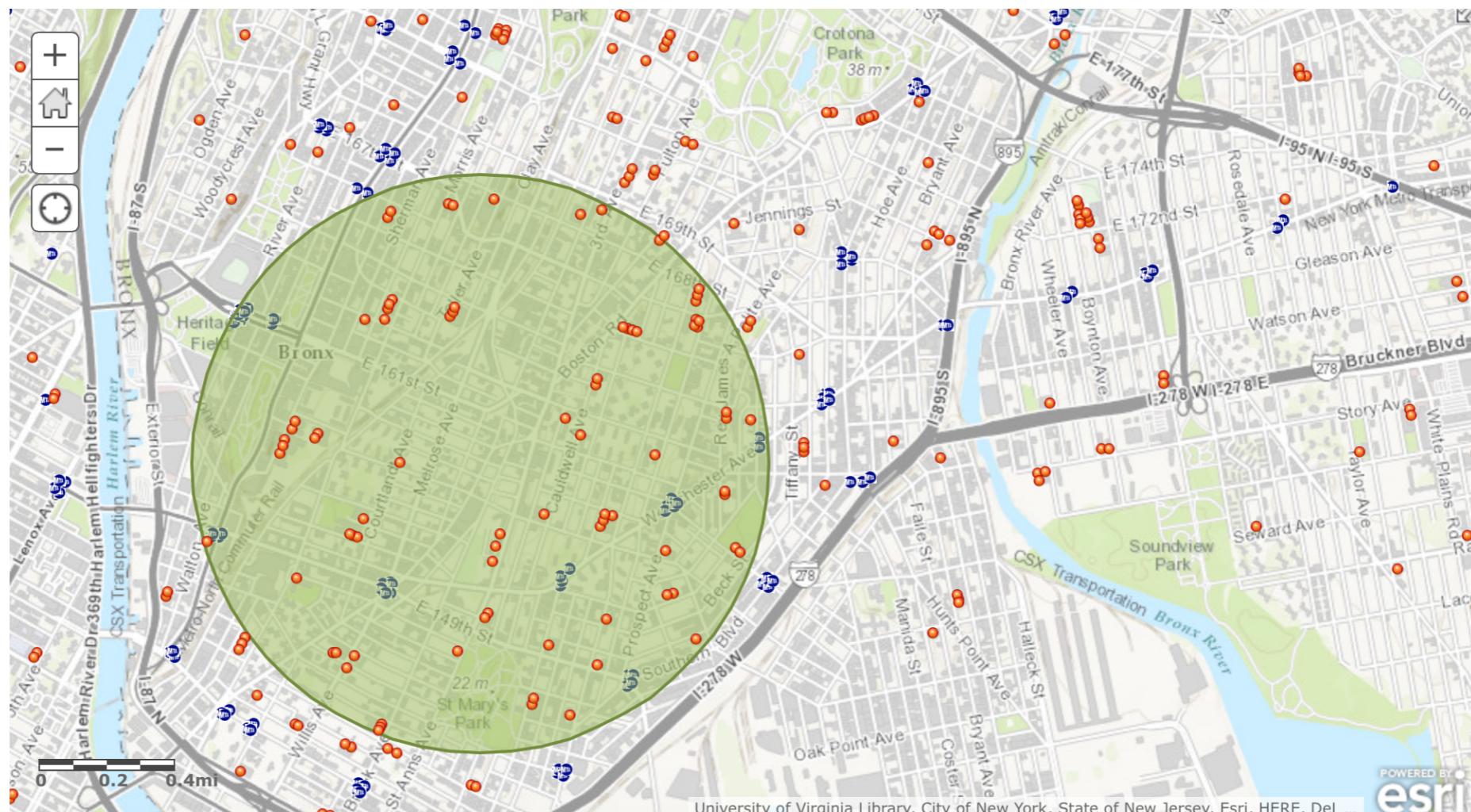
FACT 3: RIDERSHIP VARIES PER STATION



<http://web.mta.info/developers/turnstile.html>

FACT 4: YOUTH DISTRIBUTION IS NOT UNIFORM PER STATION

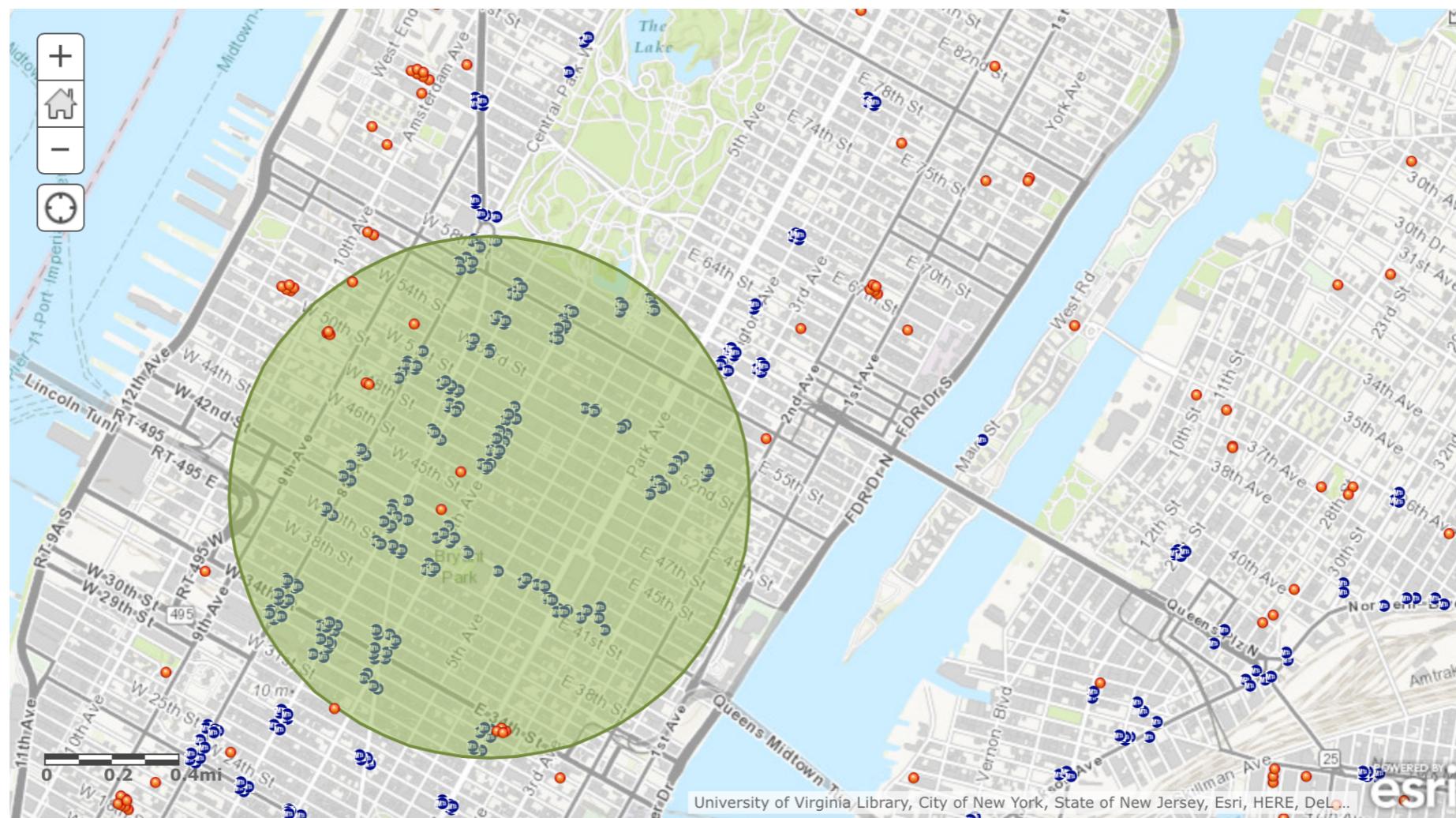
Bronx Mostly residential: high school density



<https://nycopendata.socrata.com>

FACT 4: YOUTH DISTRIBUTION IS NOT UNIFORM PER STATION

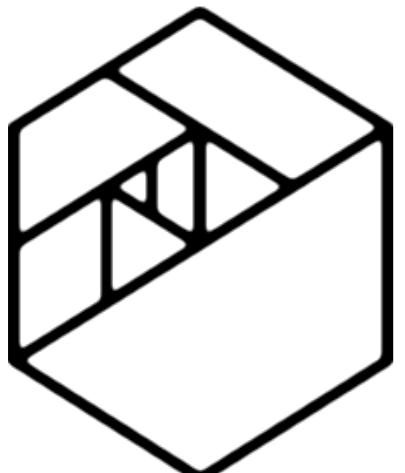
Midtown: very few schools in the area



<https://nycopendata.socrata.com>

OUR DELIVERABLE

*A list of subway stations ranked by
a combination of ridership and
school proximity*



METIS Data Science Consulting Firm, NYC