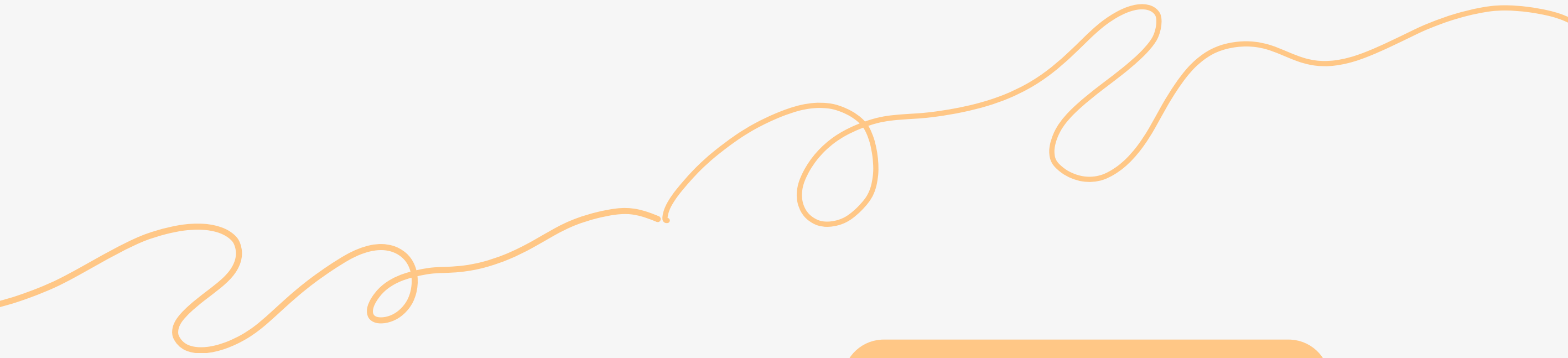
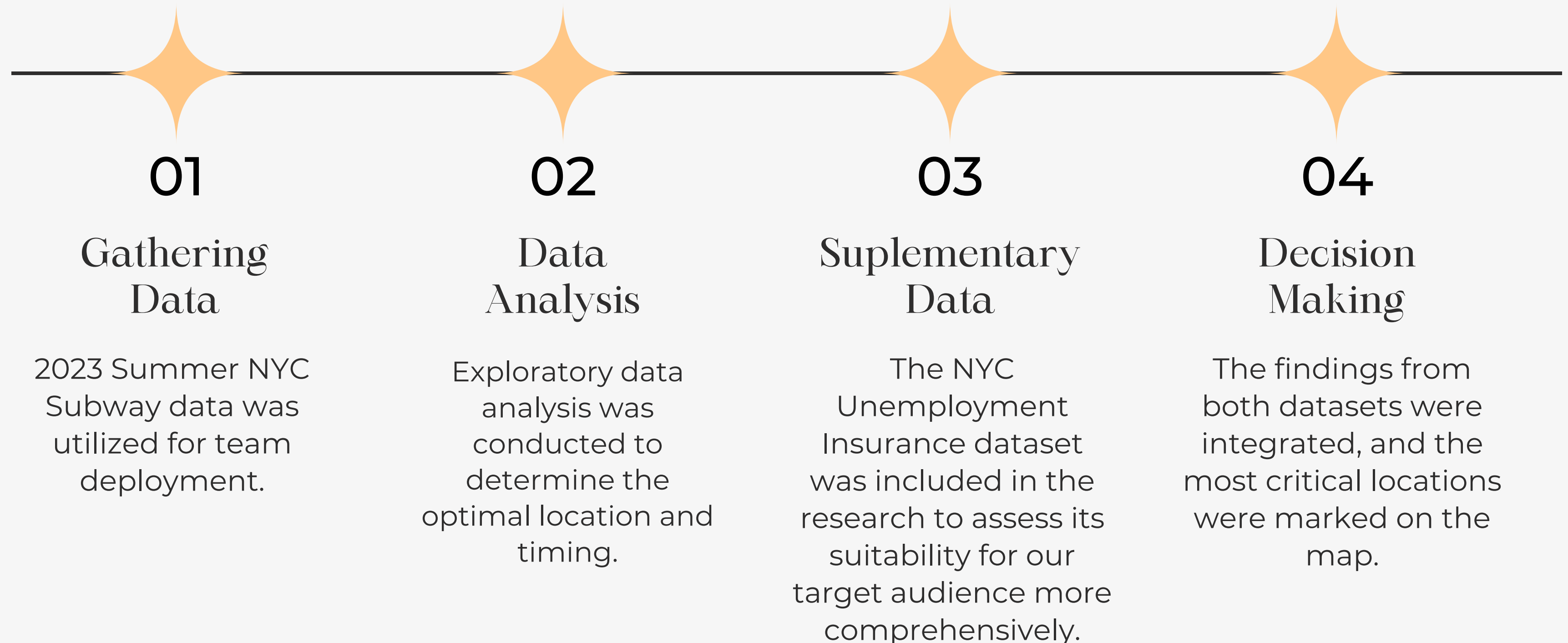


# PREMIERE STREET CREW DEPLOYMENT



Halil Ibrahim Kaya

# Project Structure



# Region Selection

Location: New York City

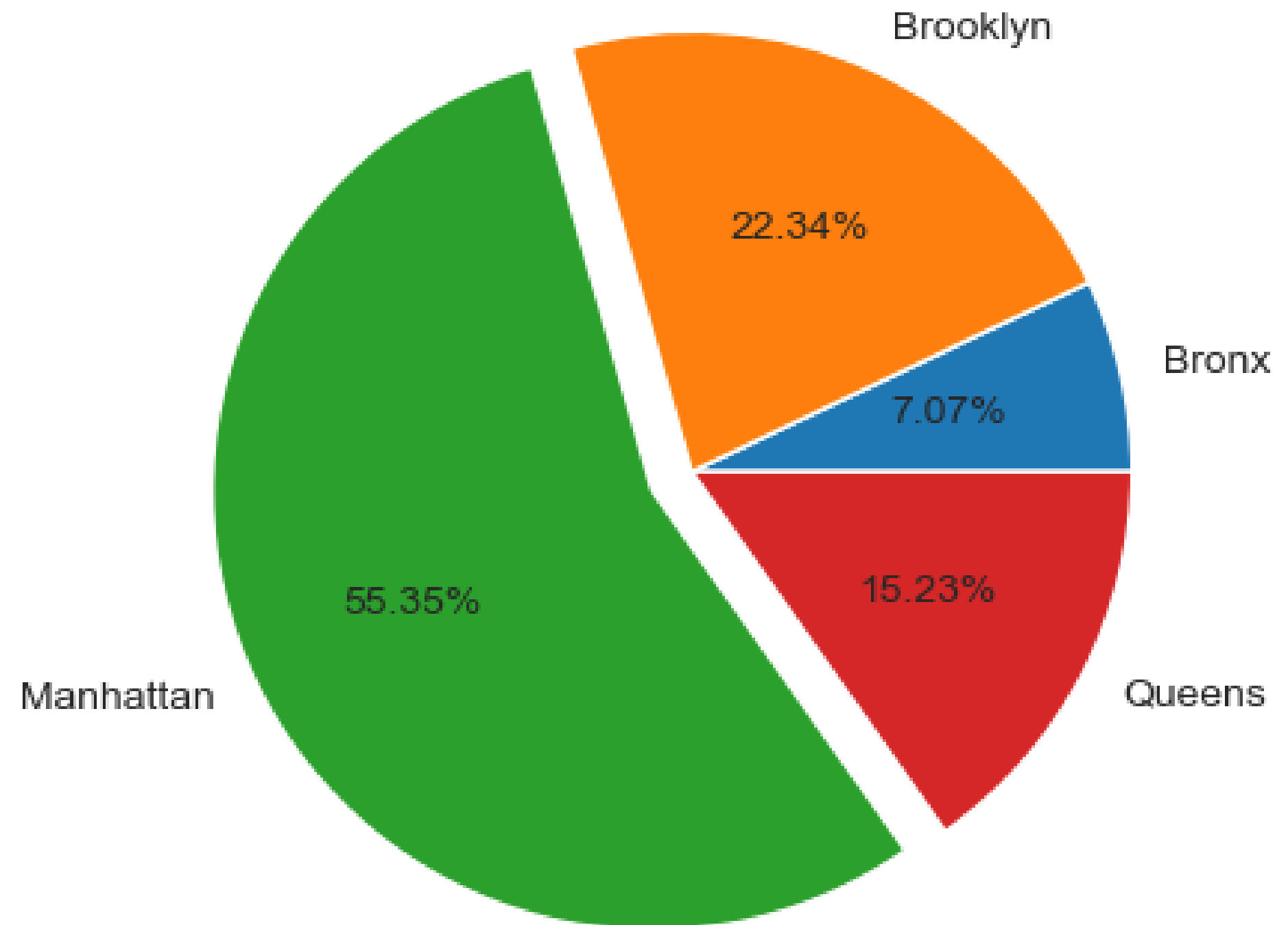
Year: 2023

Season : Summer

When examining the data, the first notable observation was the concentration of activity in the **Manhattan** area. With subsequent findings, we decided to focus the team deployment in this area.

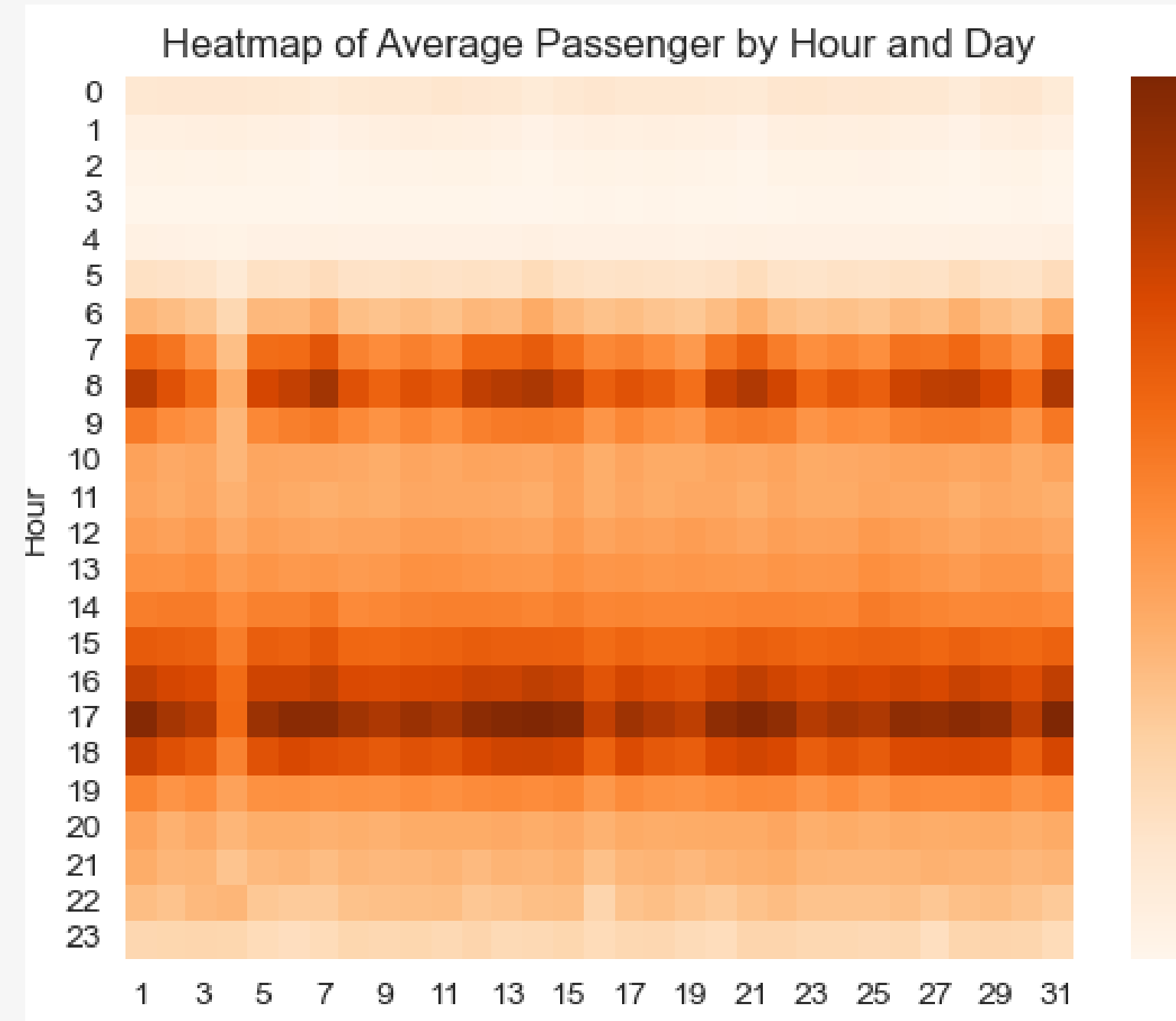
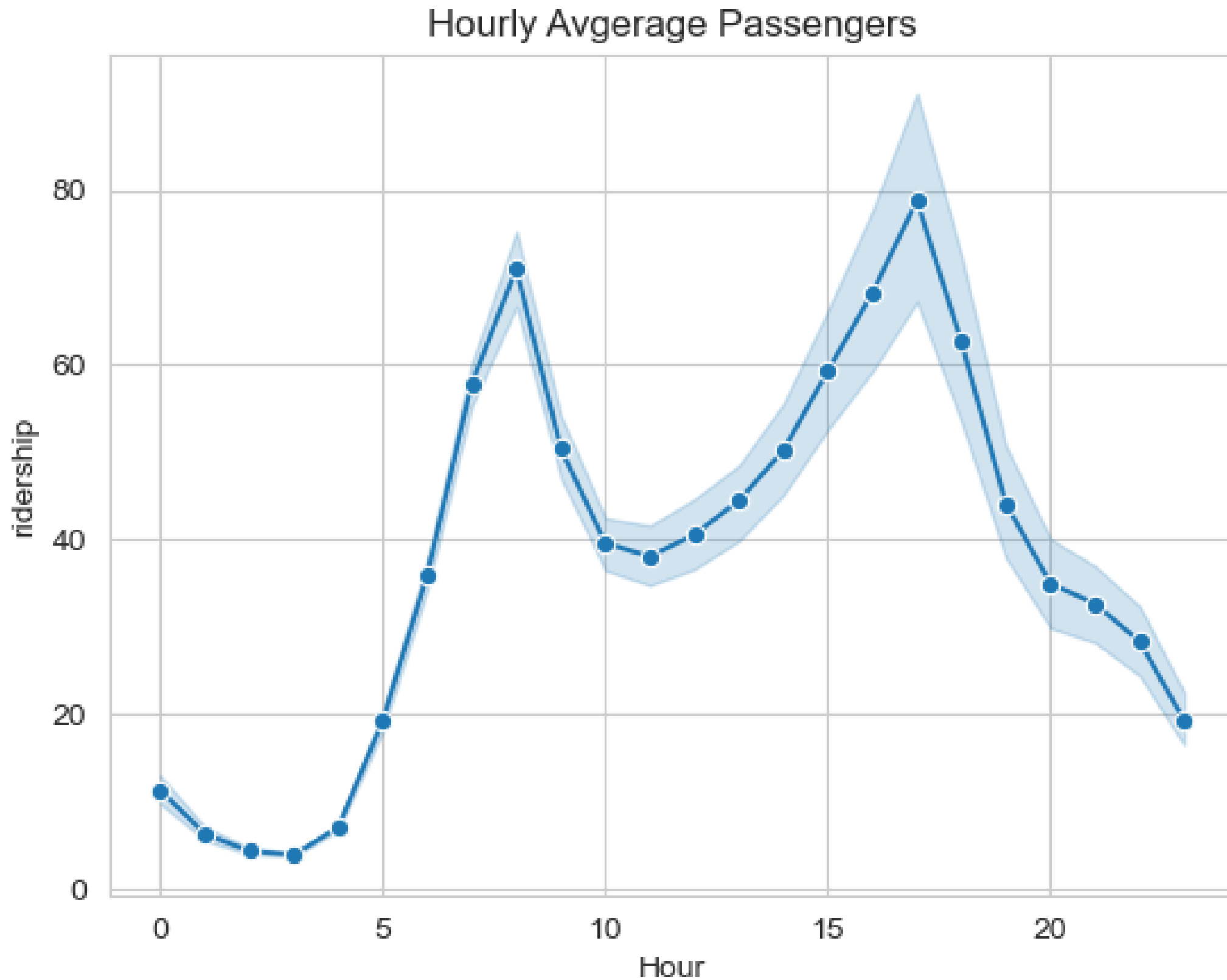
## EXPLANATORY DATA ANALYSIS

Percentage of Total Number of Passengers by Borough



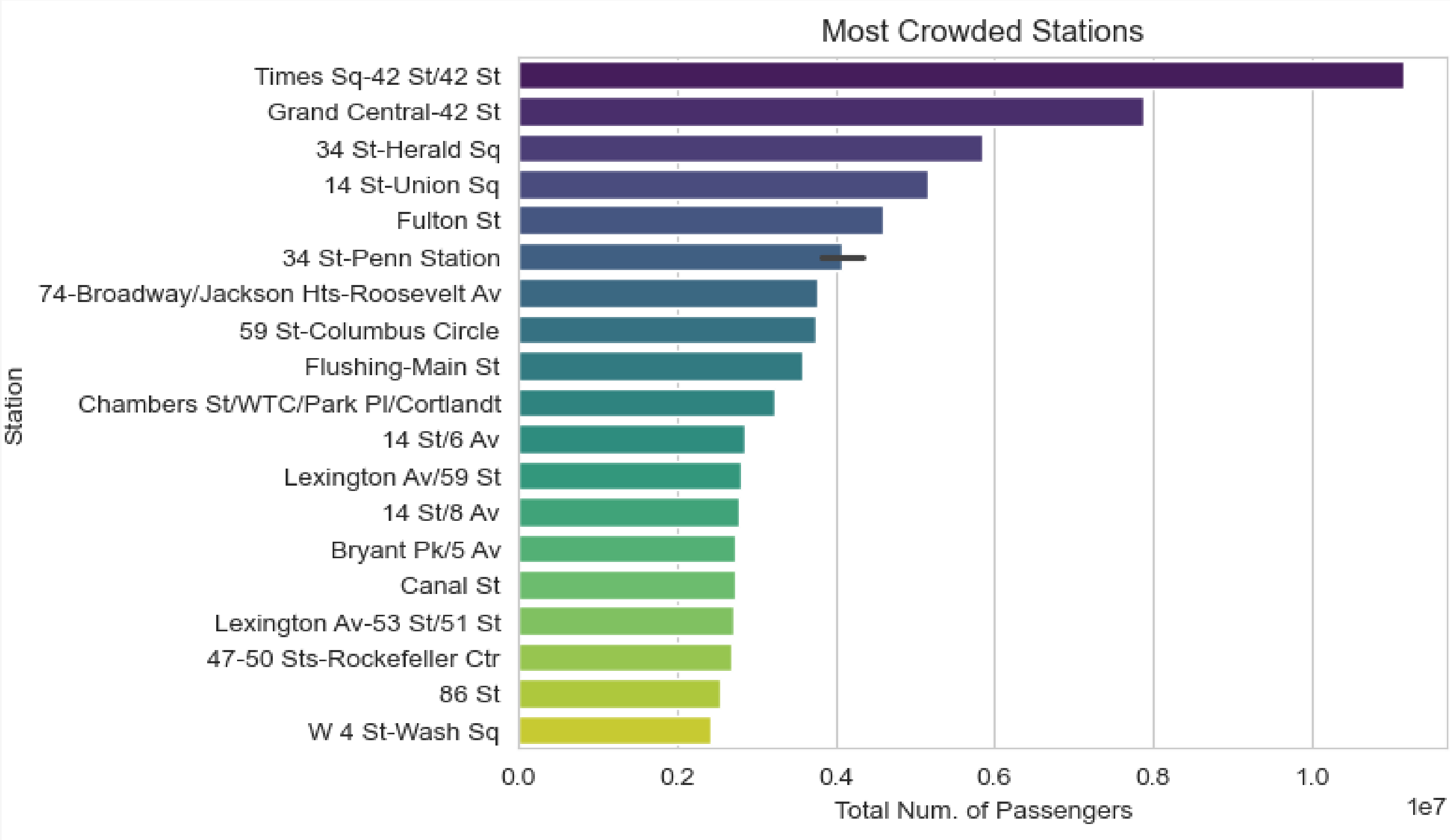
# Time Selection

When examining the busiest hours, it was determined that these corresponded to the entry and exit times of work. Therefore, we selected the **16-18** time interval, which represents the peak of activity.



# Station Selection

When examining the busiest stations, we found that they were located in the Manhattan area, consistent with our previous findings.



# Supplementary Data

PORTFOLYO, 2022

## NEW YORK UNEMPLOYMENT INSURANCE BENEFICIARIES

### **Dataset Definition**

The dataset contains information on the number of individuals who have received unemployment insurance assistance in each region since 2001, as well as the amount of assistance provided by the state.

### **HOW IT HELPS**

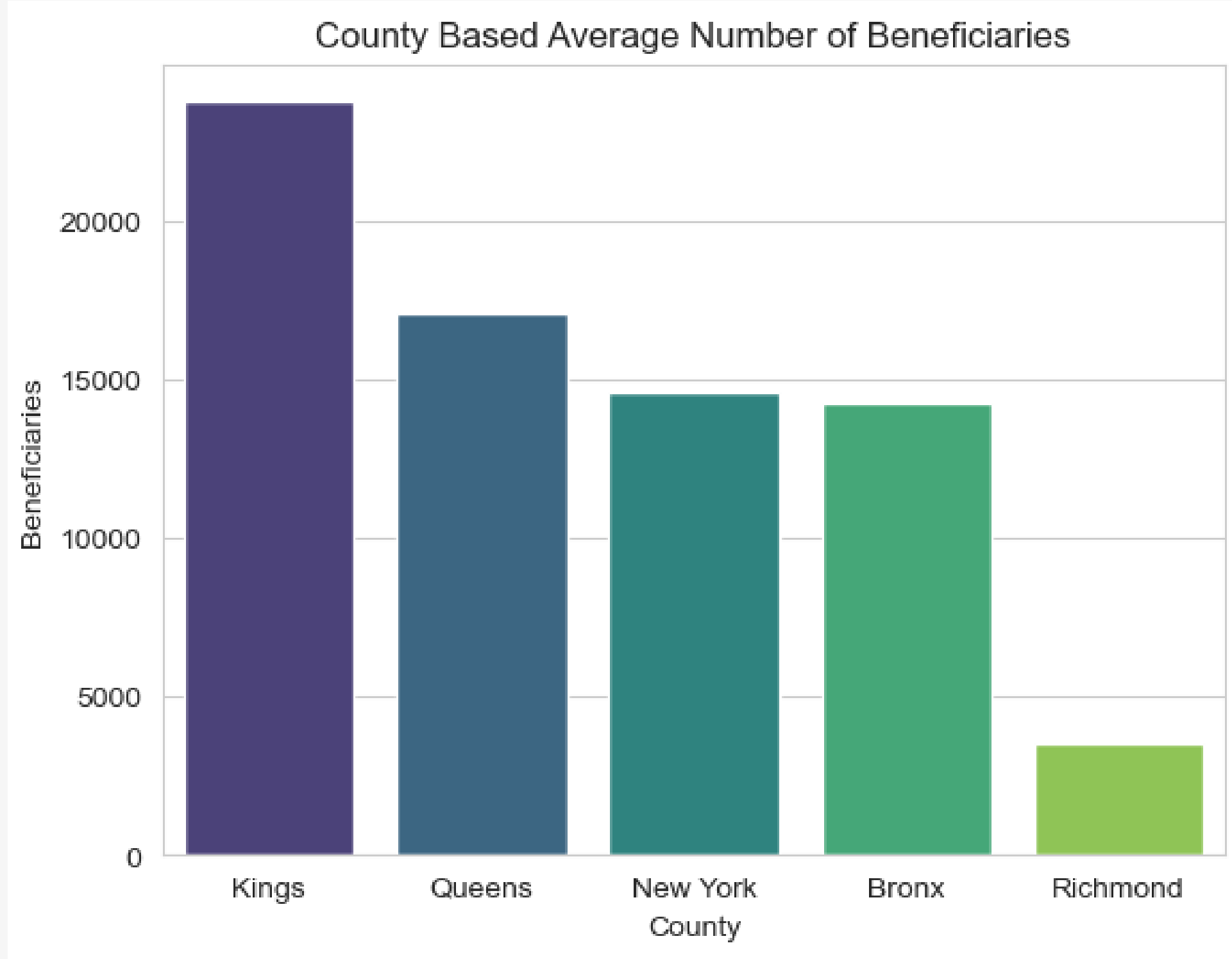
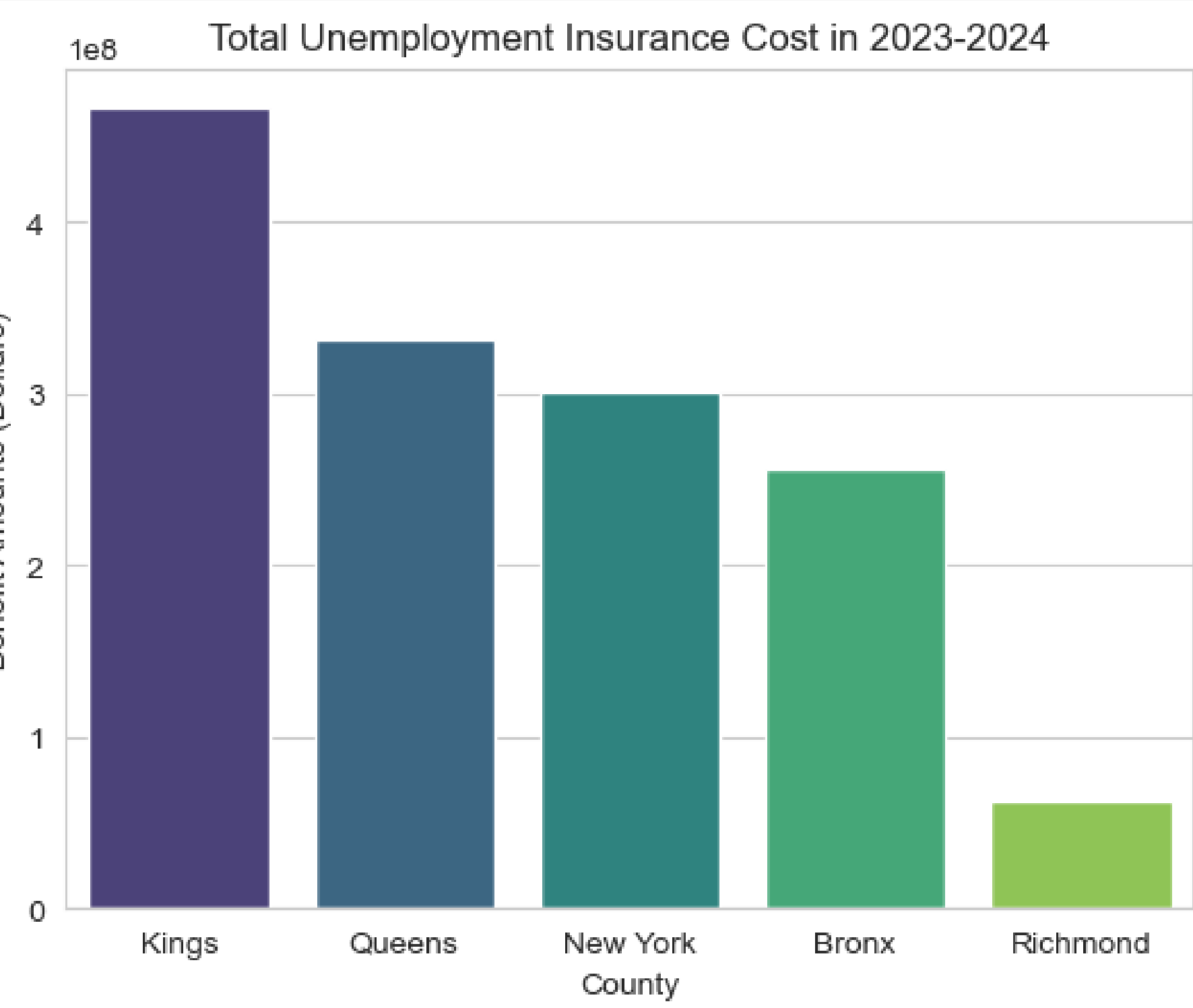
Promoting in an area where there is a high concentration of individuals receiving unemployment assistance could be quite helpful in achieving our gala objectives.

### **Impact On Results**

While focusing on the Manhattan county, after considering these data, it became apparent that the Brooklyn is also important.

# Beneficiaries Statistics

We found that a total of **\$466 million** was spent on unemployment insurance in the Brooklyn (Kings) area during 2023-2024. Looking at the graph on the right, we reached the information that an average of **23,769** individuals received unemployment assistance per month. Therefore, I decided to deploy one team to the busiest metro station in Brooklyn.





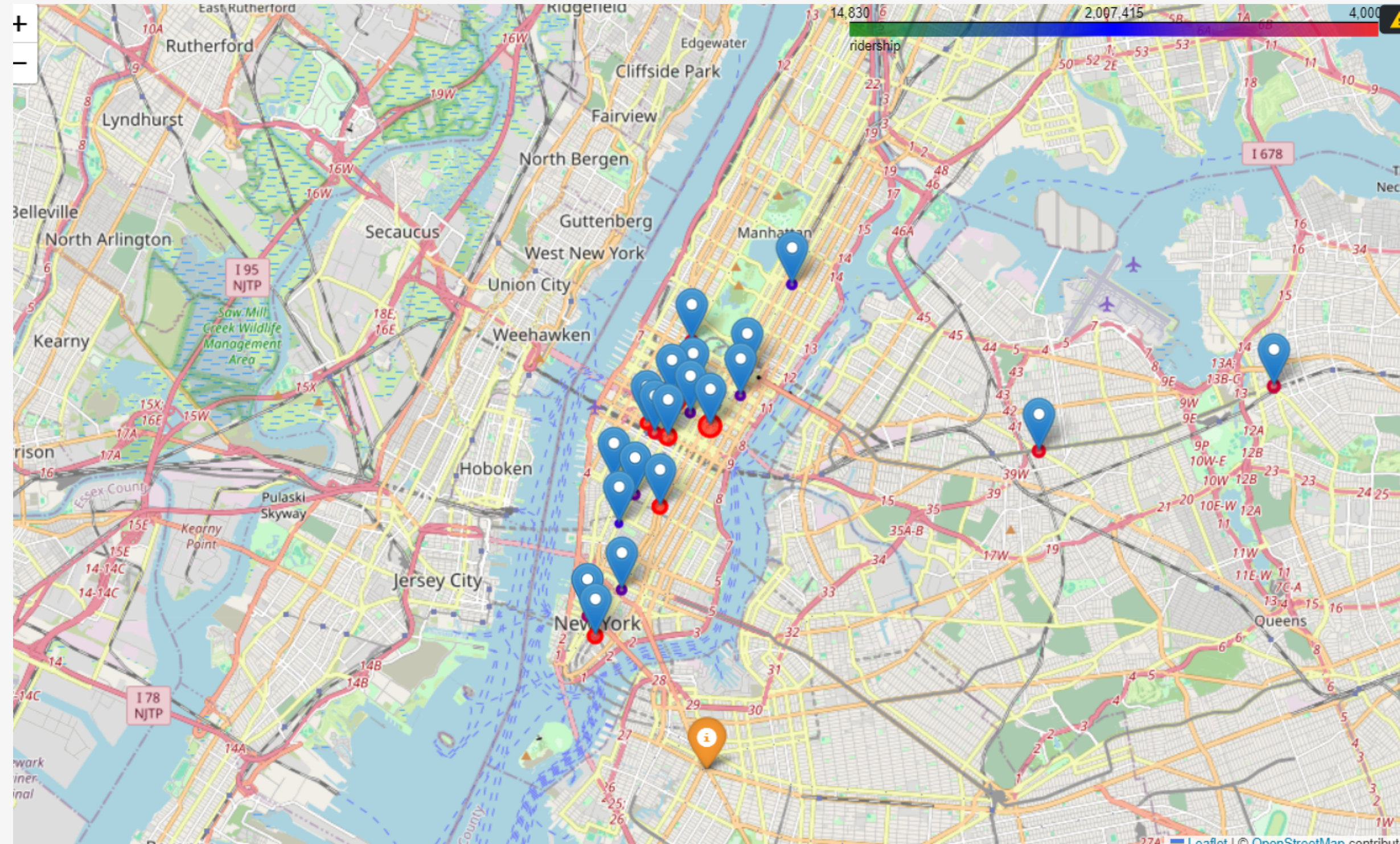
# Decision

## NEW YORK CITY MAP

The crowded stations in New York were color-coded based on their levels of congestion and marked on the map. The area marked with a yellow marker indicates the busiest station in Brooklyn.

### SELECTED STATIONS

- Time Square 42 St.
- Grand Central 42 St.
- 34 St. Herald Sq.
- 14 St. Union Sq.
- Fulton St.
- Atlantic Av. - Barclays Ctr (BONUS)







THANKS FOR LISTENING

