MTA Exploratory Data Analysis

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Introduction

Motivation

- Maximize “WomenTechWomenYes” gala attendance

Goal

- Optimize street team placement at subways

Objective

- Find busiest NYC subway stations

Methodology

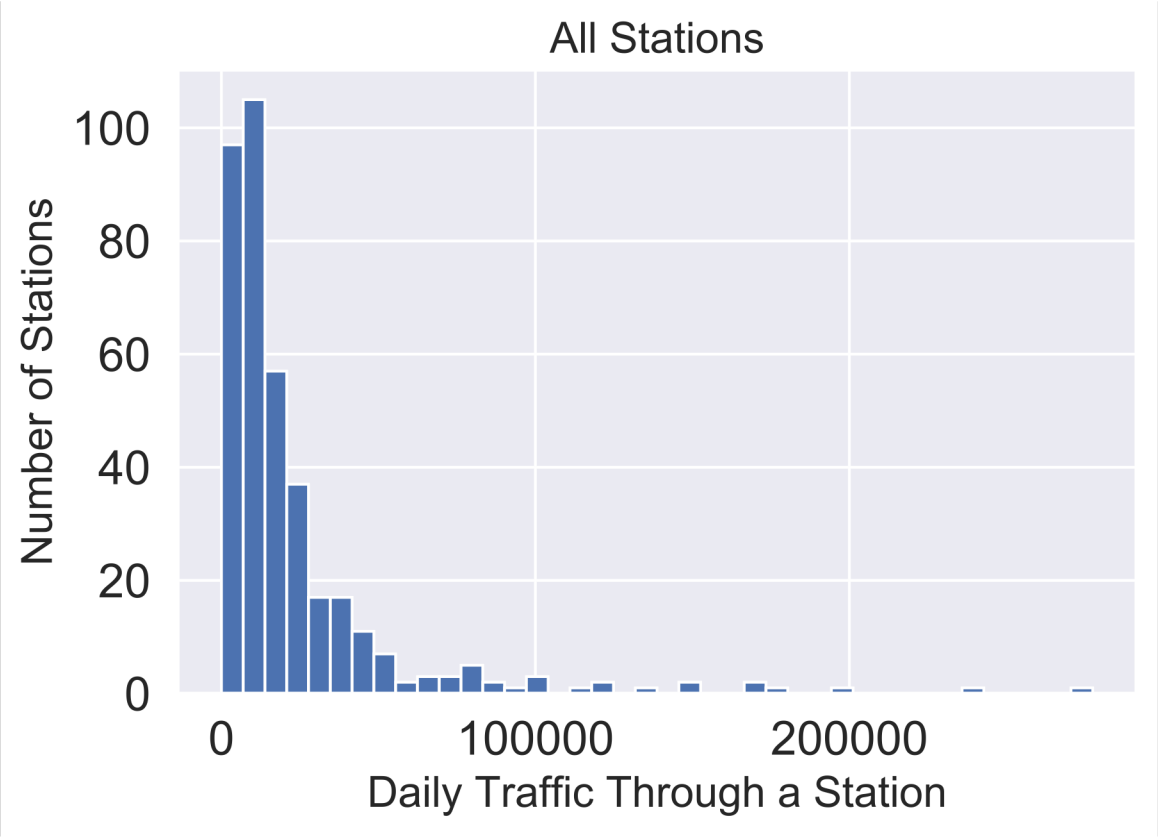
Data

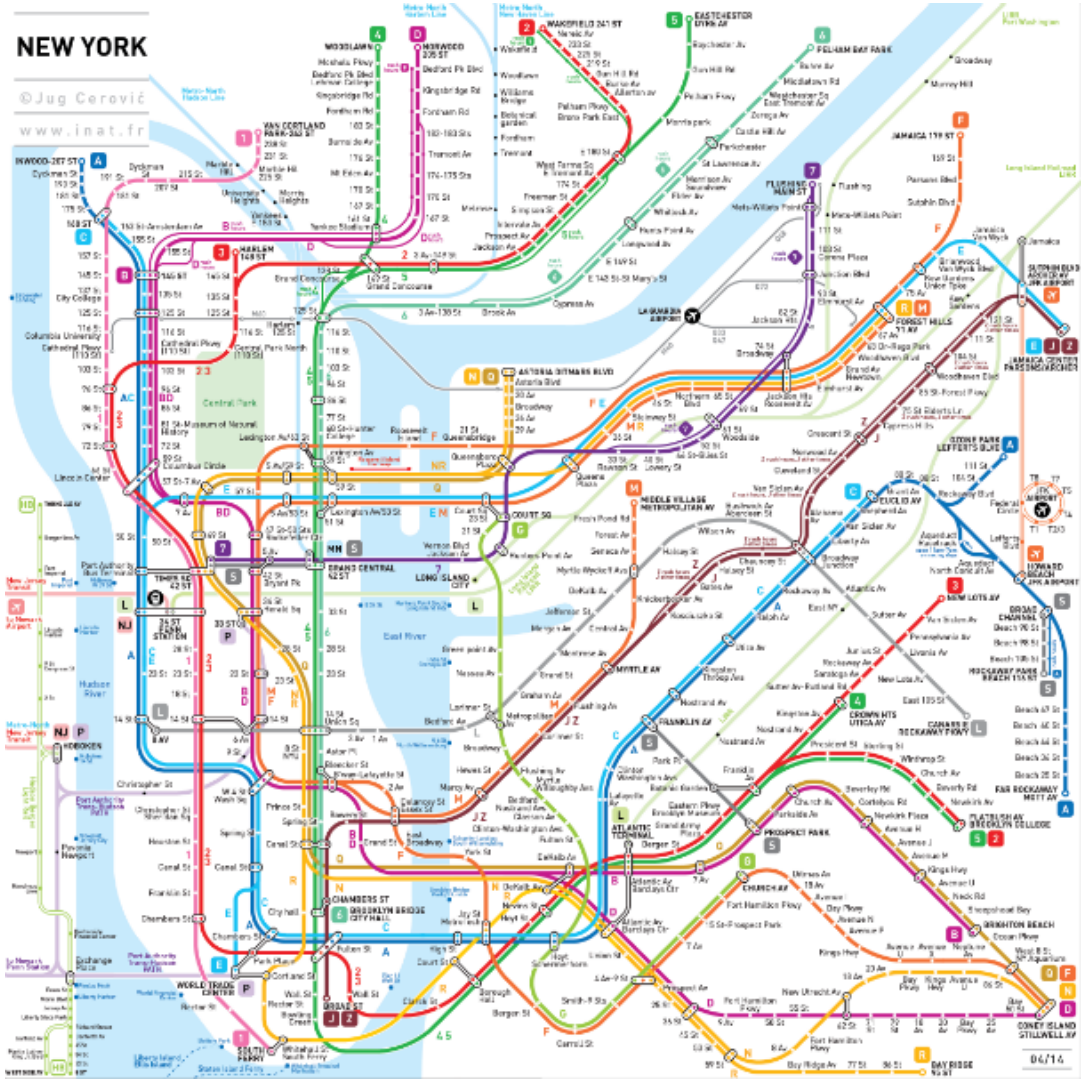
- NYC subway station traffic for March through May 2019
- Collected at individual turnstiles

Assumptions

- Historical entrance/exit data can be used to predict future station use
- Surveys to be completed by June
- Three months ahead is sufficient time to build awareness

Results



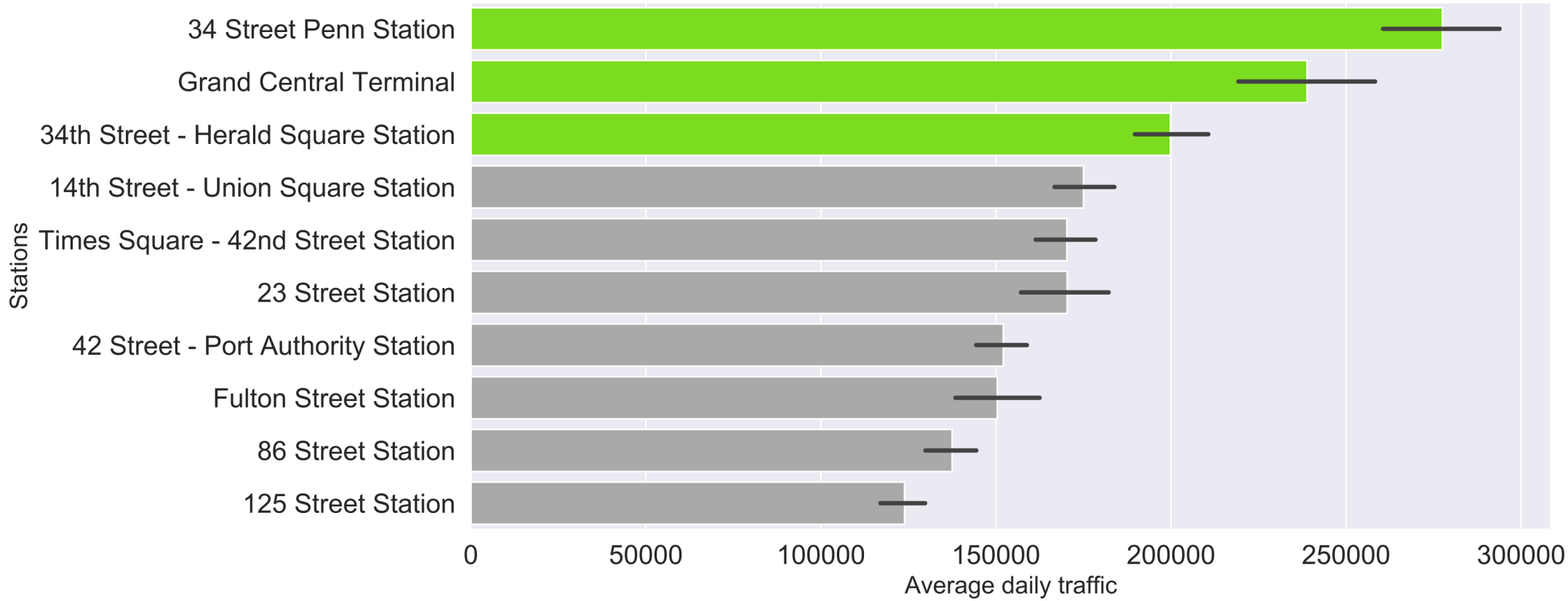


Few stations have high traffic volume

Results

Top 3 busiest stations:

1. 34th St - Penn Station
2. Grand Central Terminal
3. 34th St - Herald Square Station



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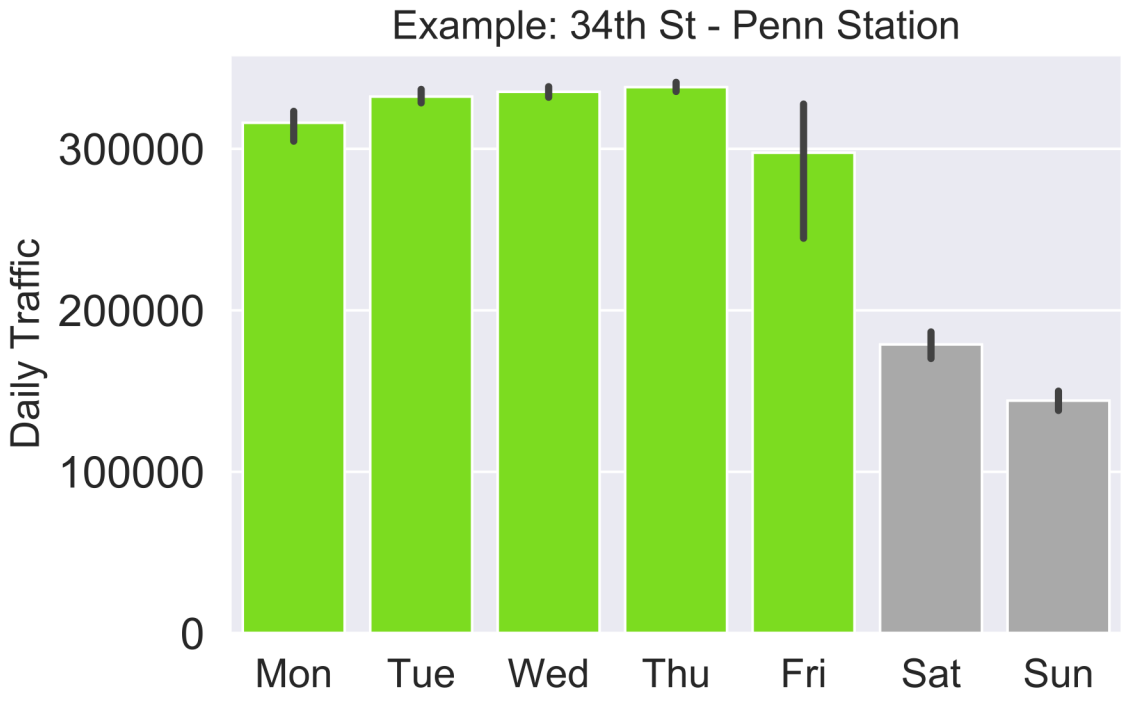


- Most traffic: Monday thru Friday
- Consistent for top 3 stations

Recommendation

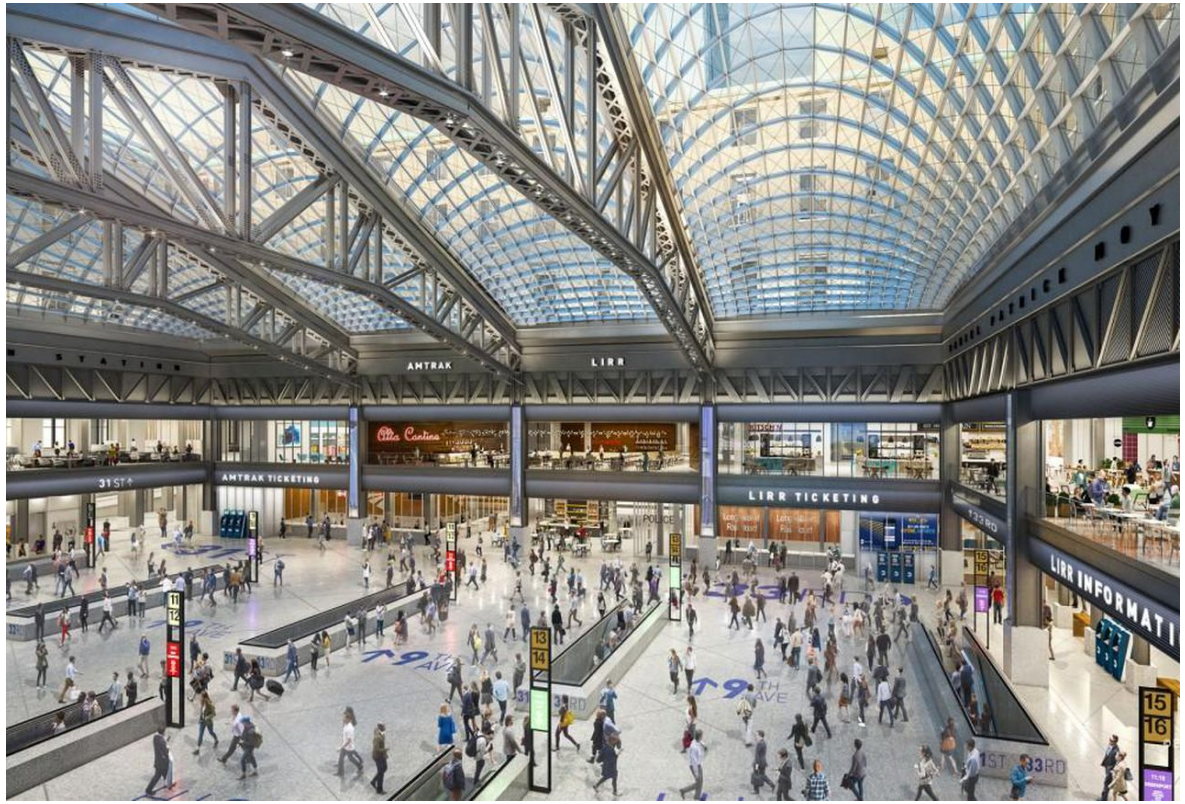
Street team placement plan:

<u>Where</u>:

- 34th St - Penn Station
- Grand Central Terminal
- 34th St - Herald Square Station

<u>When</u>:

- Mon-Fri



Future Work

- Nearby universities or tech companies
- Busiest entrances
- Time of day
- Data collection period