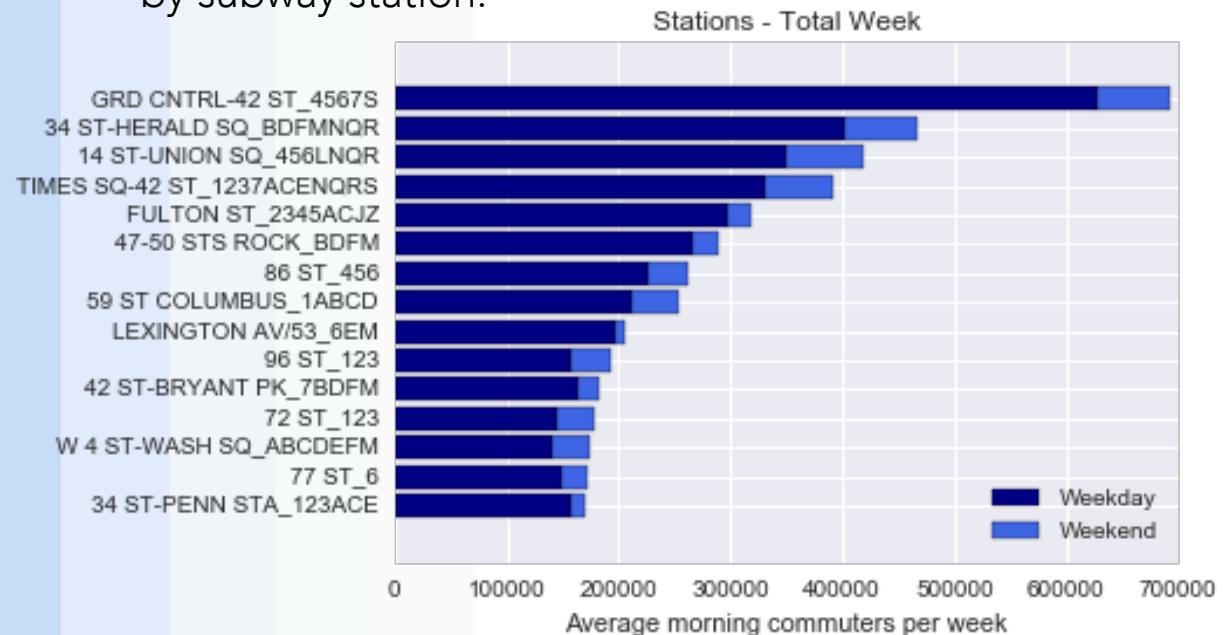


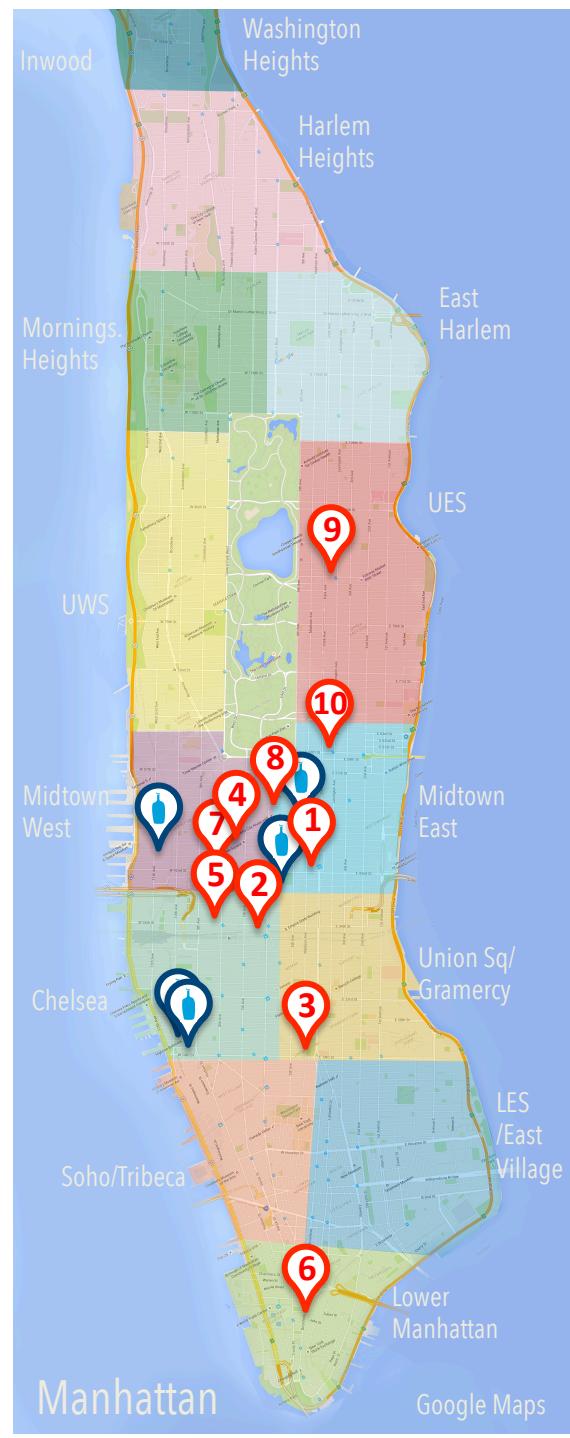


Commuter mapping insights for **Blue Bottle** expansion in **NYC**

Daily data for each subway turnstile in NYC collected over time for morning hours, 5am to 12 pm, combined by subway station.

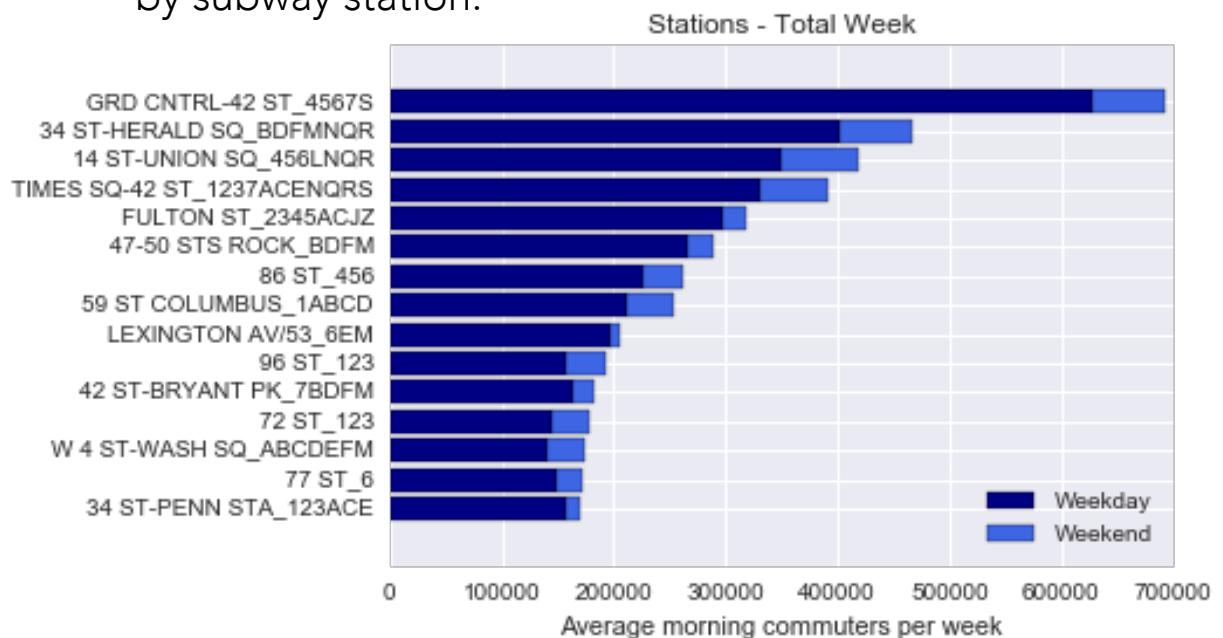


Turnstile data gathered and analyzed from  website



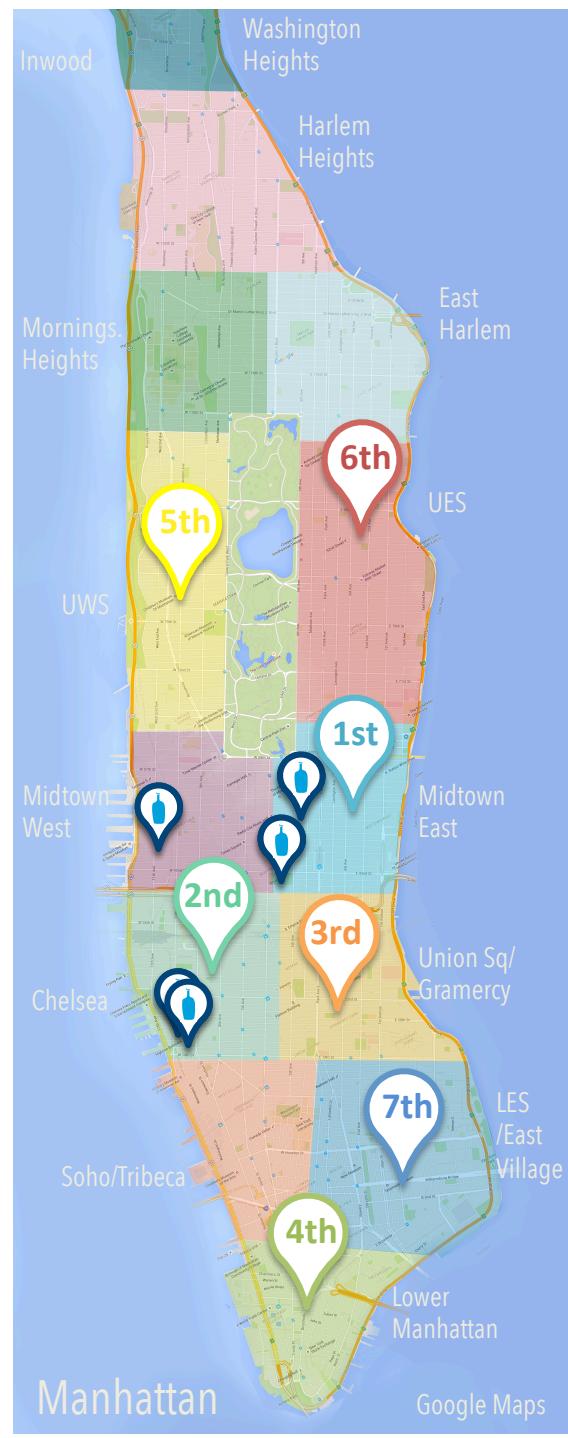
Commuter mapping insights for **Blue Bottle** expansion in **NYC**

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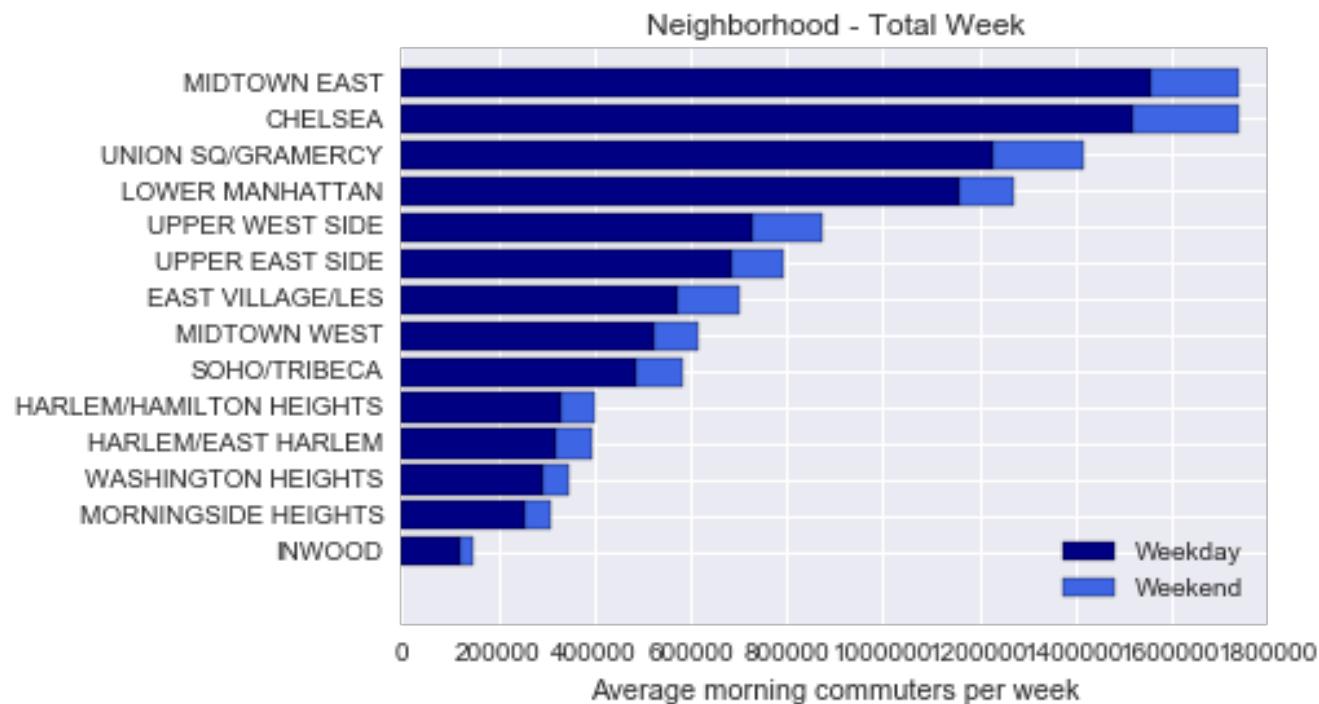
Turnstile data gathered and analyzed from **MTA** website





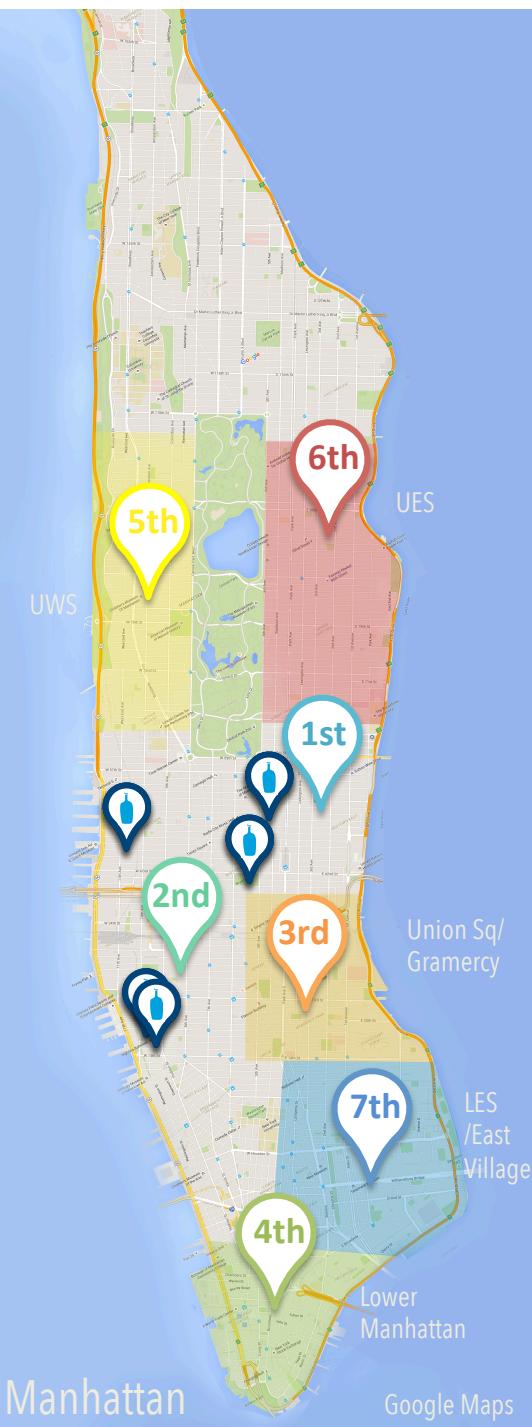
TOP COMMUTER

Manhattan Neighborhoods

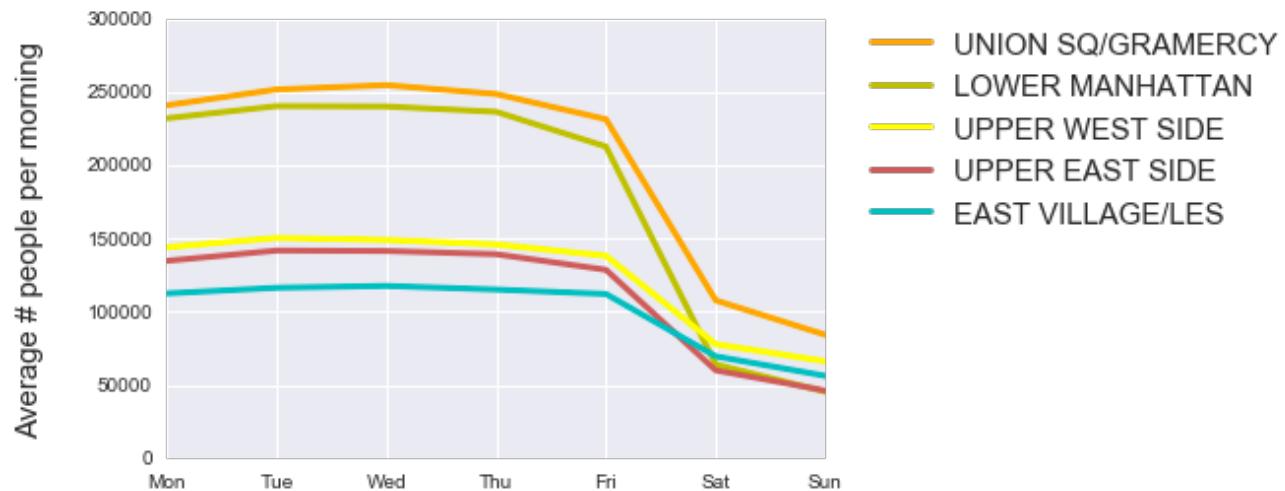


Turnstile data gathered and analyzed from  website

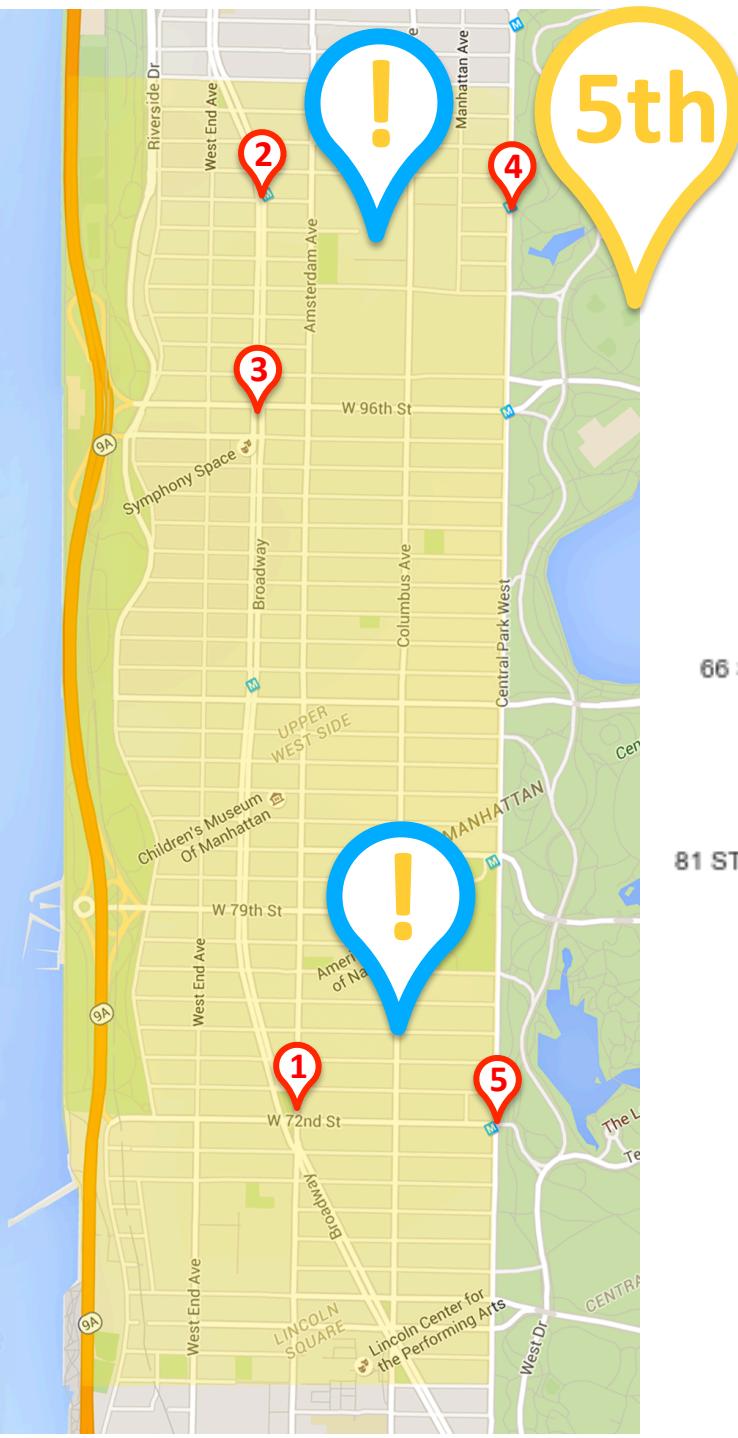
Manhattan Neighborhoods advised for **BLUE BOTTLE** **EXPANSION in NYC**



Top morning commuter Manhattan neighborhoods
UNTAPPED by BB

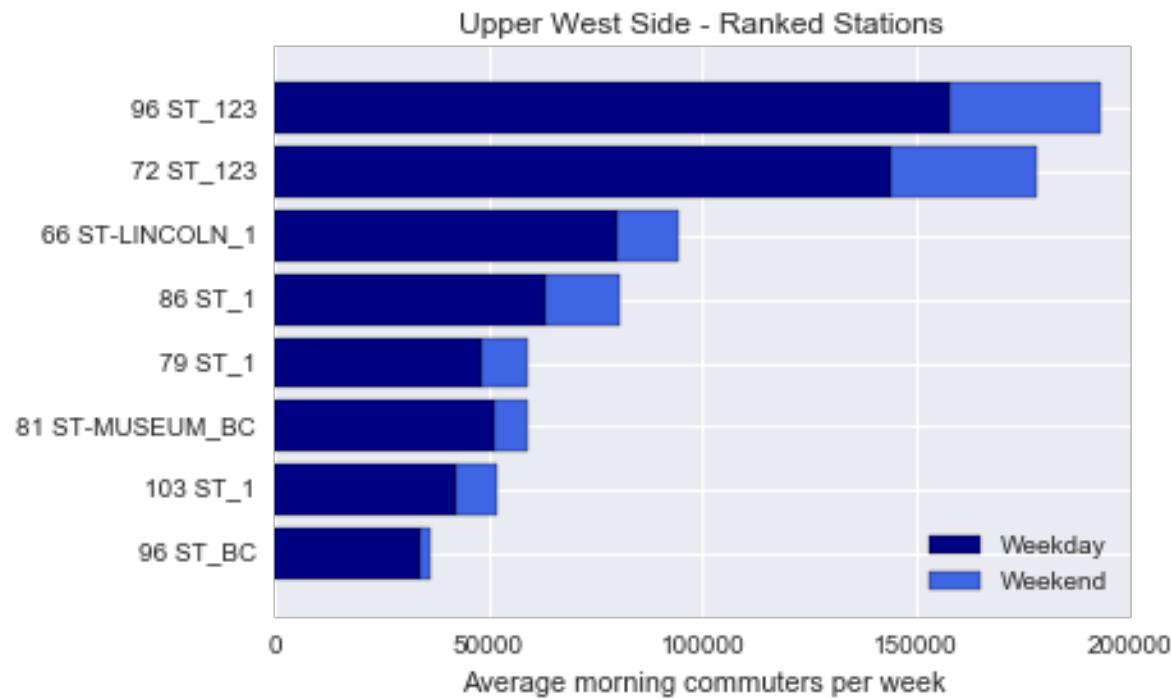


Turnstile data gathered and analyzed from **MTA** website

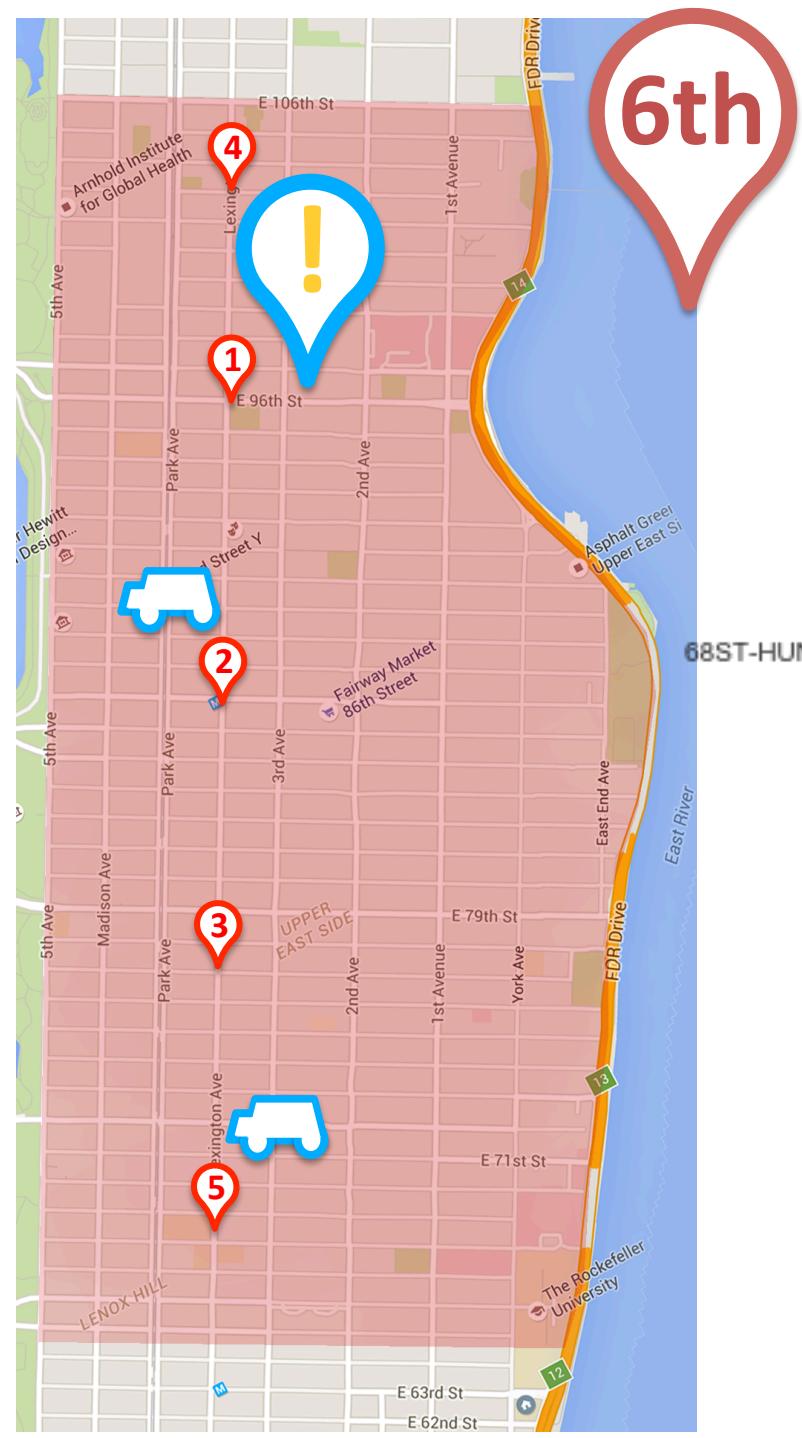


UPPER WEST SIDE

Morning traffic

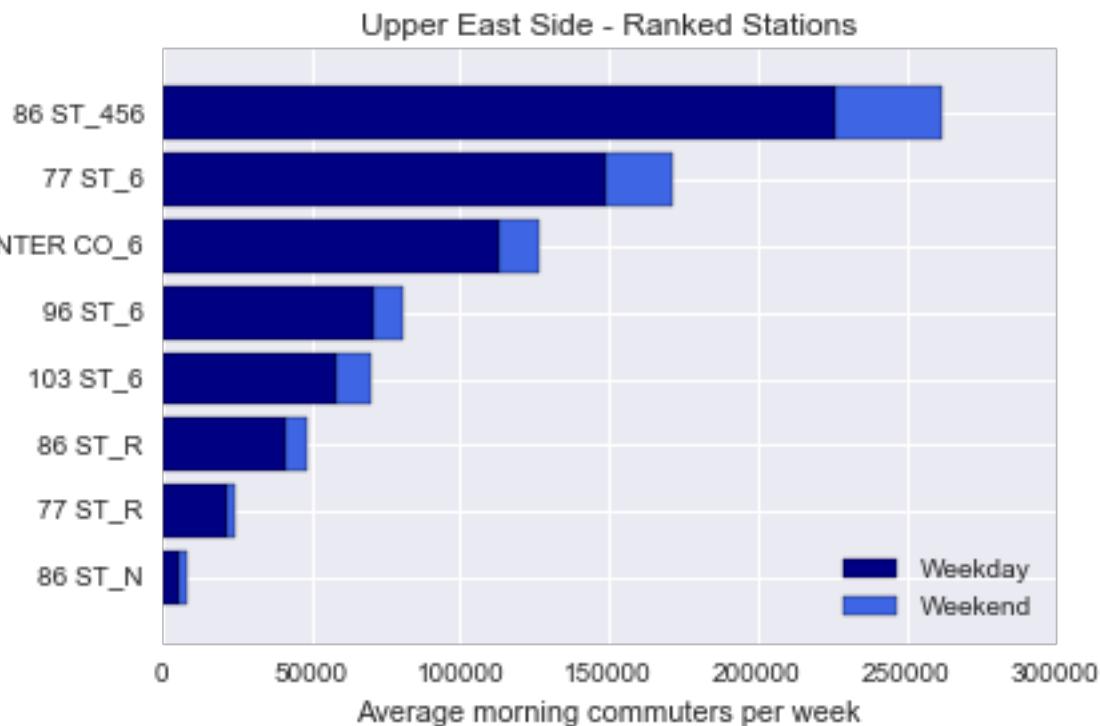


Turnstile data gathered and analyzed from  website



UPPER EAST SIDE

Morning traffic



Turnstile data gathered and analyzed from [MTA website](#)



FUTURE STEPS

- Train and buses commuter data
- Incorporate competitors location
- Explore mobile patterns
- 5 boroughs

