

In-N-Out New York Location Research

In-N-Out is looking to open a location in New York City.

I will use MTA turnstile data to find out which area of New York has the most people exiting subway stations.

I will also use MTA turnstile data to advise the restaurants on which times they should have the most staff working.

Methodology

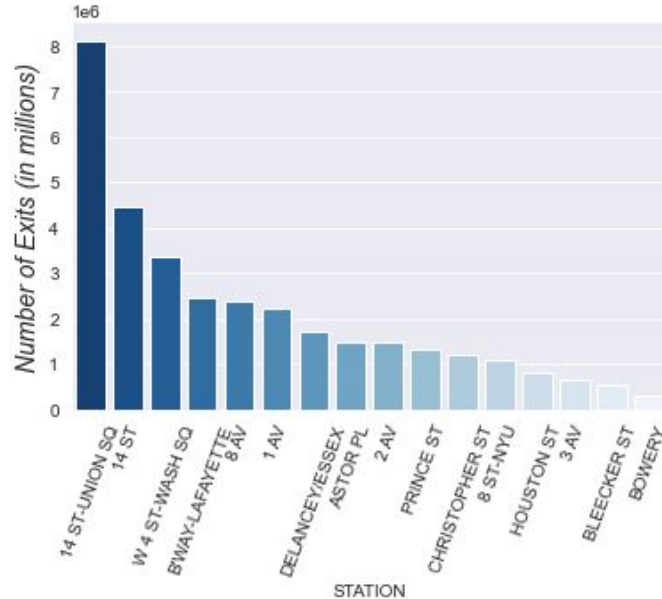
Data: MTA Turnstile Data, MTA Station Coordinates, Competitors Locations

Tools: SQL, Pandas, Matplotlib, Seaborn, Tableau

Metrics: Total Exits for Each Station, Number of Exits for each Time Period, Coordinates of each subway station and coordinates of competitors

Results

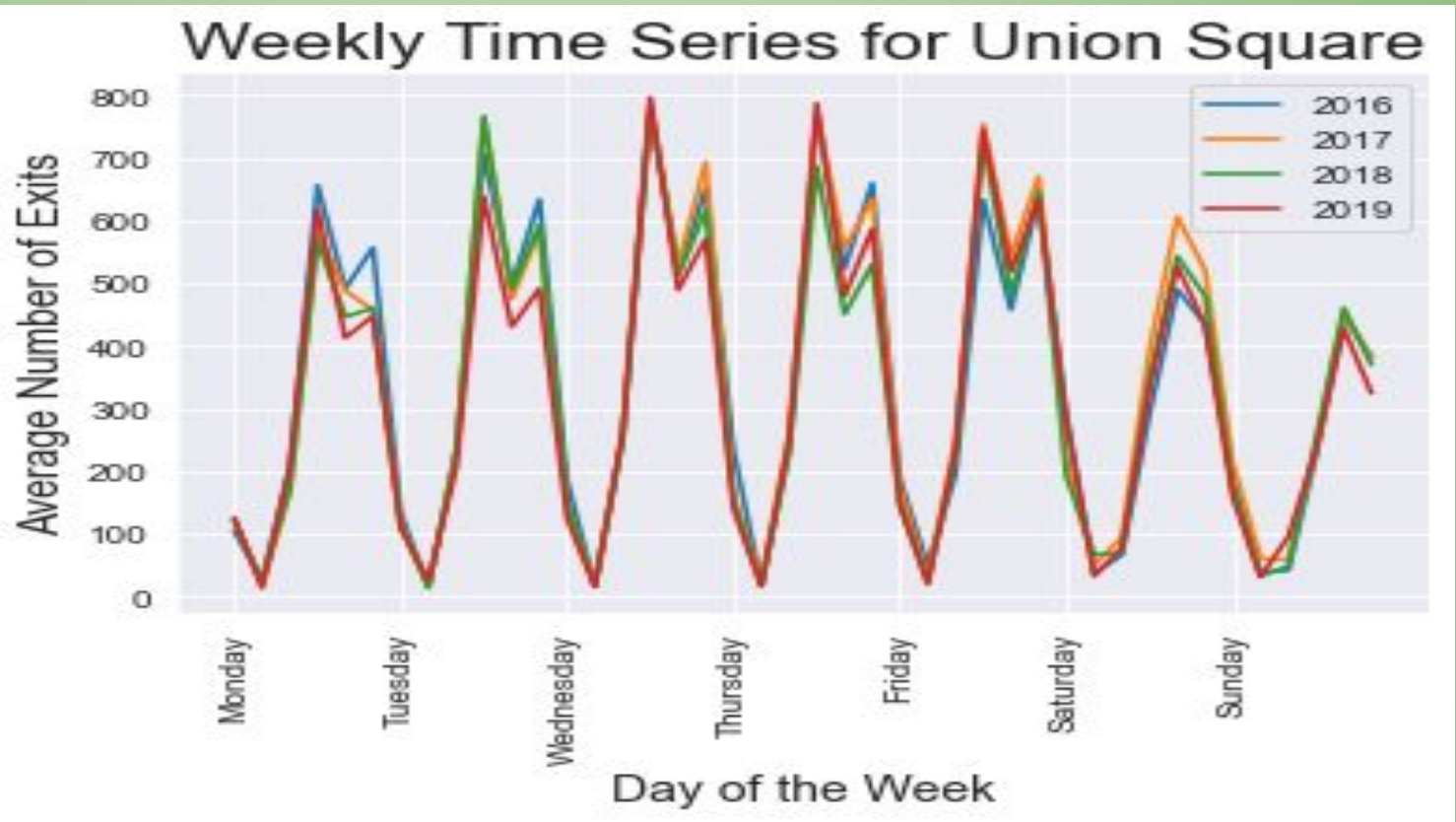
Most Exited Stations in Greenwich and East Village in Jan 2015-2019



The Union Square stop has by far the most exits.

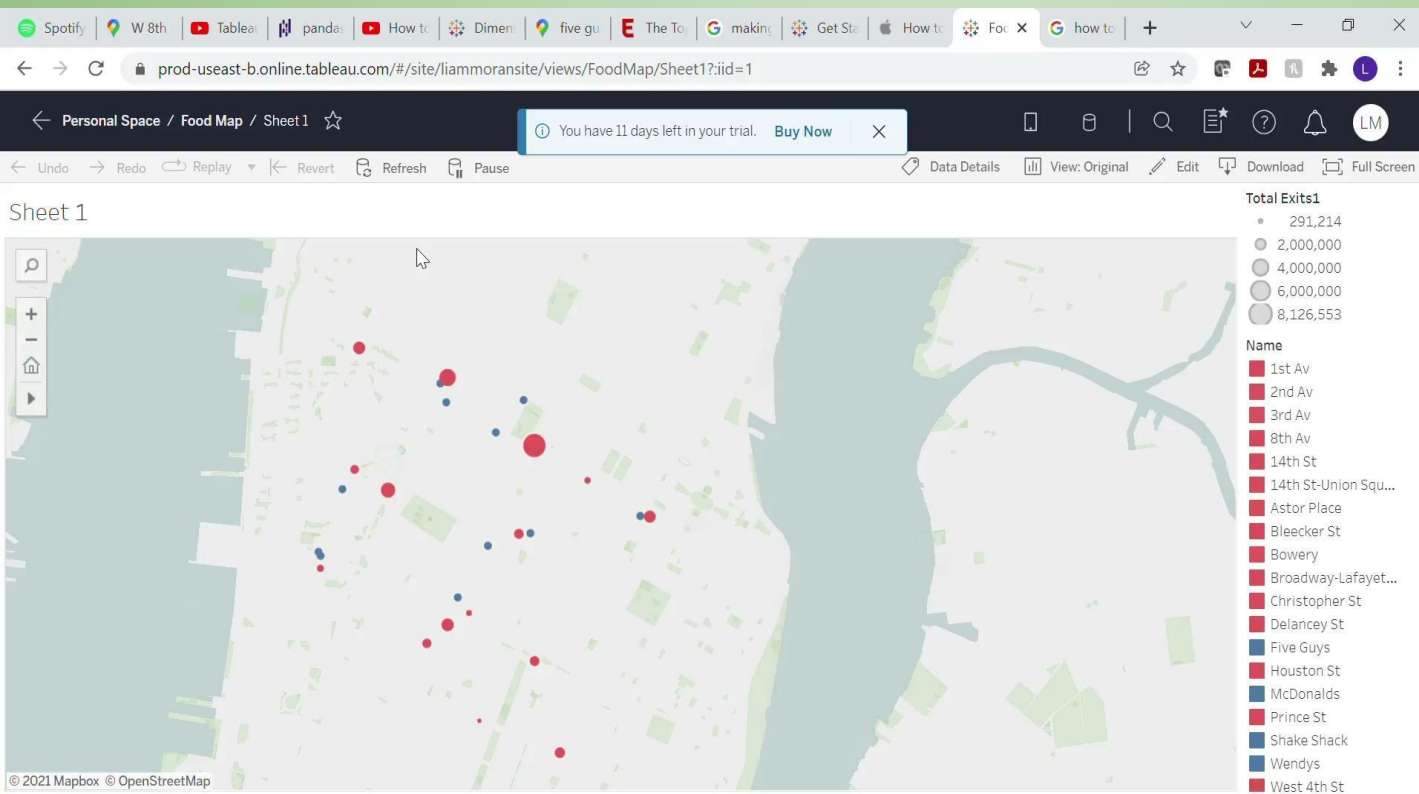
The next highest station total is also on 14 St, so the region between the two stops would have the most foot traffic.

Results



From this chart we can see that each weekday follows the same pattern and that the weekend has less traffic in this region. My conclusion is that many commuters are in this area, so the staffing should be the highest during lunchtime on weekdays.

Tableau



In between the Union Square and 14 St station we see a large amount of competitors.

W 4th St and B'Way

Lafayette are the third and fourth highest, are very close and have no competitors between them.

Conclusion

- In terms of the most foot traffic, a location between Union Square and the 14 St station would be the best choice.
- In terms of distance from competitors, building a location between the W 4th and Broadway Lafayette St would be the best.
- It is best to have the most people working at the restaurant during lunchtime on weekdays.