

# *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.***

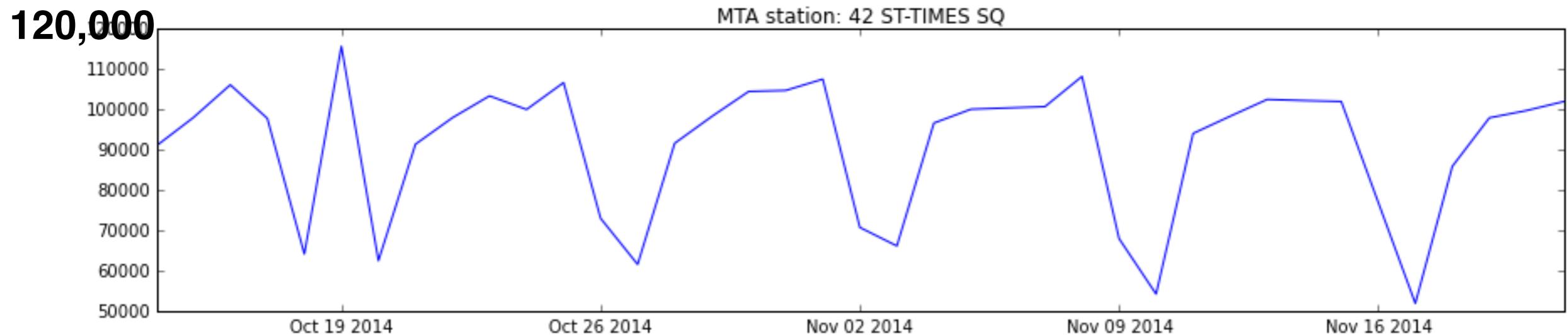
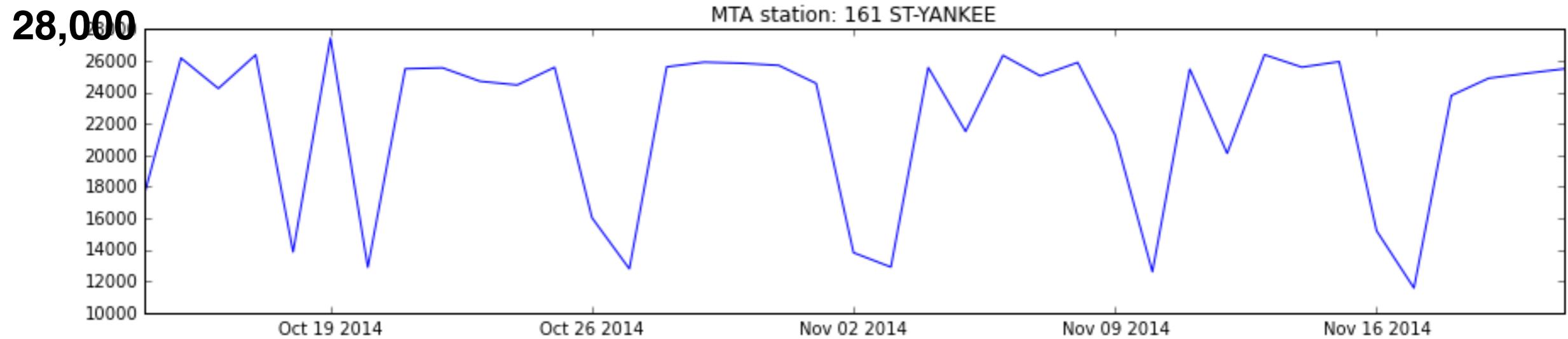
***[...] We would like to engage your firm to use MTA transit data“***

# FACT 1: YOUTH PARTICIPATION CONTINUES TO INCREASE



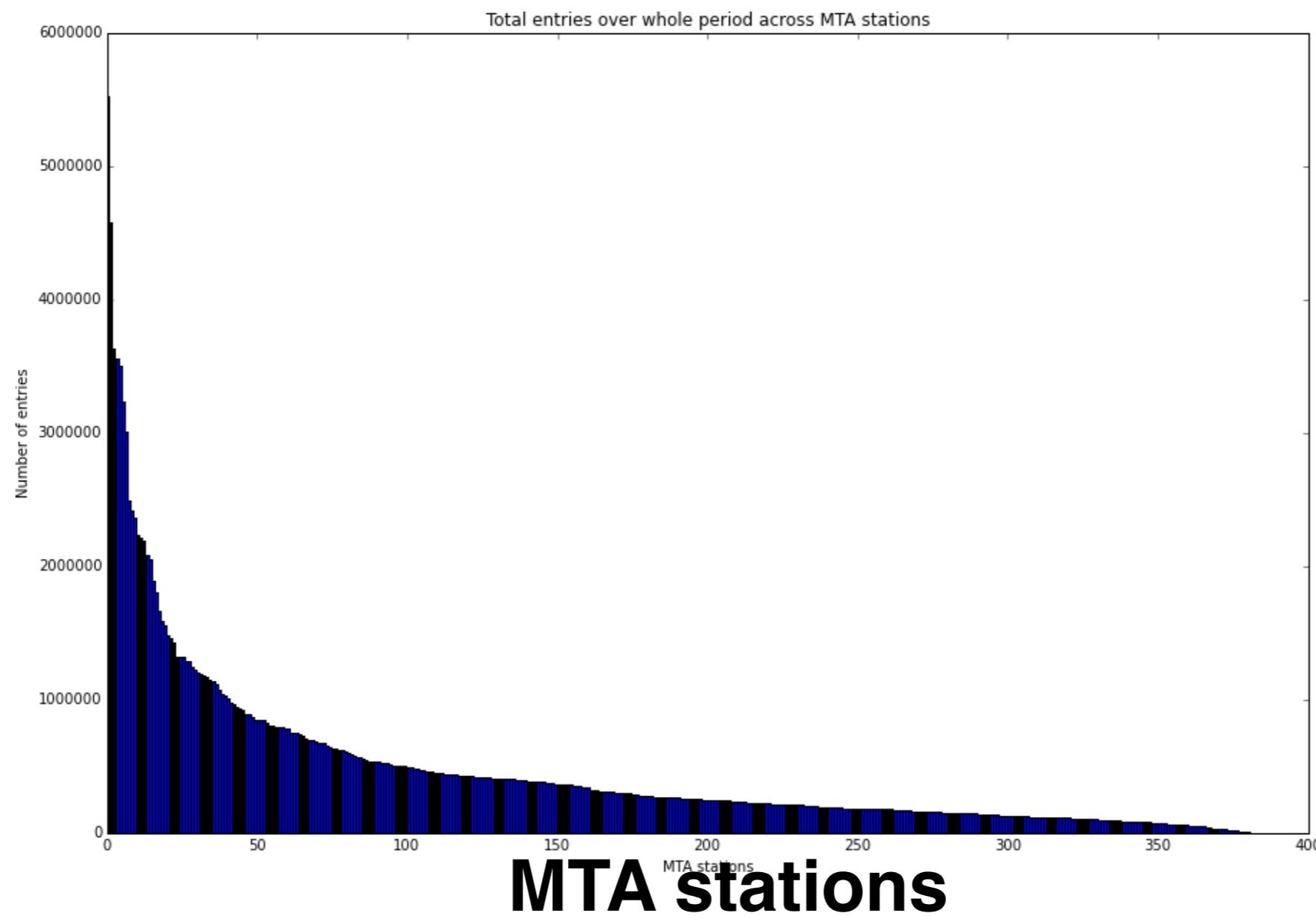
[www.usyouthsoccer.org](http://www.usyouthsoccer.org)

# FACT 2: RIDERSHIP CHANGES OVER TIME



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

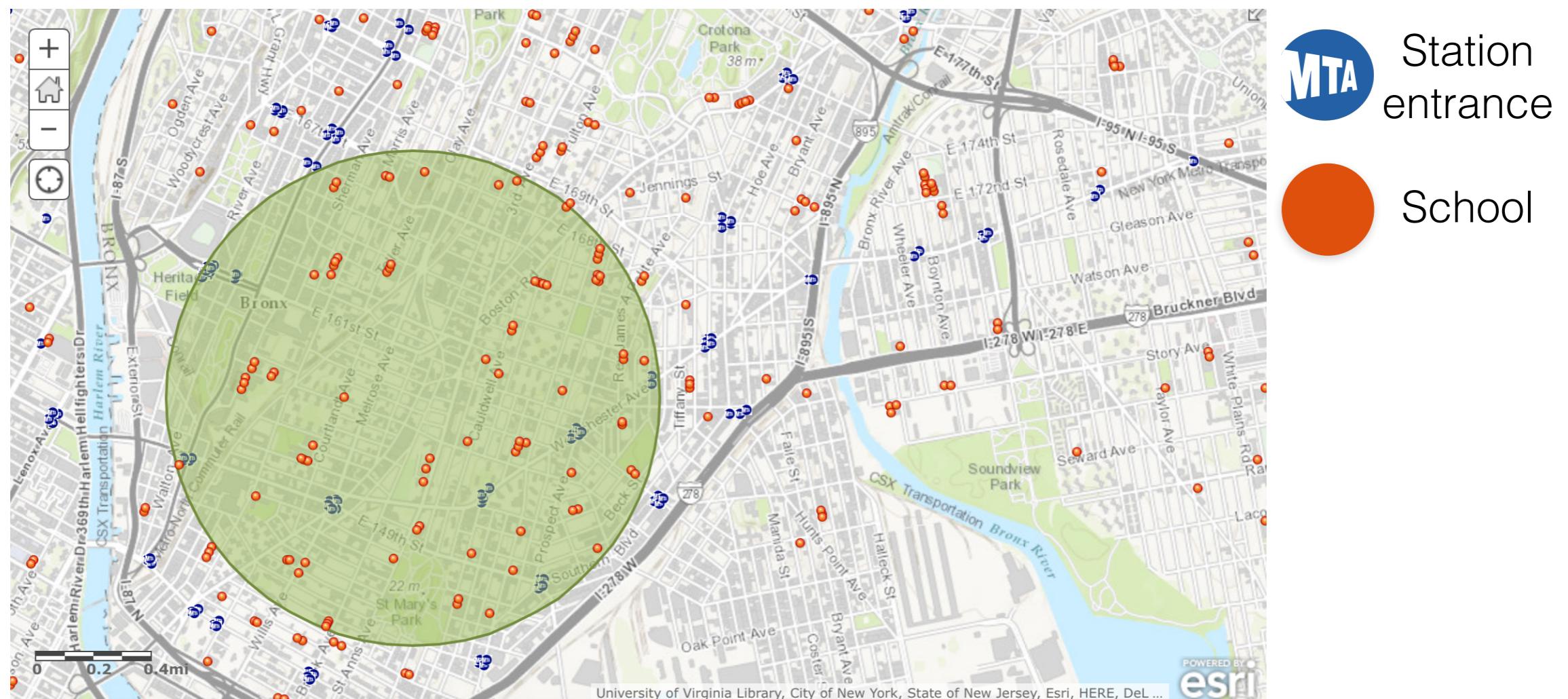
# FACT 3: RIDERSHIP VARIES PER STATION



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

# FACT 4: YOUTH DISTRIBUTION IS NOT UNIFORM PER STATION

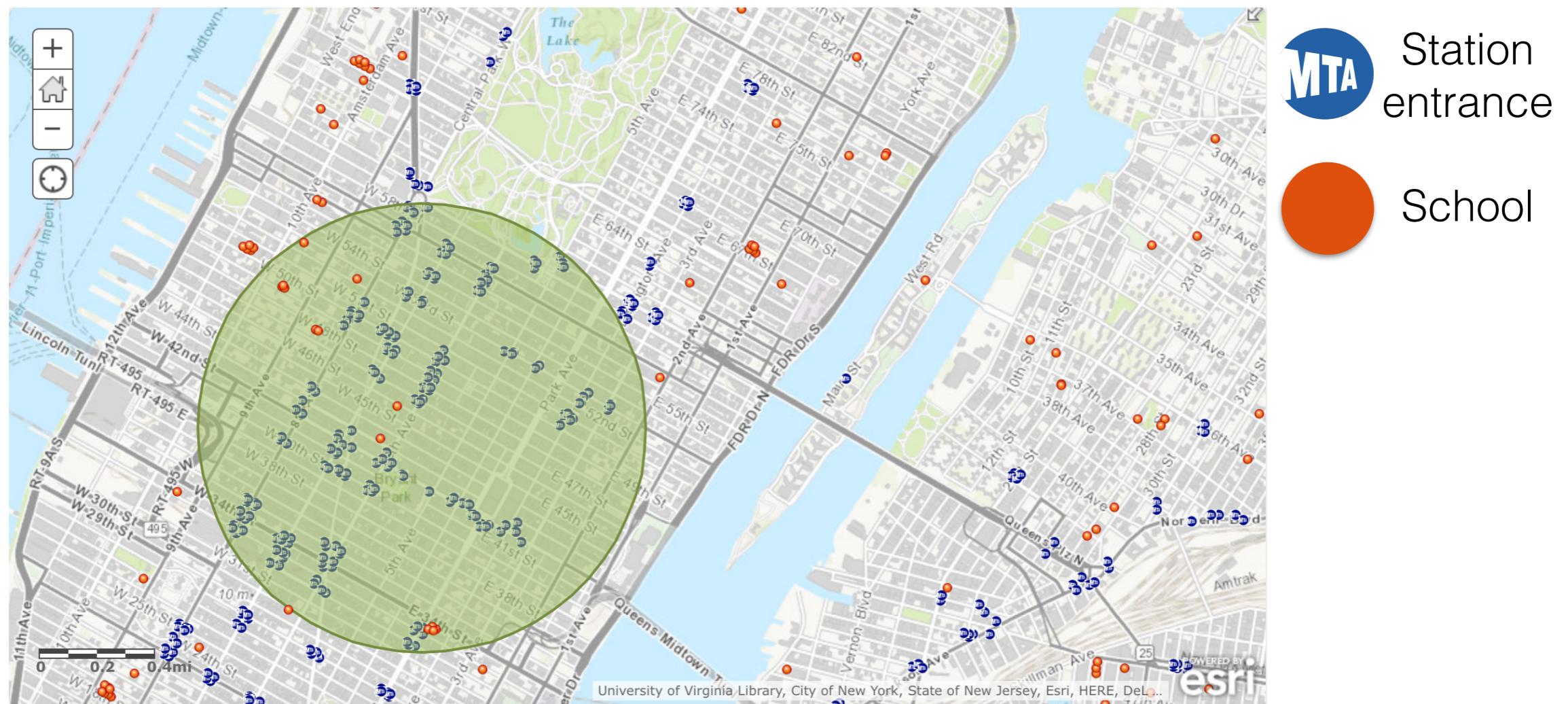
***Bronx Mostly residential: high school density***



<https://nycopendata.socrata.com>

# FACT 4: YOUTH DISTRIBUTION IS NOT UNIFORM PER STATION

**Midtown: very few schools in the area**



# OUR DELIVERABLE

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

