

# MTA Traffic Exploratory Data Analysis

PREPARED FOR  
NAMASTE CAMPUS





Yoga Classes

Meditation

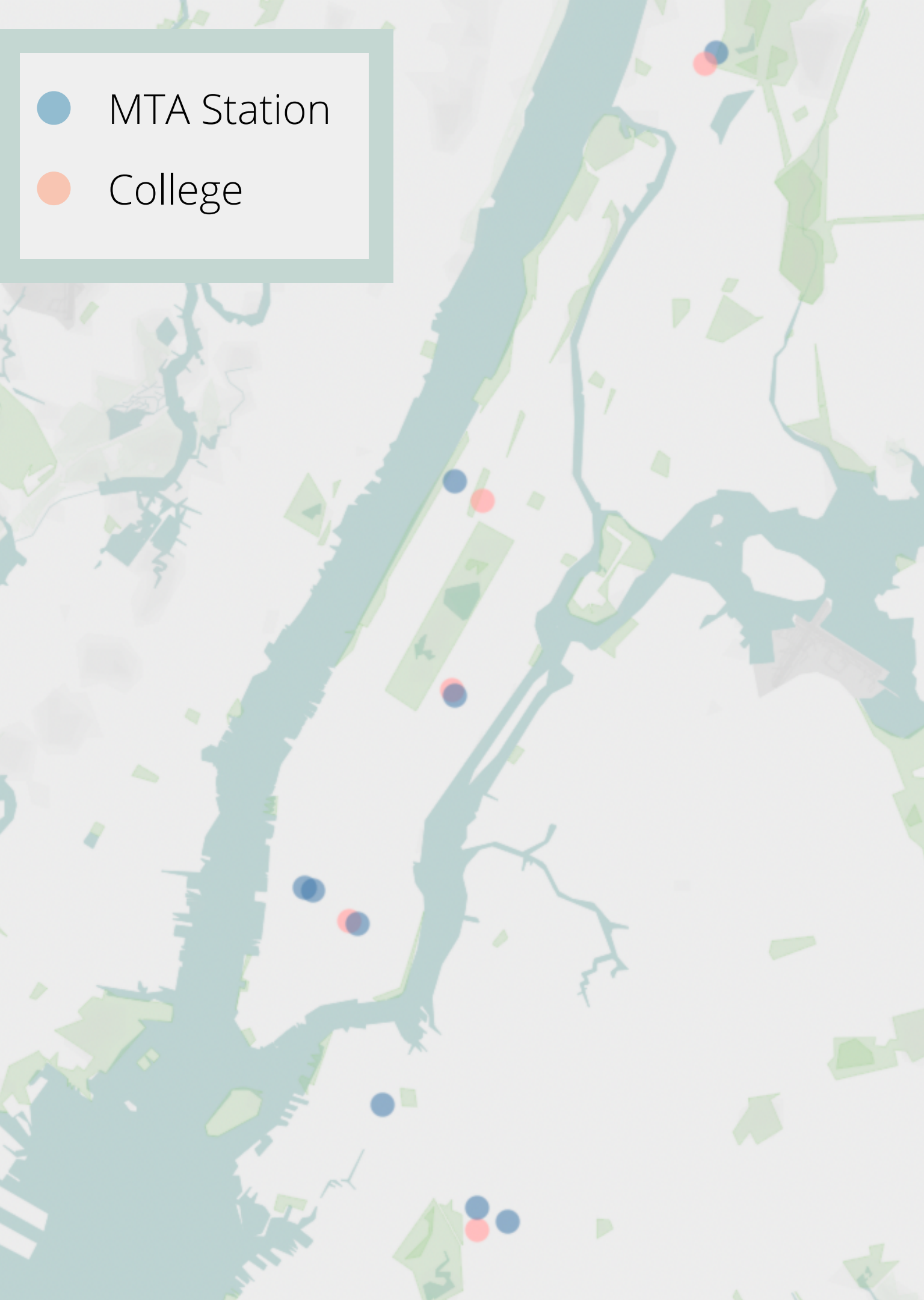
# Project Goals

Bringing stability to college students

## NYC Marketing Campaign

- Live, in-person demonstration
- MTA Digital Board Ad Campaign
- MTA locations with a high-density of college students





# Campaign Focus

## Location

Heavily travelled stations near major college campuses in NYC

## Campaign Date

First week of the fall semester

## Day of the Week

Busiest afternoon/evening traffic

# Analysis Tools

	DESCRIPTION OF THE PROGRAM	PURPOSE IN PROJECT
<b>MATPLOTLIB</b>	Creates charts, graphs, visualizations	Multiple visualizations for comparative analysis
<b>TABLEAU</b>	Creates maps & visualizations	Mapped MTA station & college locations in NYC
<b>PANDAS</b>	Runs analysis on the database	Prepared database for analysis

# BUSIEST MTA STATIONS

near college campuses

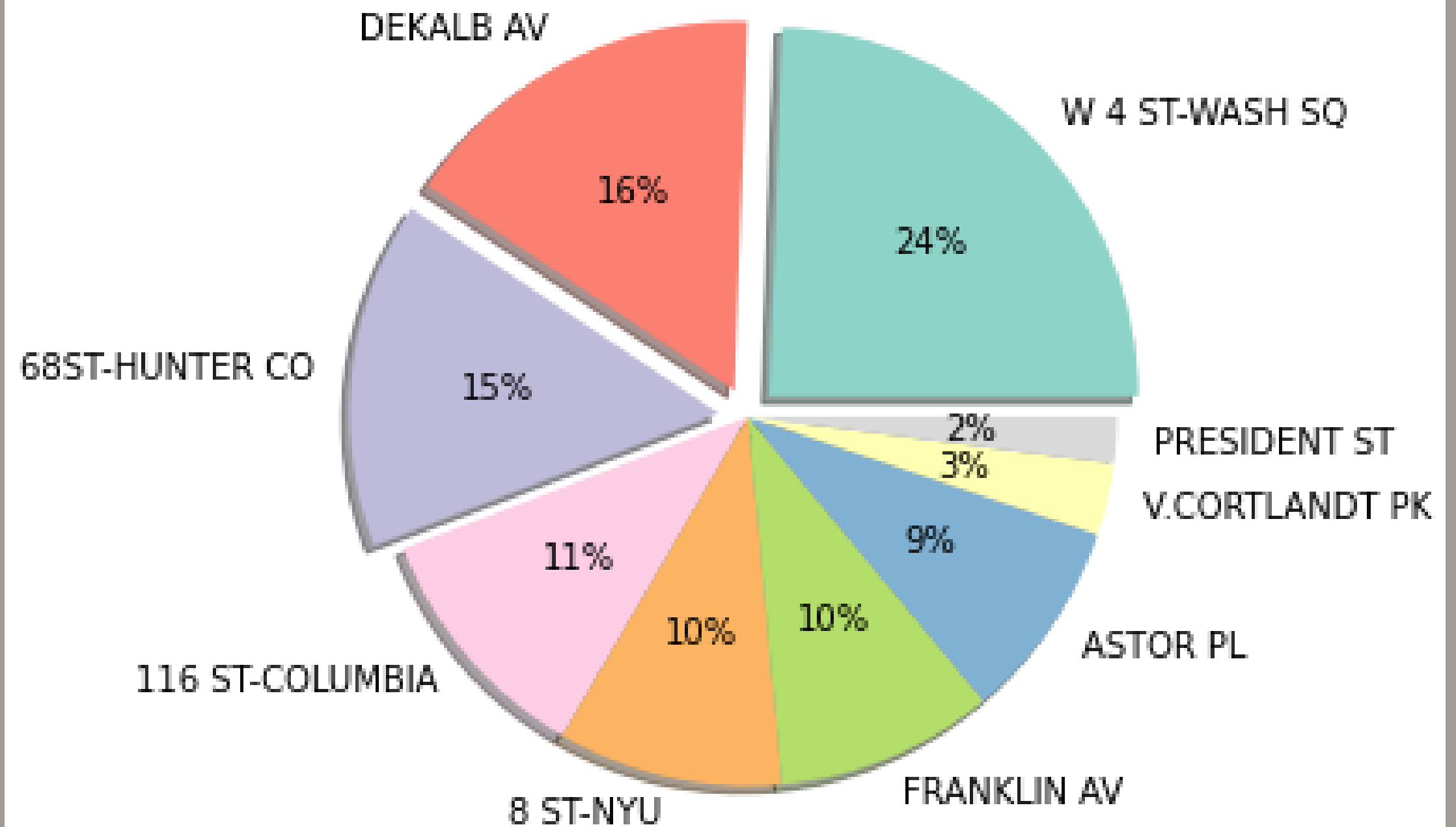
---

01 W. 4TH ST. - WASHINGTON SQ

02 68TH ST. - HUNTER COLLEGE

03 DEKALB AV

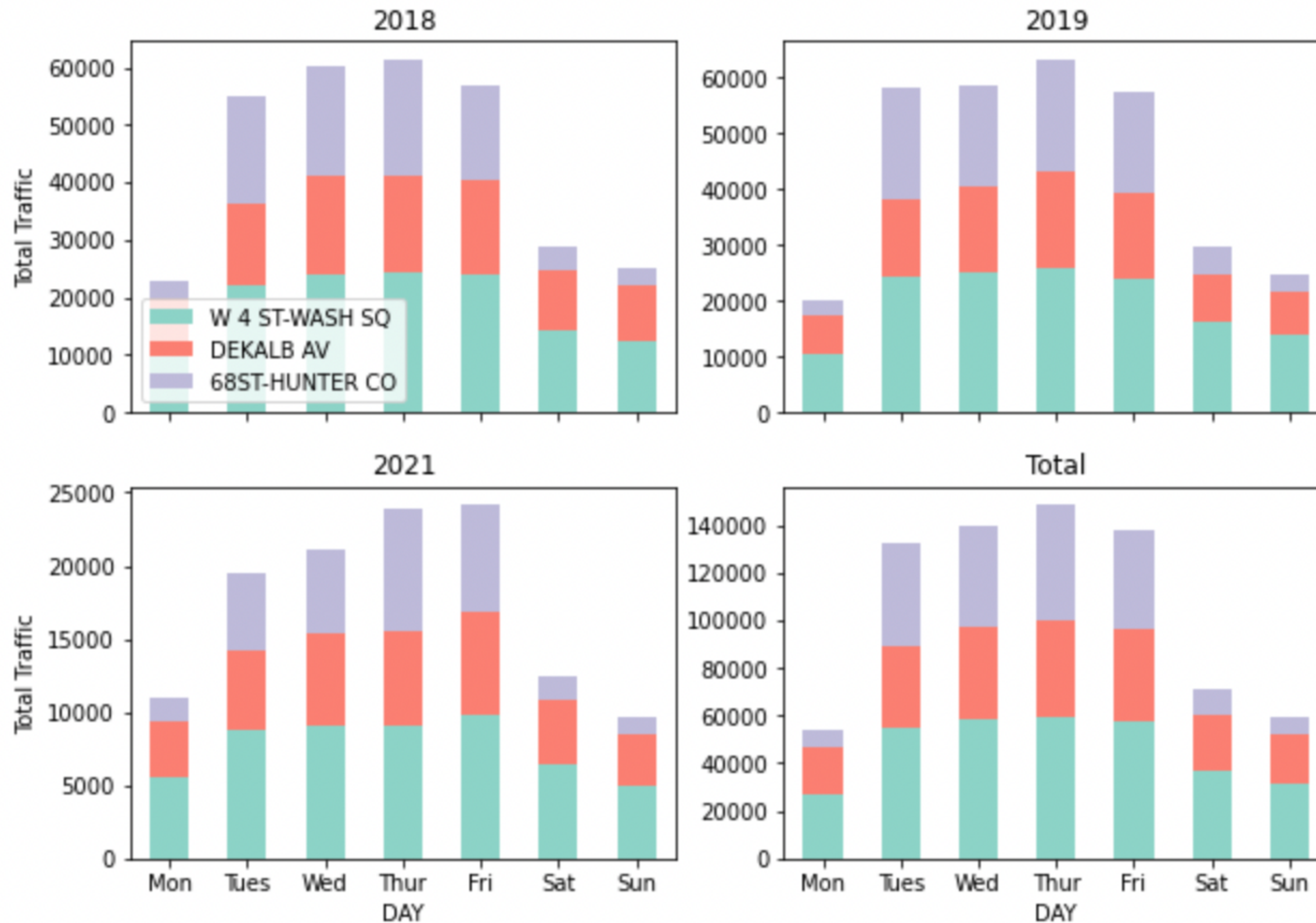
Total Weekly Afternoon Foot Traffic Per Station





# Weekday Traffic Comparison

Total Daily Entries



## Recommendation

1. Thursday
2. Wednesday
3. Friday

\*Avoid Monday,  
Saturday & Sunday

# Conclusion

## Location

The following three stations show the most afternoon & evening foot traffic:

- W. 4th St. - Washington Square
- Dekalb Ave.
- 68 St. - Hunter College

## Day & Time

- Afternoons & Evenings
- First week of September
- Wednesday - Friday
- Avoid Monday, Saturday & Sunday



Prepared by Leah Nagy  
Copyright 2021