MTA Analysis for WTWY

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Target Tech Hubs: 34th, 23rd, Fulton

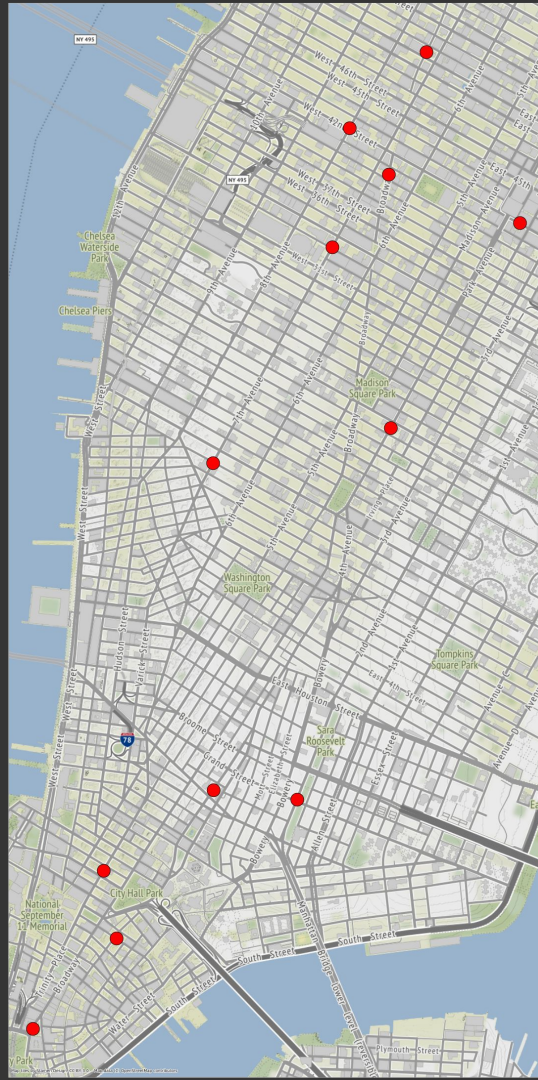## Mid-Week

Silicon Alley
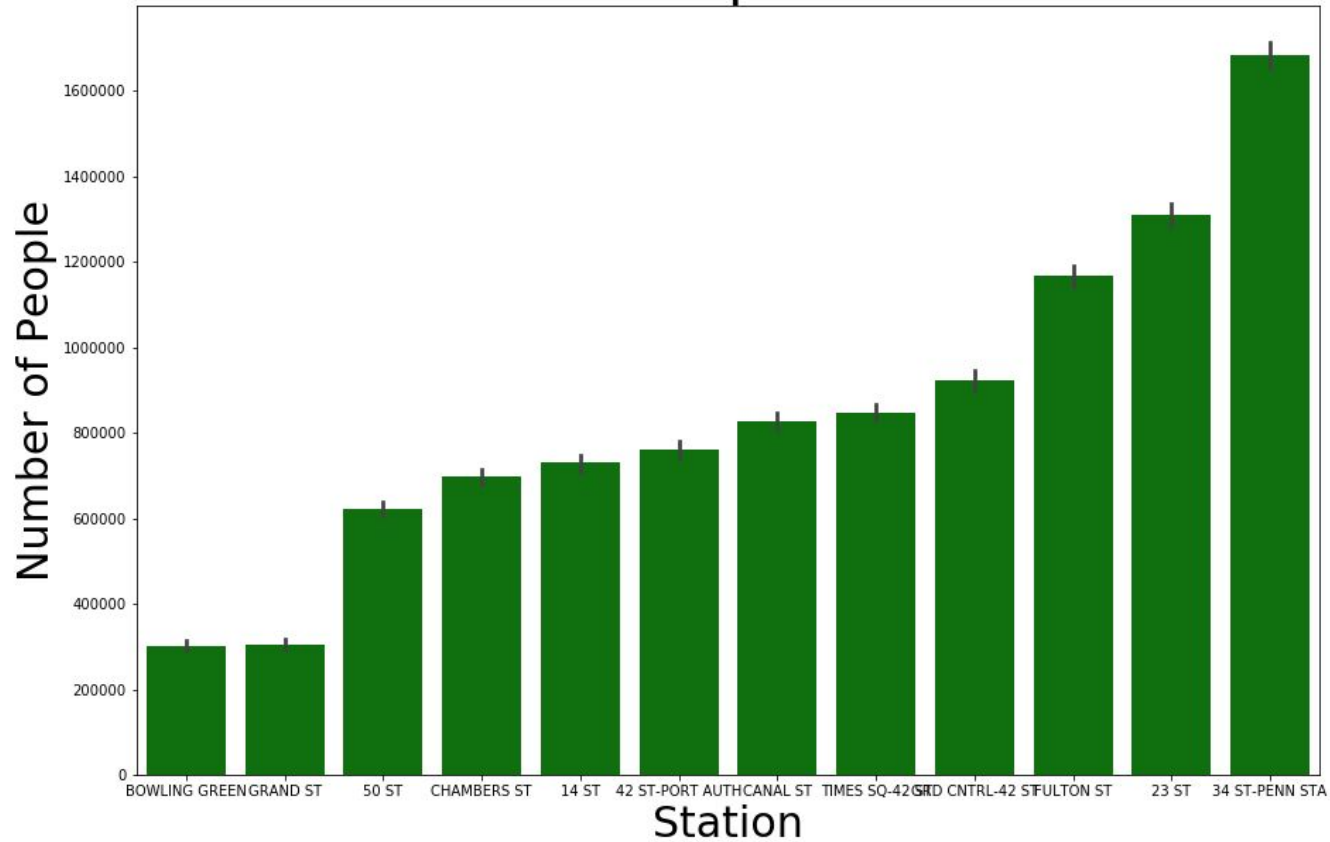

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Key
- Business Solutions
- E-commerce / Retail
- Lifestyle / Service
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- Media / Entertainment

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Exits per Hour in Silicon Alley
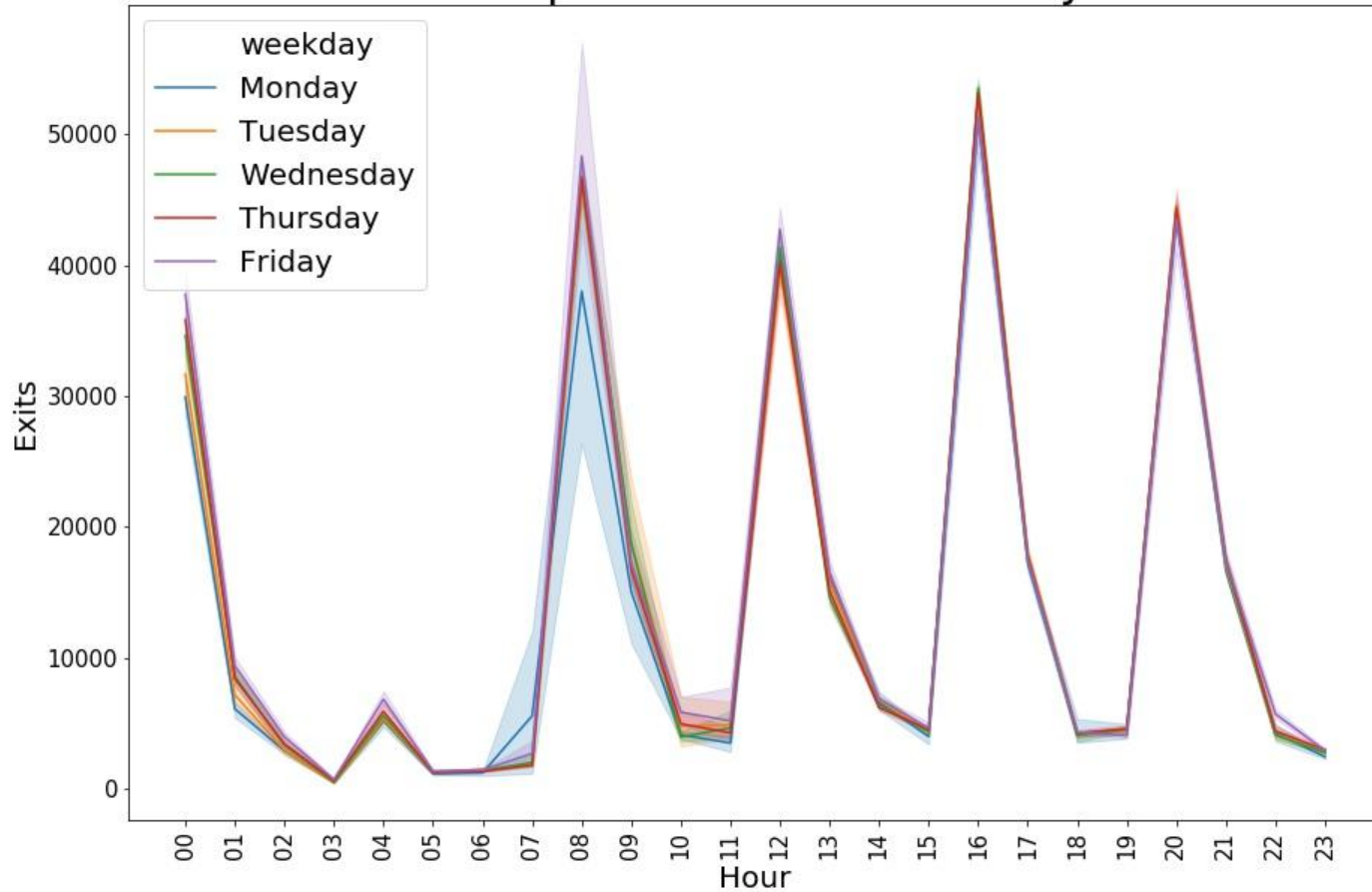
In Conclusion:

During June Manhattan Below 59th

Thank You

Appendix
Other Ideas

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Future Considerations:

Cleaner consideration of large values. We removed some outliers, considering higher-level trends, for the sake of time. (See next slide for chart)

Further analysis on day of week

Further analysis on traffic demographics

Psychological research on what time of day is best