

Project Benson

ff

Situation

The New York State is heavily promoting the development of the suburbs, from Brownfield Opportunities Areas (BOA) in grants to Upper Manhattan Empower Zone. Metis Real Estate approached FF to give them insights on the opportunities available.

Data Munging

To get the latest picture of the situation, we extracted the latest available turnstile data from NY MTA.

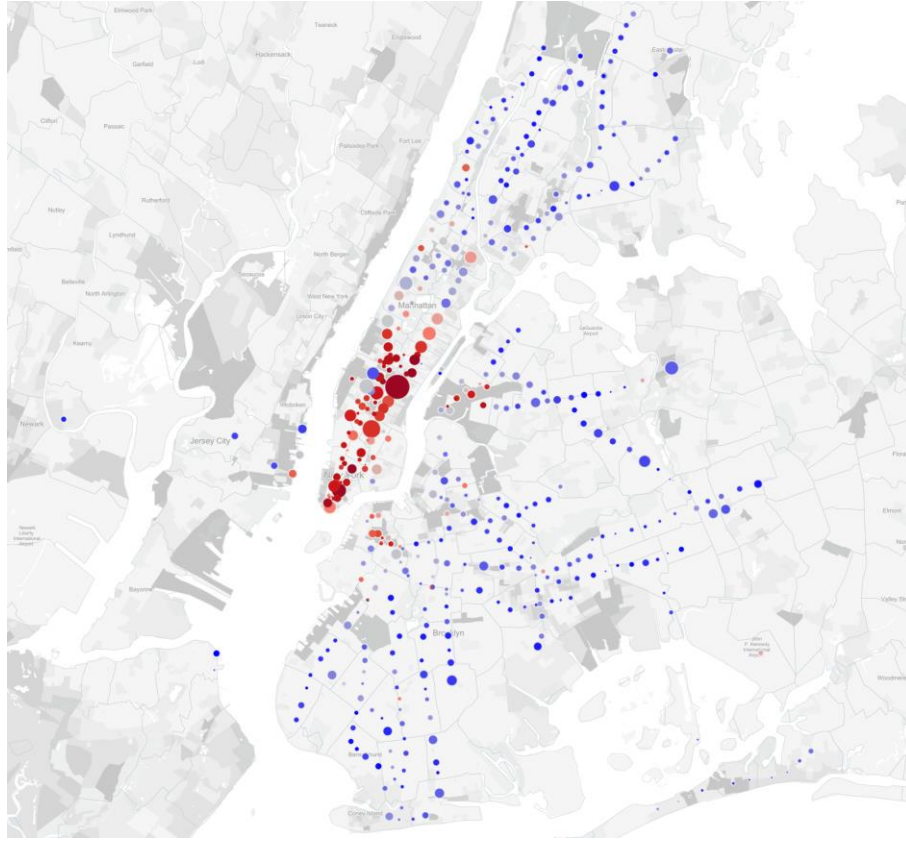
We used IPython to extract, clean, transform, adjust and summarize the turnstile data.

Results

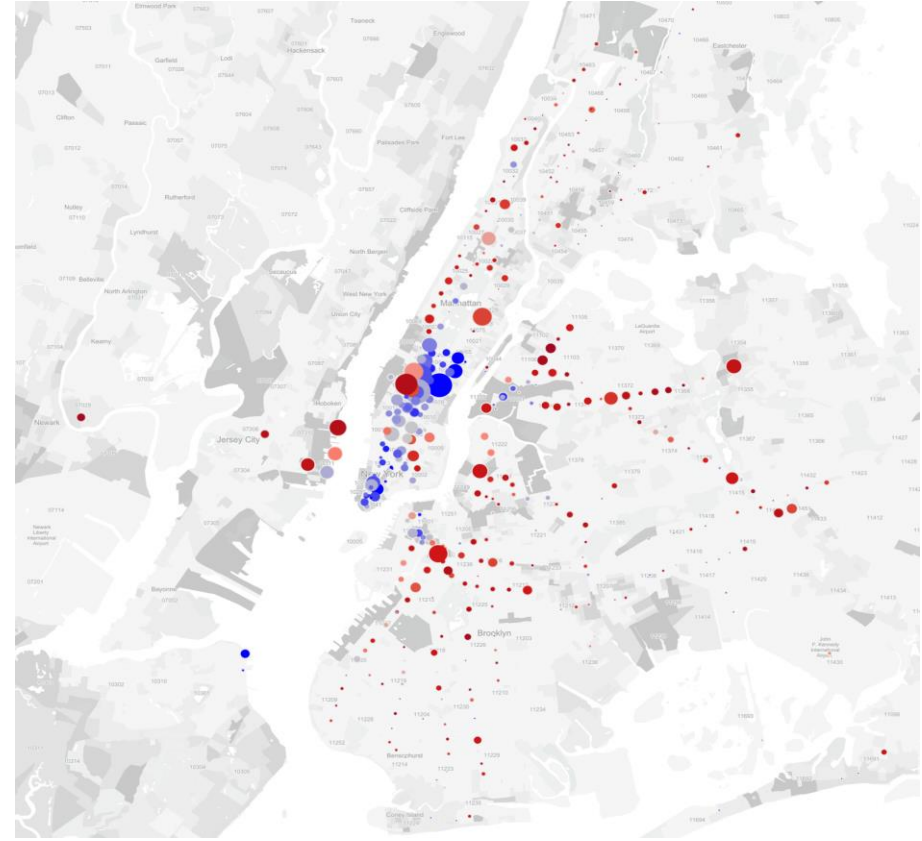
To visualize the data better (since we don't know how to use D3.js yet), we used Tableau.

The results are interesting.

Weekday Morning (5AM-9AM)



Weekday Evening Evening (5PM-10PM)



Conclusion

Metis Real Estate should pursue development in Upper Manhattan and Greater Brooklyn area because there's demand from commuters, a need due to safety issues of depreciated buildings and extensive government support.

Next Steps

Time series data

More robust adjustment

Explore different angles (e.g. bus transit data)