



Yankee Doodle

MTA Advertising

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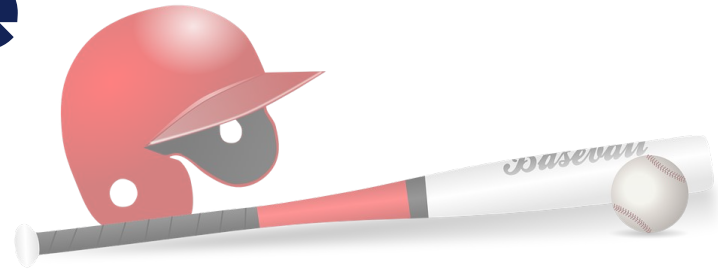




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Background

Yankee Doodle wants to
advertise their
Ultimate Deluxe Party Platter to
Yankees fans





Main Question:

Which MTA stations have higher activity on Yankee game days?

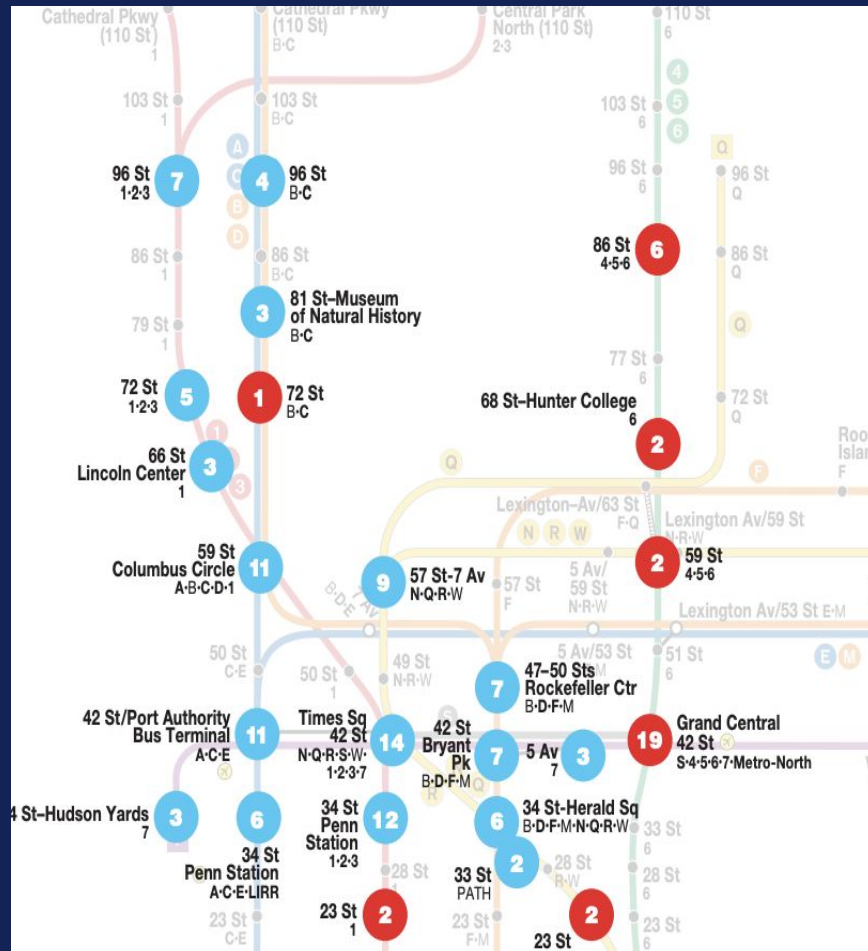


Process

Data Collection

- Download MTA data for Yankees baseball season
- Download Home Game dates data
- Download MTA kiosk data

On the Go Kiosks



Process

Data Collection

- Download MTA data for Yankees baseball season
- Download Home Game dates data
- Download MTA kiosk data

Data Cleaning

- Remove “bad” data
-

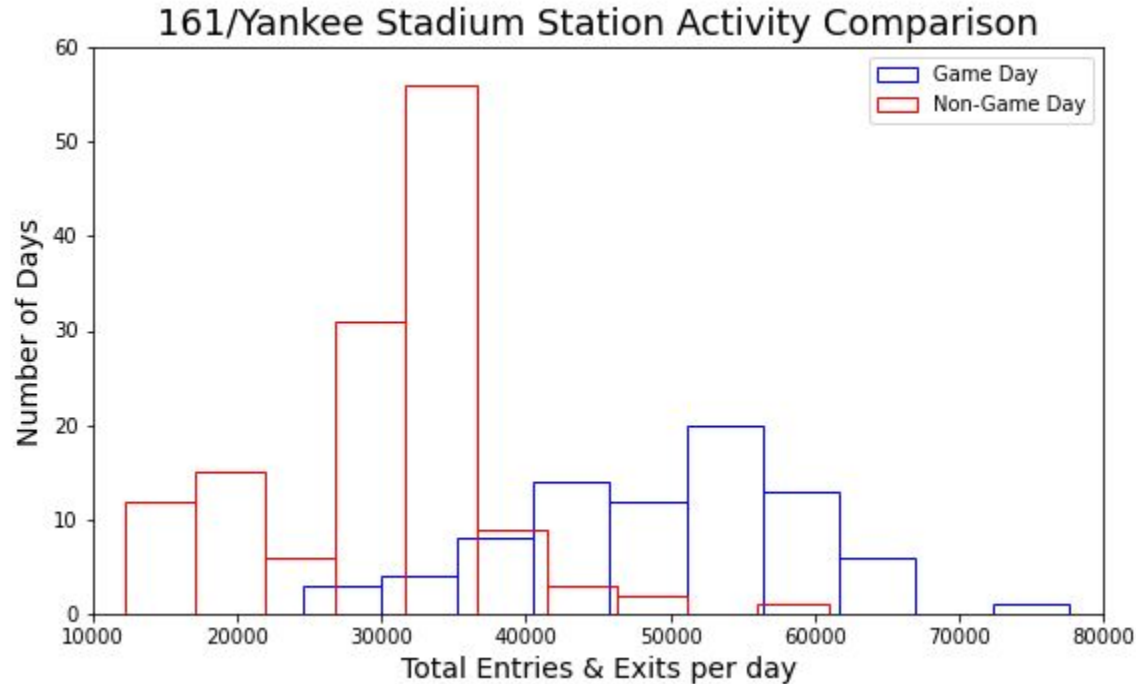


Results

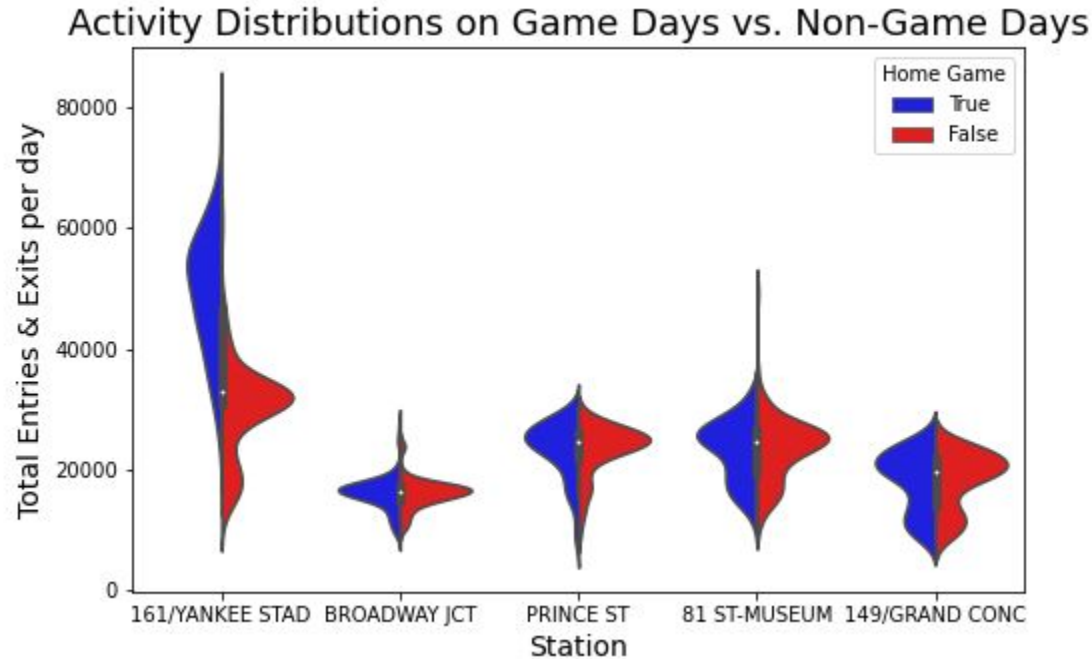
- Do stations have different activity on Game Days?
- If so, which stations are most active on Game Days?



× 161/Yankee Stadium Station Activity

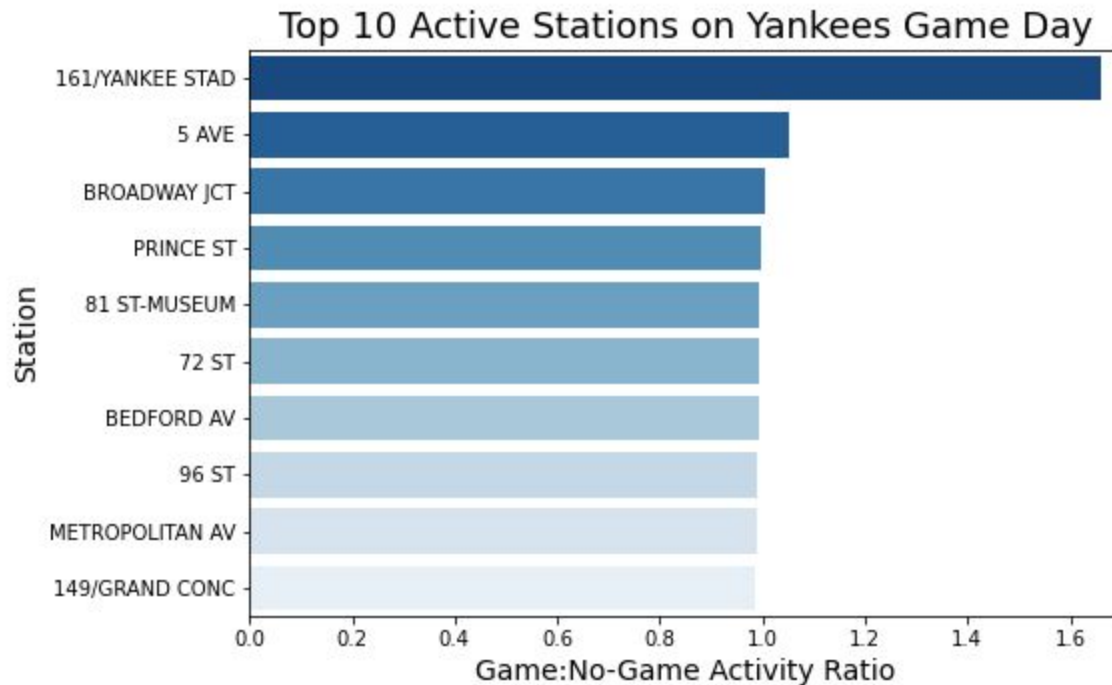


Do stations have different activity on Game Day?



5 representative stations shown

× Top 10 Active Stations on Game Day





× Final Recommendation

- Place ads at 161 Street / Yankee Stadium station
- Data not strong enough to recommend other stations



Future Plans

- **Limit time interval** to determine peak advertisement time
- **Compare traffic** during playoff games compared to regular season games
- Explore data for **other NY sports teams** (Mets, Knicks, etc.)



Thank you!

Any questions?



Appendix

External Resources:

- Yankee's 2019 game schedules link [here](#)
- MTA Kiosk link [here](#)

Image Credits:

- https://cdn.pixabay.com/photo/2013/07/13/09/46/baseball-155988_960_720.png
- <https://media.phillyvoice.com/media/images/2518GameDayWingsDiBrunoBros.2e16d0ba.fill-735x490.png>
- <https://ak.picdn.net/shutterstock/videos/32145769/thumb/1.jpg>

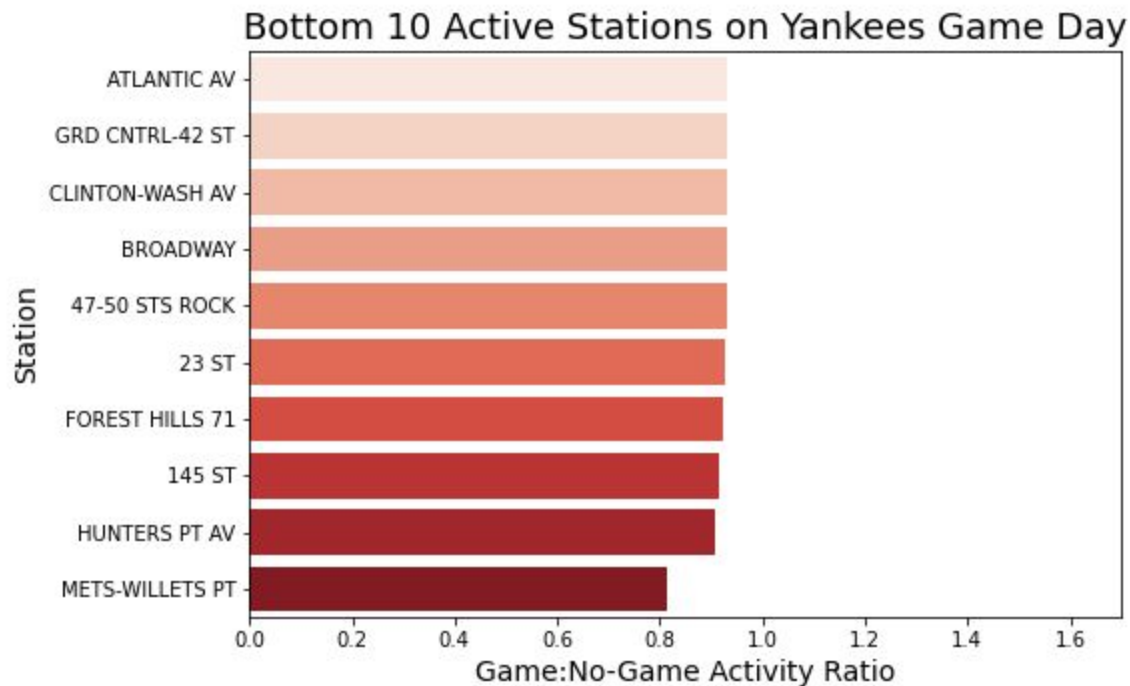


Top 10 Active Stations on Game Day



	STATION	HAS_KIOSK	AVERAGE_PER_DAY_GAME	AVERAGE_PER_DAY_NOGAME	GAME_NOGAME_RATIO
0	161/YANKEE STAD	True	49560.592593	29846.940741	1.660492
1	5 AVE	True	21355.160494	20312.955556	1.051307
2	BROADWAY JCT	True	16165.296296	16103.377778	1.003845
3	PRINCE ST	True	23236.975309	23276.577778	0.998299
4	81 ST-MUSEUM	True	23132.209877	23290.237037	0.993215
5	72 ST	True	75461.308642	76053.266667	0.992217
6	BEDFORD AV	True	37129.925926	37424.866667	0.992119
7	96 ST	True	99076.395062	99995.333333	0.990810
8	METROPOLITAN AV	True	39417.308642	39800.340741	0.990376
9	149/GRAND CONC	True	17978.518519	18245.800000	0.985351

Bottom 10 Active Stations on Game Day





Top 10 Z-Scores



	STATION	HAS_KIOSK	AVERAGE_PER_DAY_GAME	AVERAGE_PER_DAY_NOGAME	GAME_NOGAME_RATIO	Z_SCORE
5	161/YANKEE STAD	True	49560.592593	29846.940741	1.660492	7.488001
17	5 AVE	True	21355.160494	20312.955556	1.051307	0.903259
38	BROADWAY JCT	True	16165.296296	16103.377778	1.003845	0.390233
58	PRINCE ST	True	23236.975309	23276.577778	0.998299	0.330281
27	81 ST-MUSEUM	True	23132.209877	23290.237037	0.993215	0.275330
24	72 ST	True	75461.308642	76053.266667	0.992217	0.264539
34	BEDFORD AV	True	37129.925926	37424.866667	0.992119	0.263486
29	96 ST	True	99076.395062	99995.333333	0.990810	0.249337
53	METROPOLITAN AV	True	39417.308642	39800.340741	0.990376	0.244646
4	149/GRAND CONC	True	17978.518519	18245.800000	0.985351	0.190329





Bottom 10 Z-Scores



	STATION	HAS_KIOSK	AVERAGE_PER_DAY_GAME	AVERAGE_PER_DAY_NOGAME	GAME_NOGAME_RATIO	Z_SCORE
32	ATLANTIC AV	True	1874.234568	2013.681481	0.930750	-0.399857
49	GRD CNTRL-42 ST	True	222050.469136	238583.859259	0.930702	-0.400379
43	CLINTON-WASH AV	True	16407.629630	17632.948148	0.930510	-0.402457
37	BROADWAY	True	23923.716049	25723.007407	0.930051	-0.407413
15	47-50 STS ROCK	True	97065.456790	104413.014815	0.929630	-0.411968
6	23 ST	True	161804.938272	174313.540741	0.928241	-0.426983
46	FOREST HILLS 71	True	32715.592593	35408.222222	0.923955	-0.473312
3	145 ST	True	56299.086420	61600.696296	0.913936	-0.581606
50	HUNTERS PT AV	True	9235.148148	10196.007407	0.905761	-0.669967
54	METS-WILLETS PT	True	14217.987654	17465.962963	0.814040	-1.661395



× 161/Yankee Stadium Station Activity

