

MTA Traffic Exploratory Data Analysis

PREPARED FOR
NAMASTE CAMPUS



Yoga Classes

Meditation

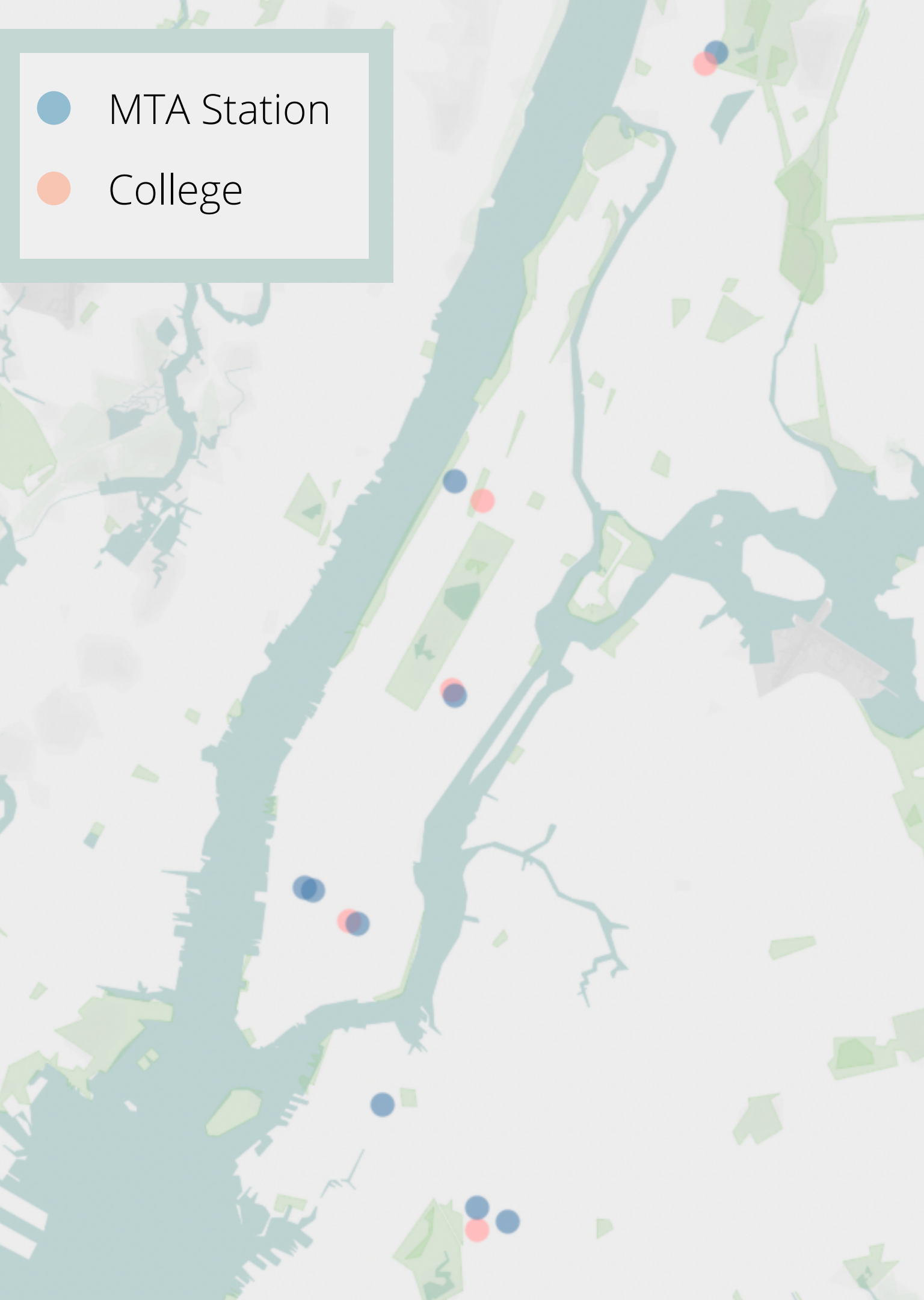
Project Goals

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
MATPLOTLIB	Creates charts, graphs, visualizations	Multiple visualizations for comparative analysis
TABLEAU	Creates maps & visualizations	Mapped MTA station & college locations in NYC
PANDAS	Runs analysis on the database	Prepared database for analysis

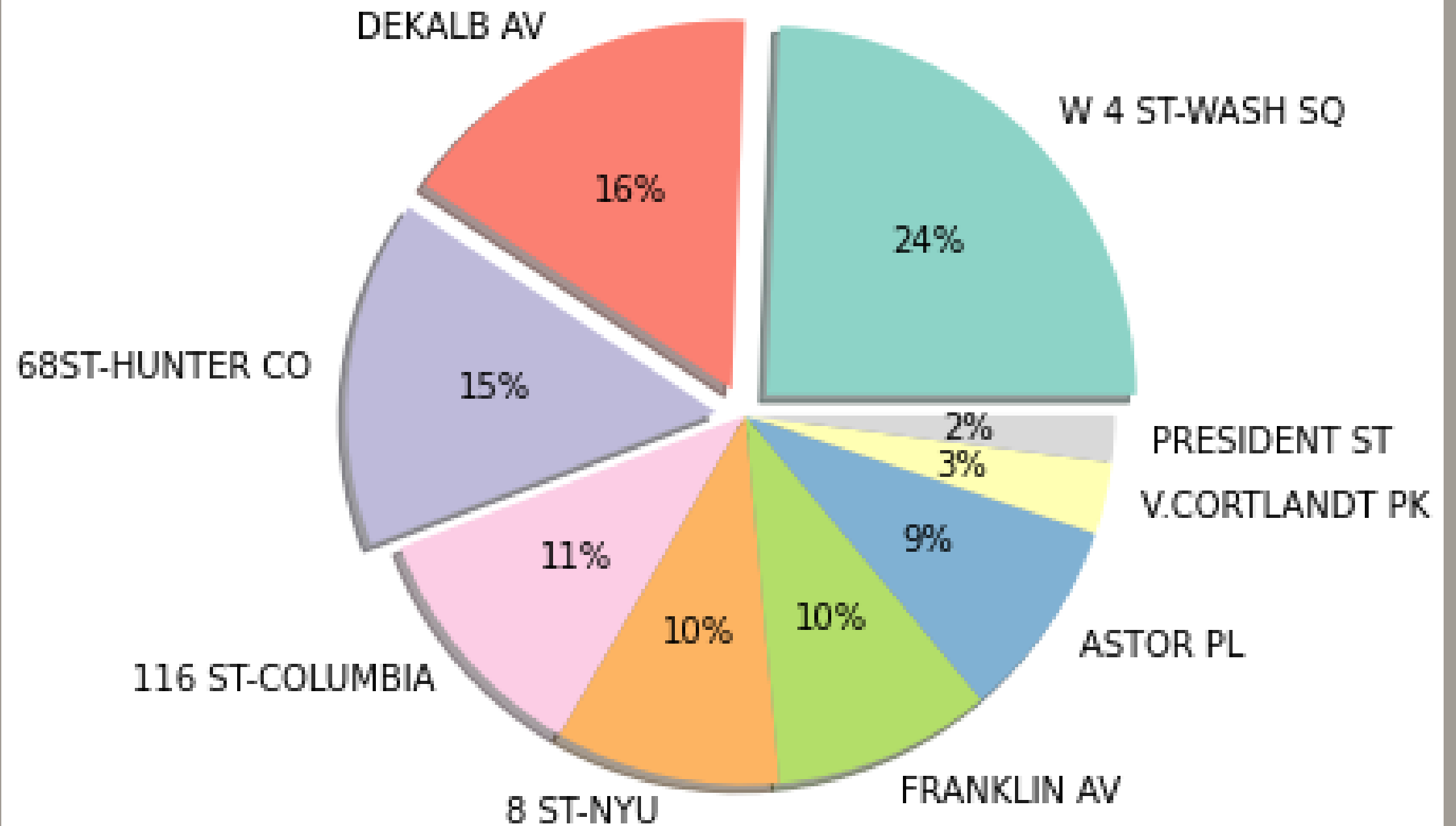
BUSIEST STATIONS

01 W. 4TH ST. - WASHINGTON SQ

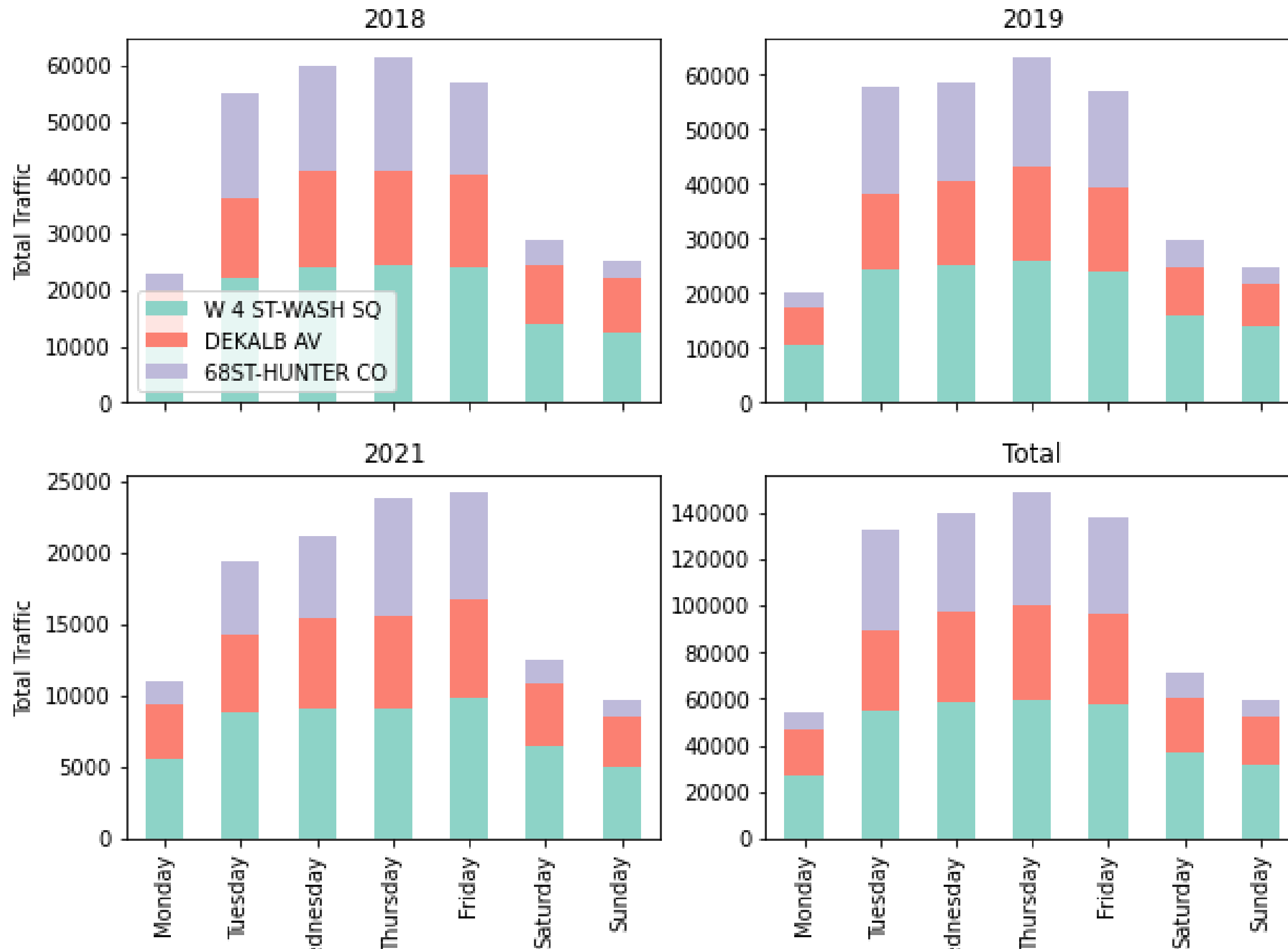
02 68TH ST. - HUNTER COLLEGE

03 DEKALB AV

Total Weekly Afternoon Foot Traffic Per Station



Weekday Traffic Comparison



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
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