New York

MTA Turnstile Project Benson

Team Turnstile Jumpers

- Kendra Frederick
- Brenner Heintz
- Hiranya Kumar
- Luke Tibbott

Background

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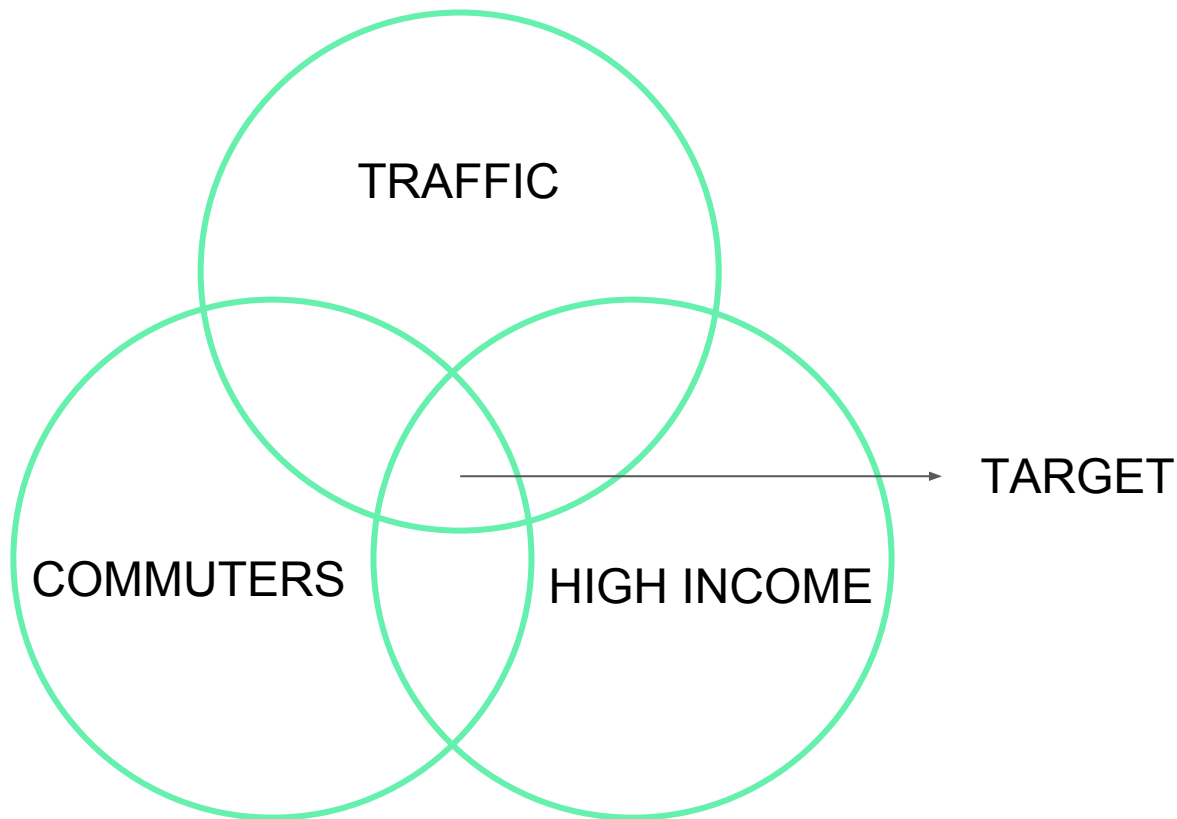
Data

- MTA Turnstile Data
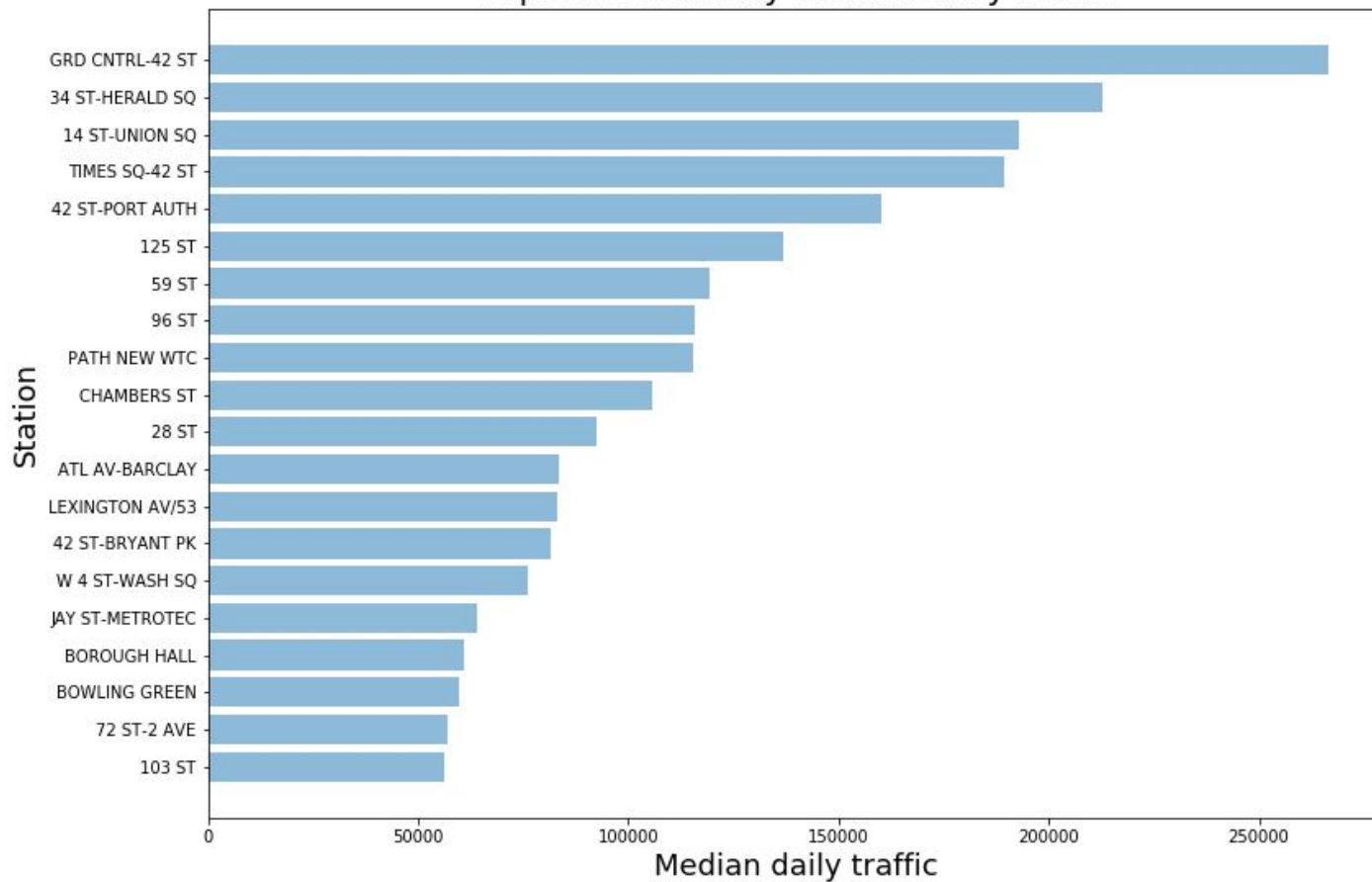
- Google Maps API

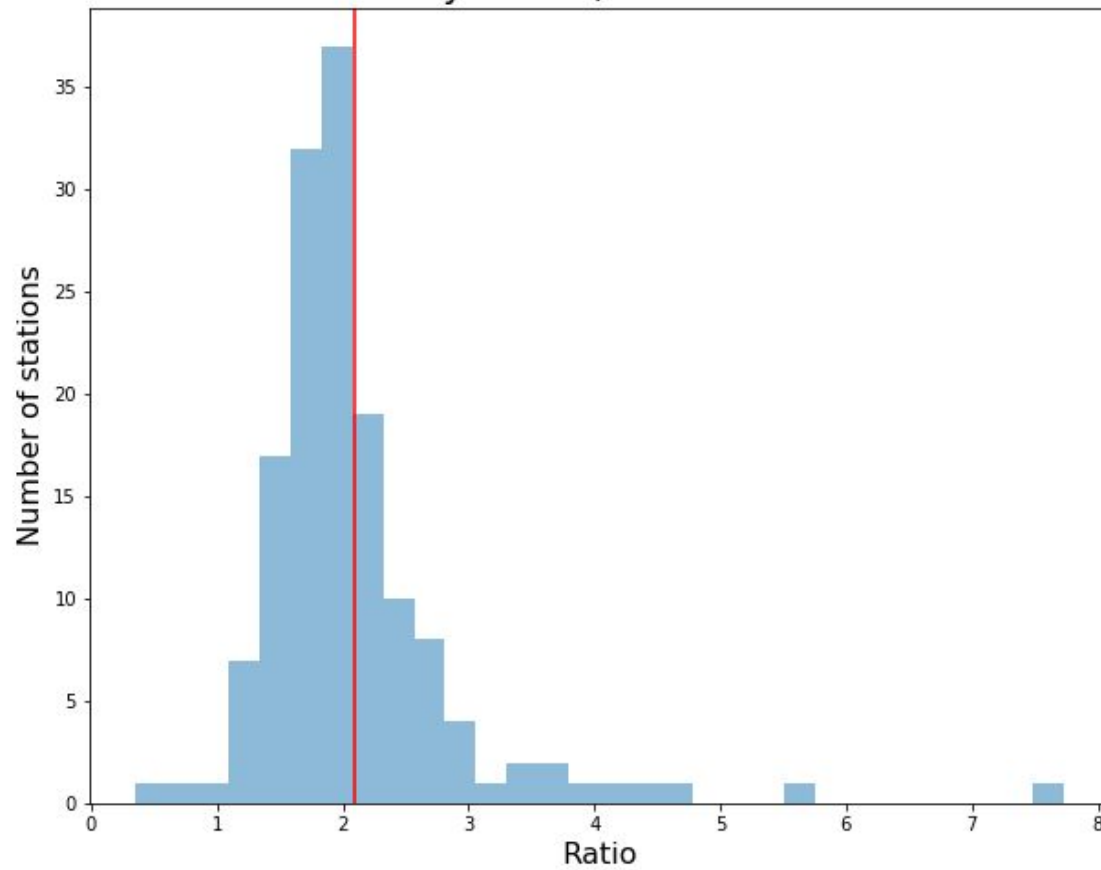- U.S. Census Income Data

Methodology & Approach
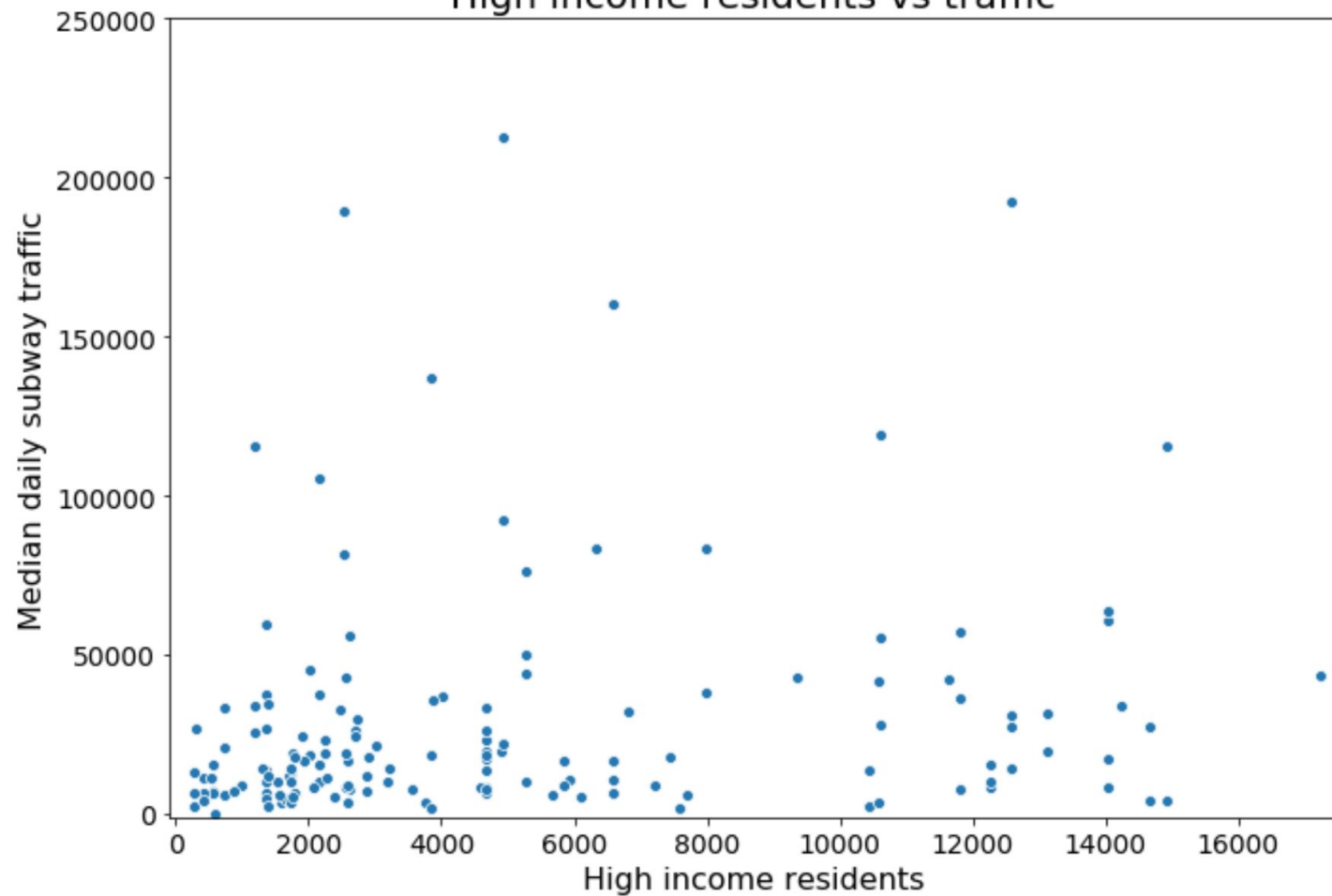
Results

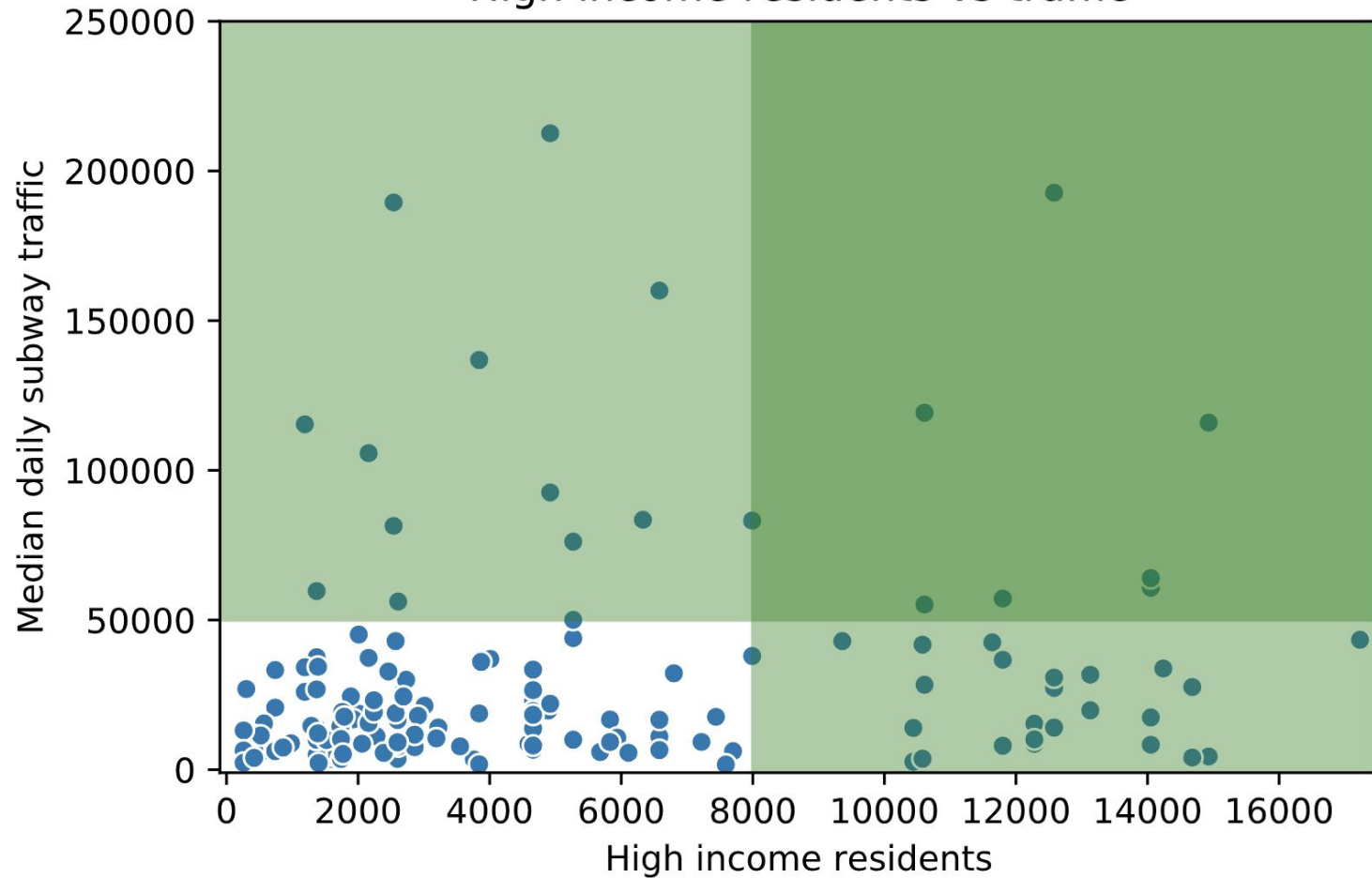Top 20 stations by median daily traffic
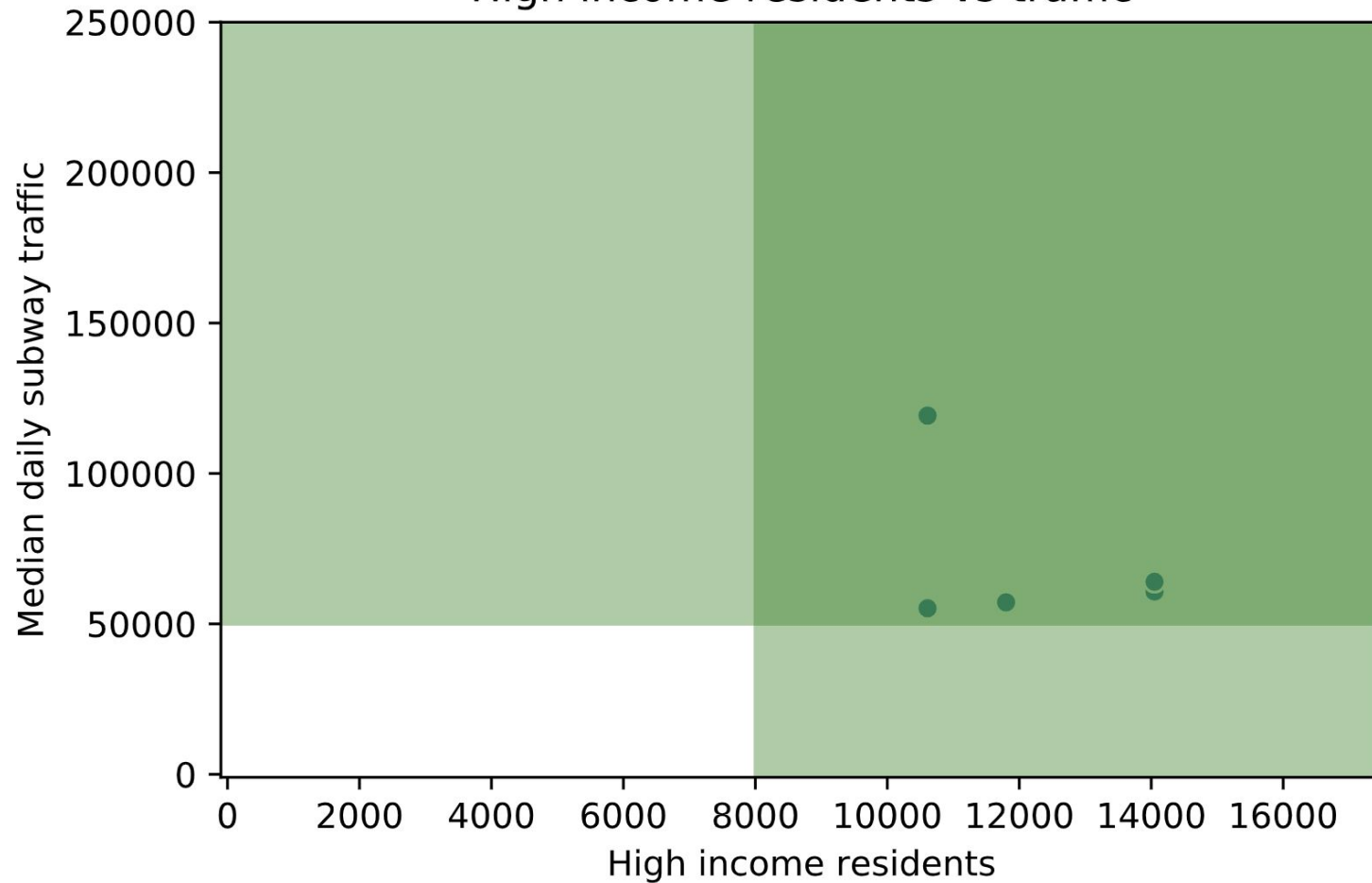
Weekday traffic / weekend traffic

High income residents vs traffic

High income residents vs traffic

High income residents vs traffic

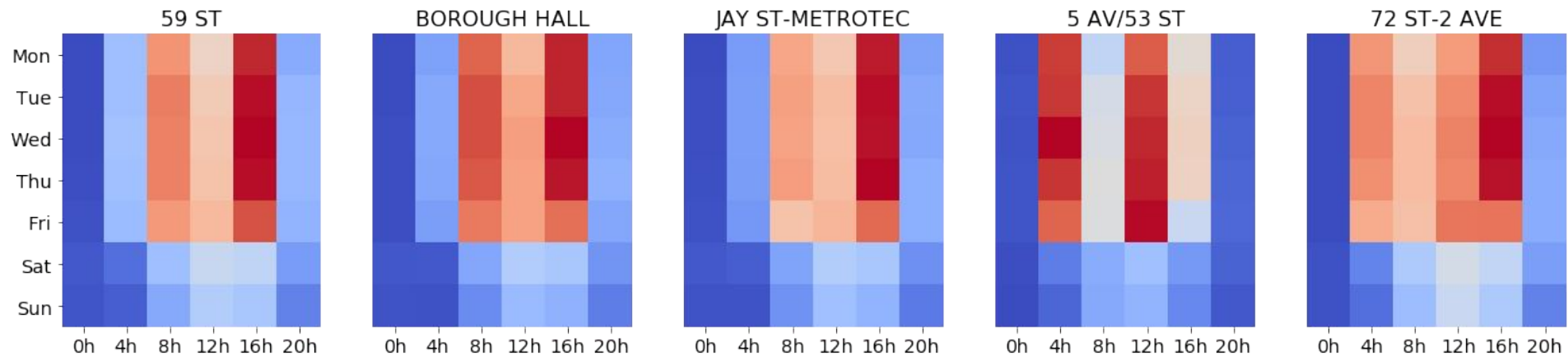# Recommended Stations

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

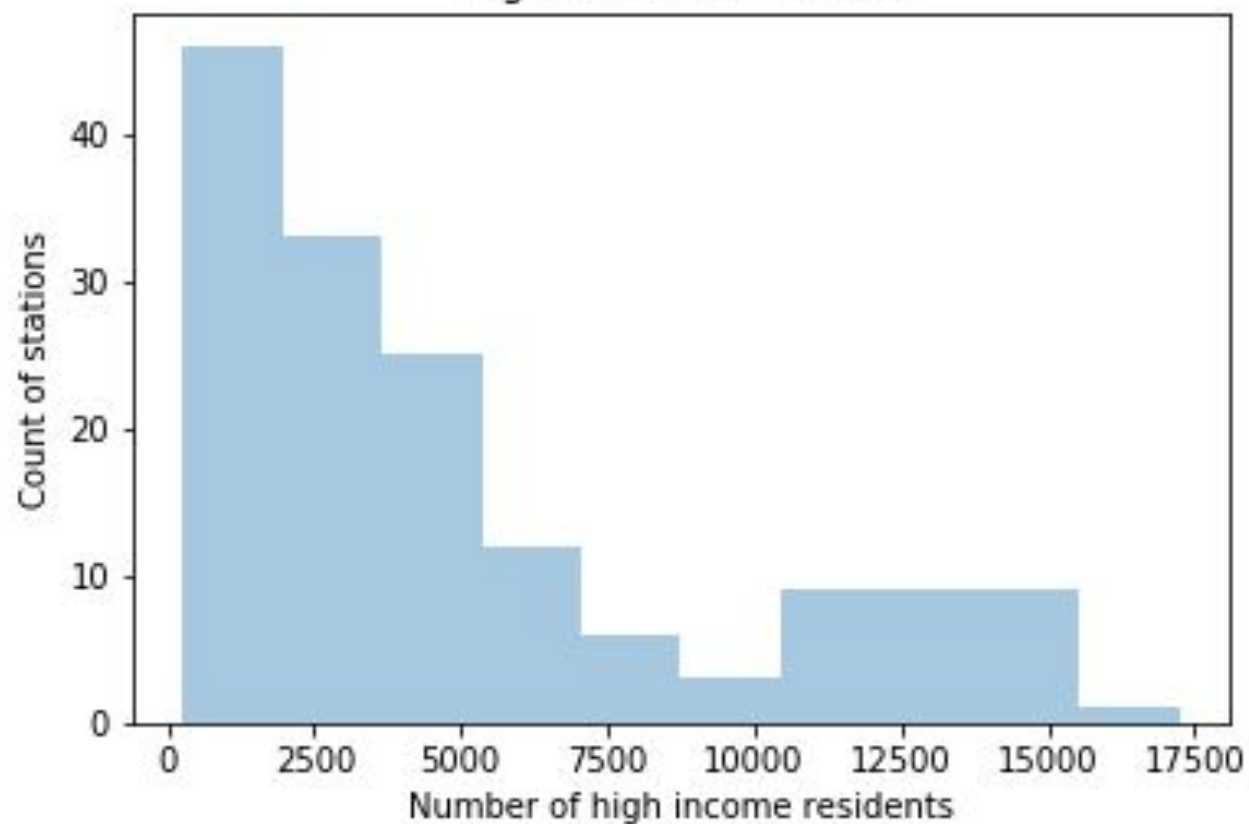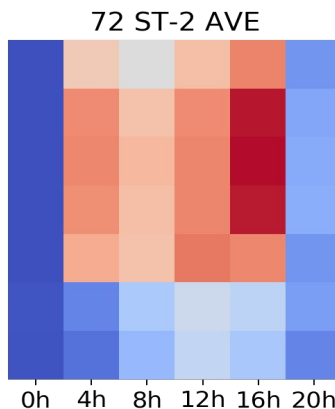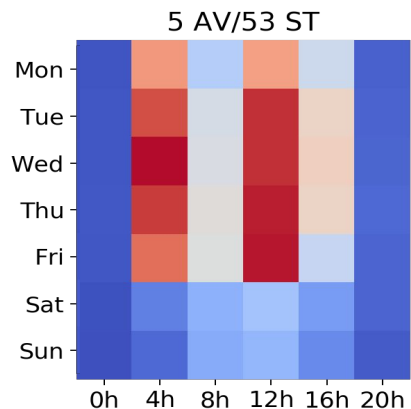- Look at entries/exits
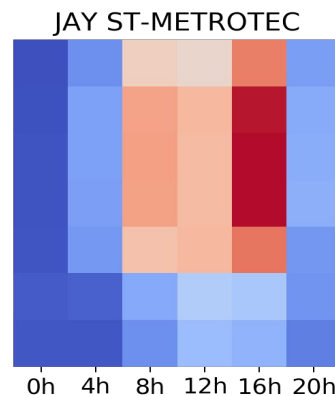
- Create a "Tech Score"

THANK YOU!

APPENDIX

High income residents

Daily/Hourly Traffic in Top Stations
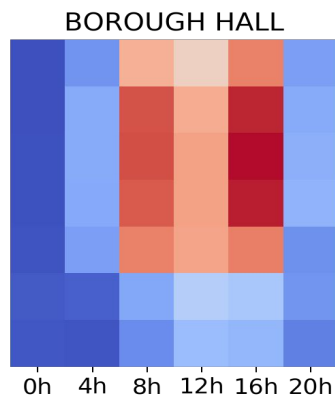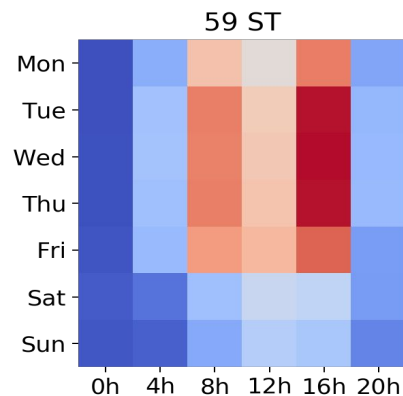
sum of traffic over all data

Daily/Hourly Traffic in Top Stations

Stations with Most Traffic