

MTA Turnstile Project Benson



Team Turnstile Jumpers

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Background

- Goal: Use data science to determine the best subway locations for WTWY's Street Team to solicit potential donors

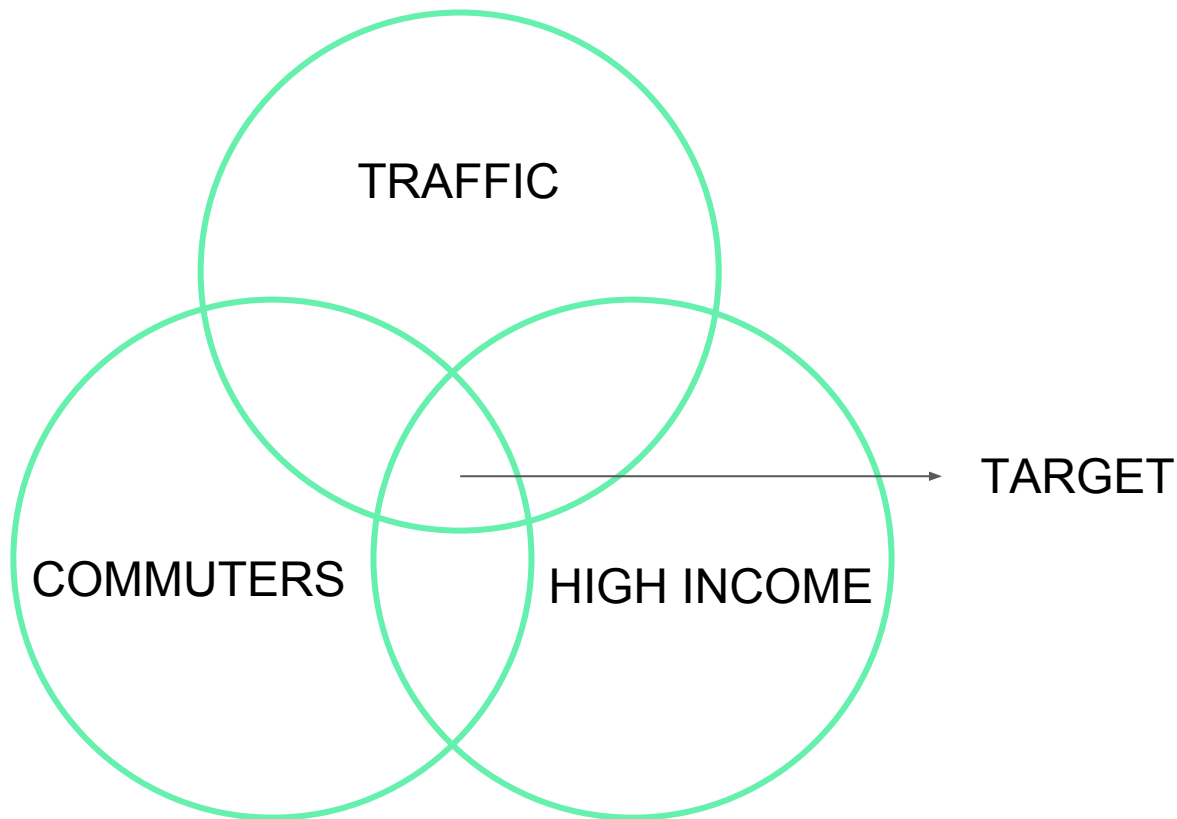


Data

- MTA Turnstile Data
- Google Maps API
- U.S. Census Income Data

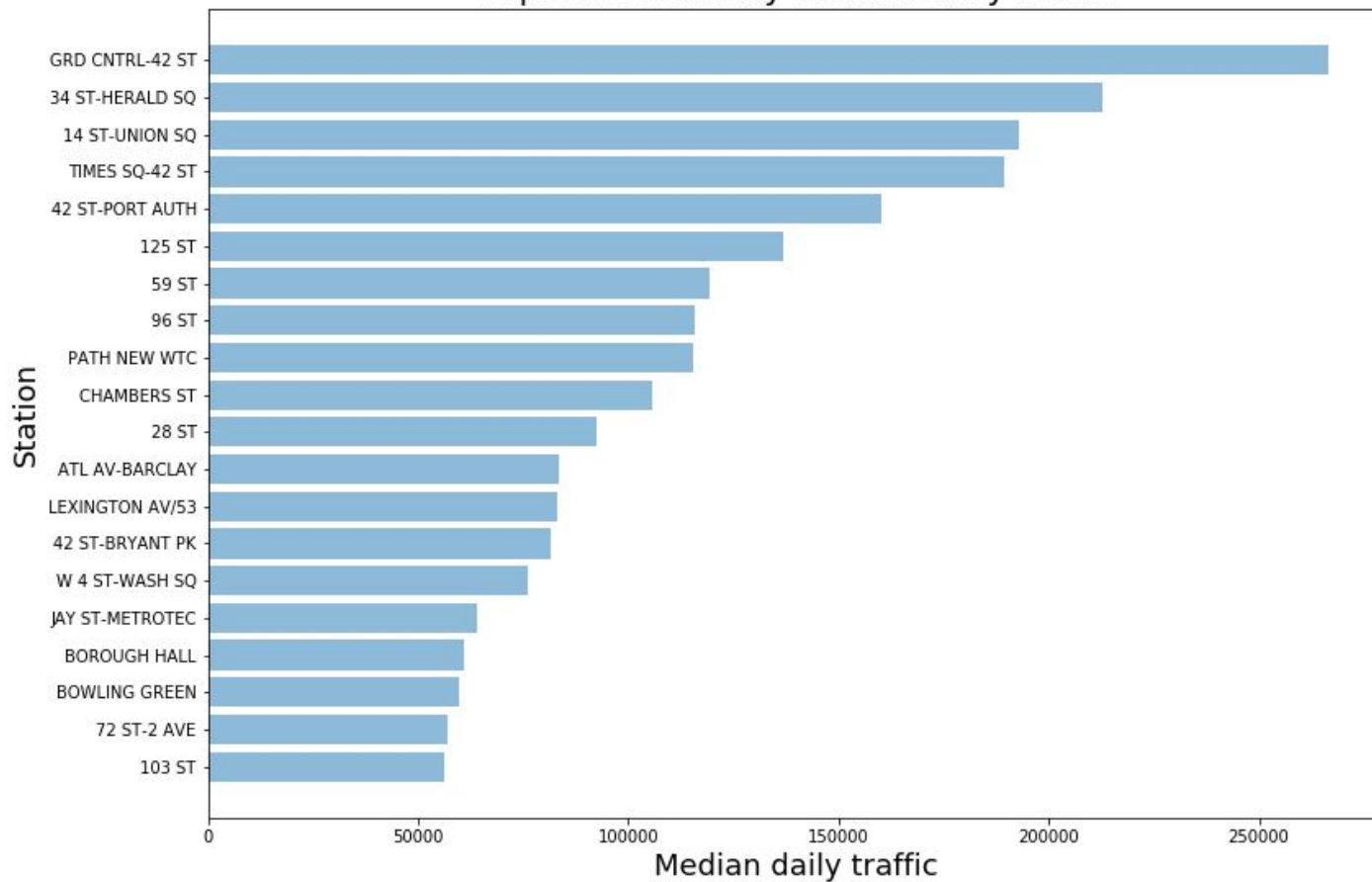


Methodology & Approach

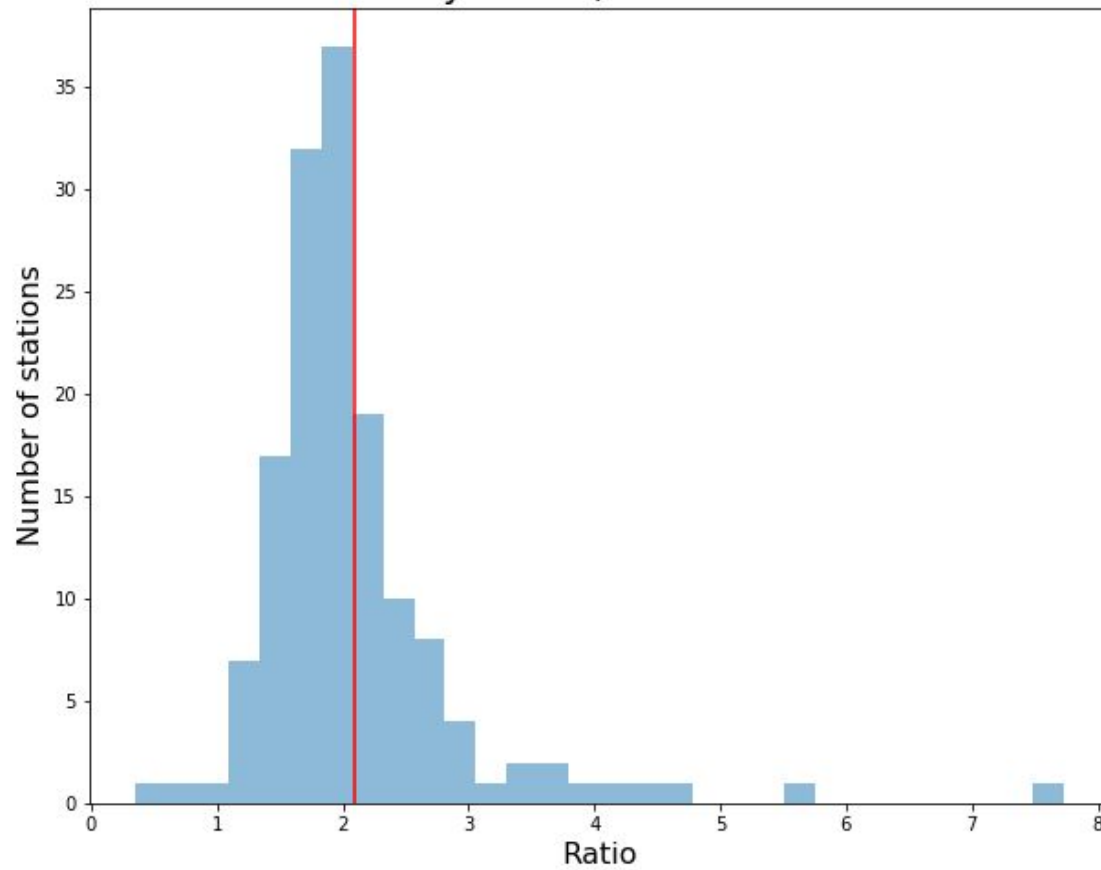


Results

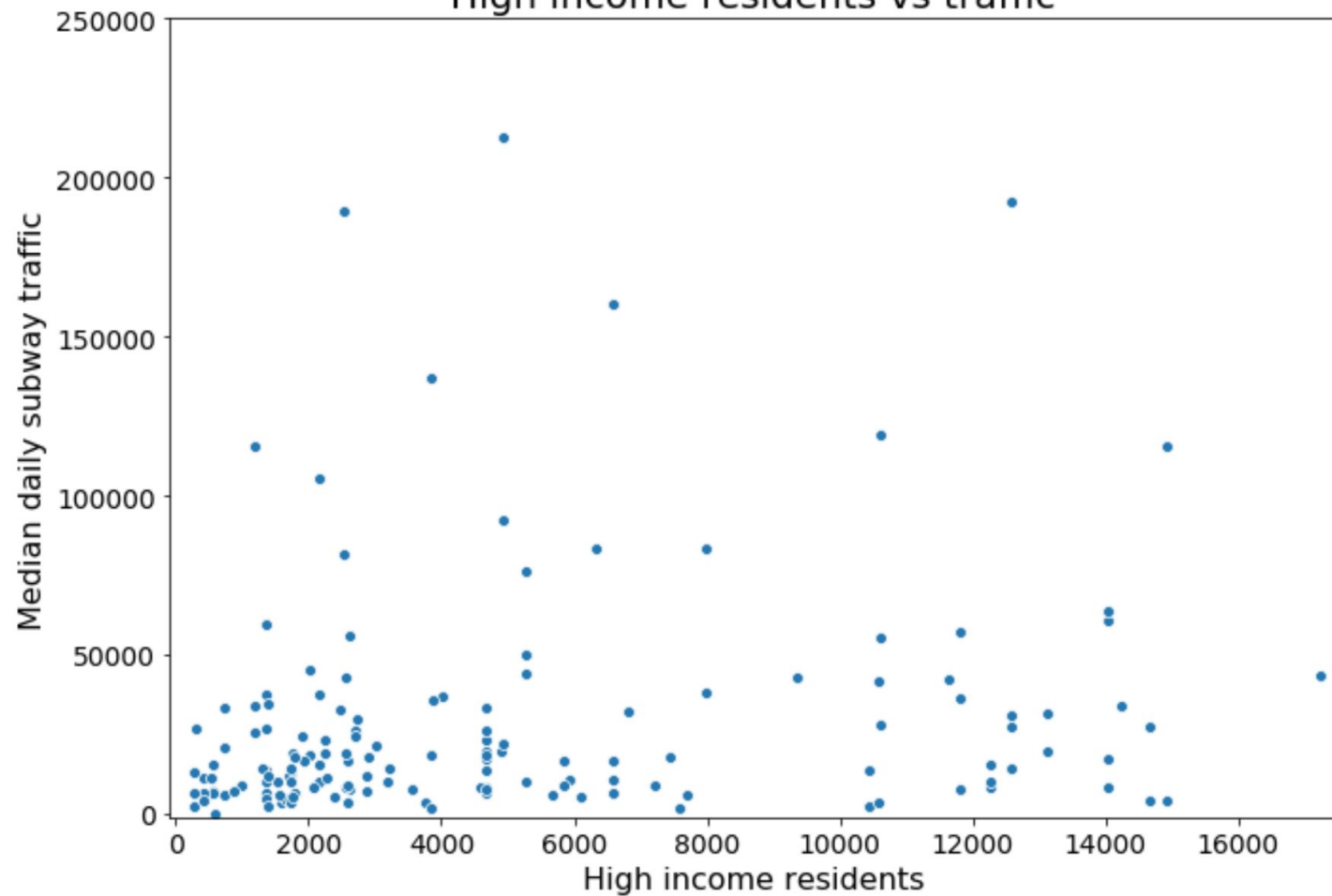
Top 20 stations by median daily traffic



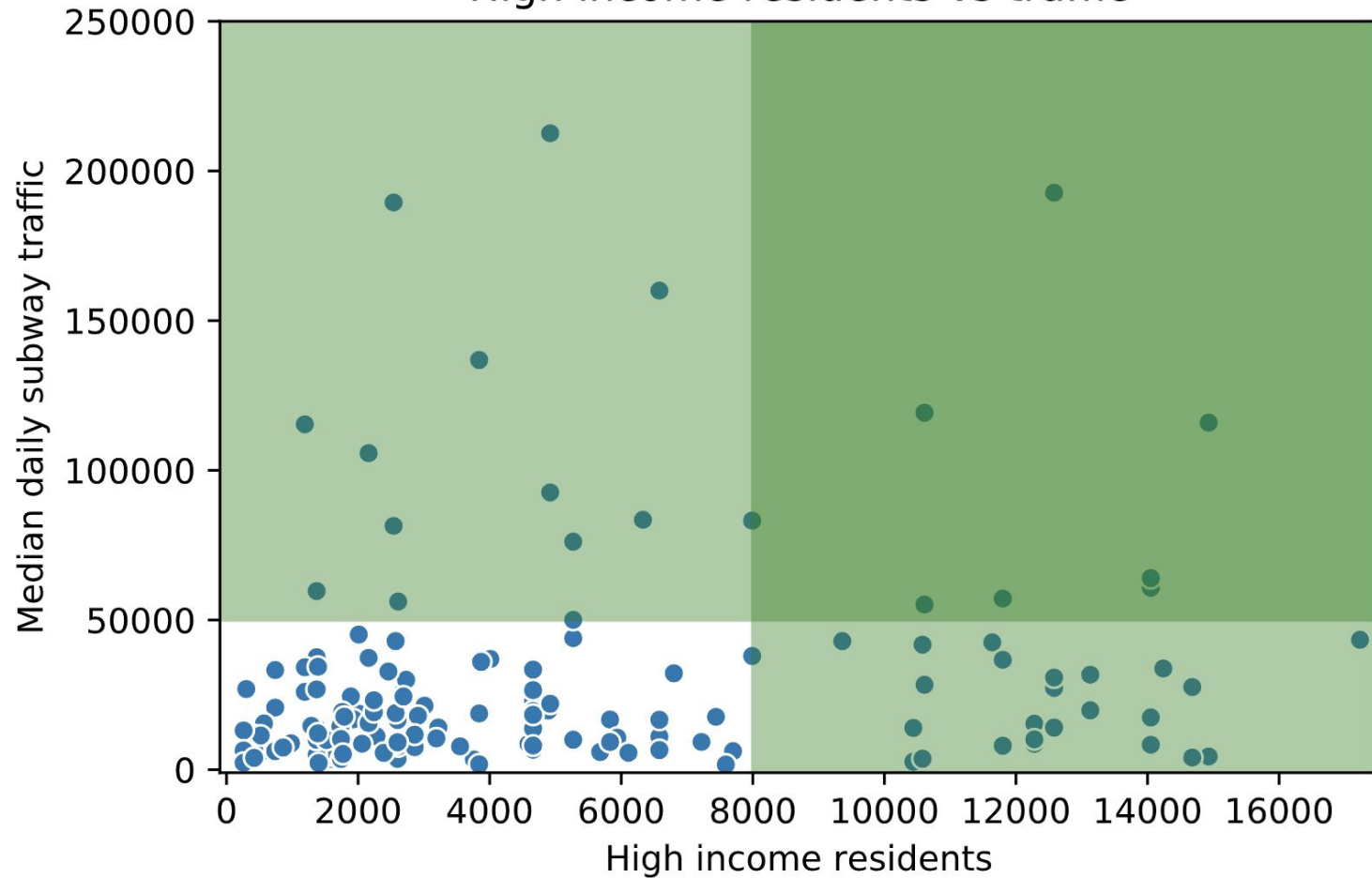
Weekday traffic / weekend traffic



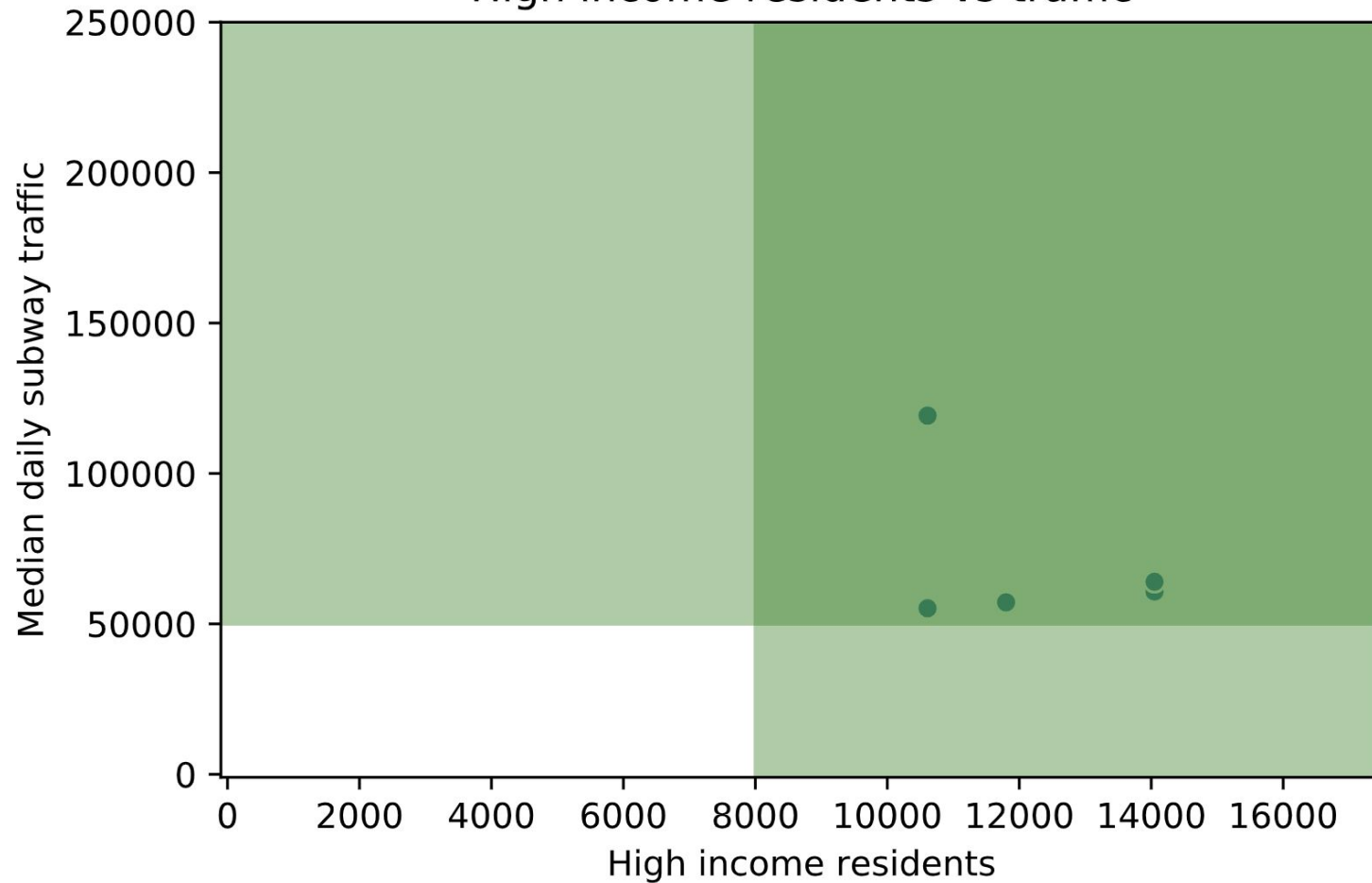
High income residents vs traffic



High income residents vs traffic



High income residents vs traffic



Recommended Stations



72nd St / 2nd Ave

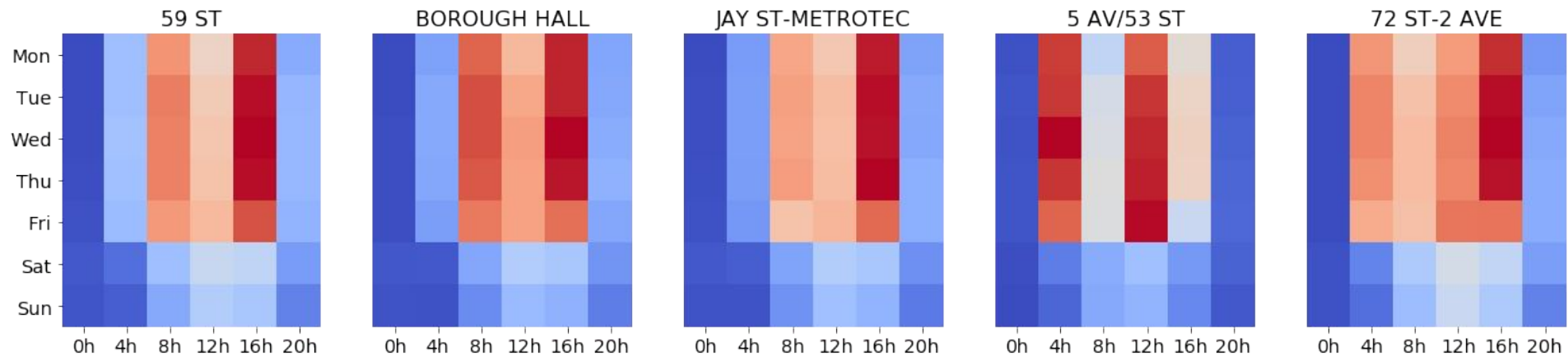
59th St

5th Ave / 53rd St

Borough Hall

Jay St - MetroTec

Daily/Hourly Traffic in Top Stations



Future Work

- Drill down further on income
- Look at entries/exits
- Create a “Tech Score”



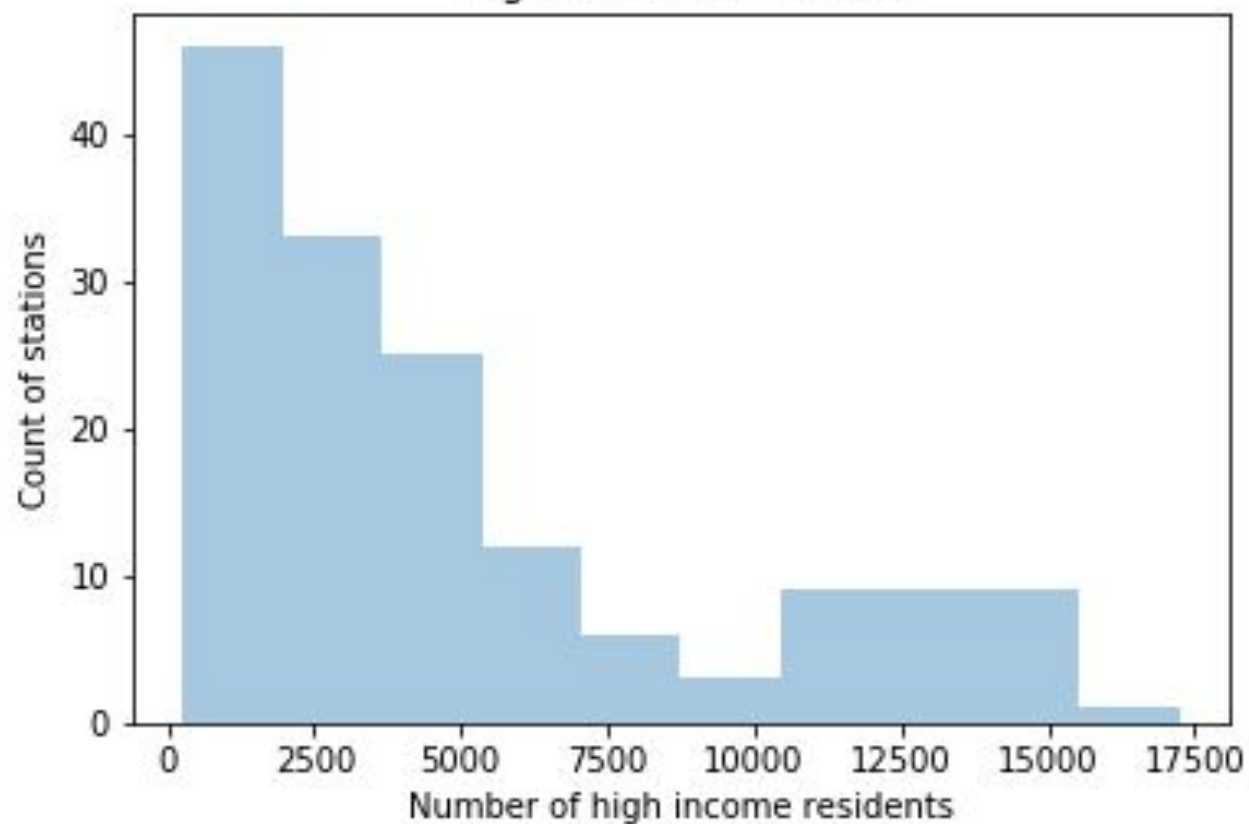


THANK YOU!

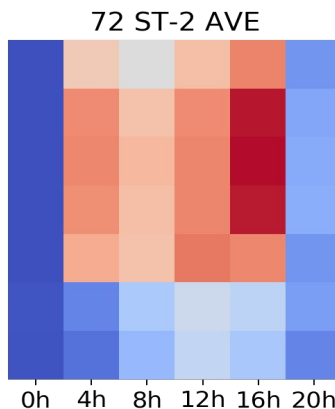
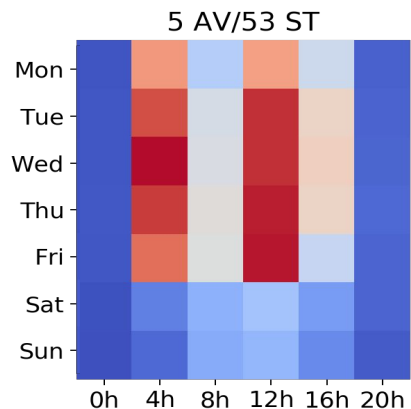
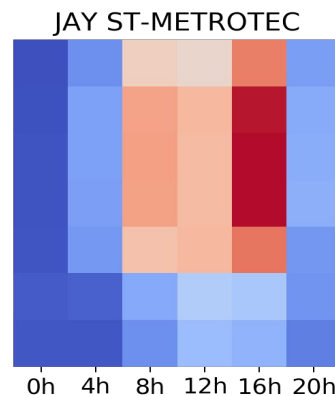
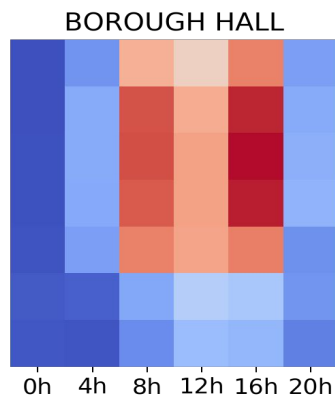
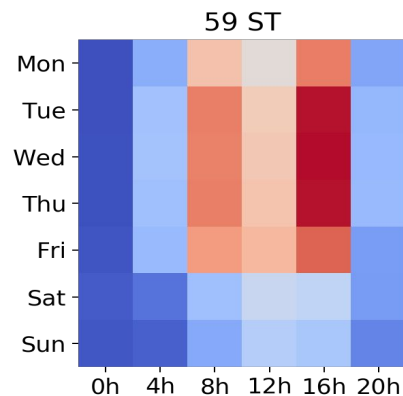
A black and white photograph of a long, dimly lit tunnel. The perspective is from the side of the tracks, looking down the length of the tunnel. The tracks curve gently to the left in the distance. The walls are made of concrete or stone, and the ceiling is low. A series of lights are visible along the left wall, creating a bright path that leads towards the end of the tunnel. The word "APPENDIX" is overlaid in large, white, sans-serif capital letters in the center of the image.

APPENDIX

High income residents



Daily/Hourly Traffic in Top Stations



sum of traffic over all data

Daily/Hourly Traffic in Top Stations

