



**Street Team Placement for Maximum Gala Attendance**

**Introduction**

**Motivation**:

wants to invite visitors to annual gala but has limited resources available

**Objective :**

Use MTA turnstile data to determine optimal times/locations for street team placement at subway stations

**Goals :**

1-Determine stations/areas with highest density of foot

traffic over several timescales

2- Provide recommendations regarding where to place

street teams for peak public interaction and gala site

**Methodology :**

1- Exploratory Data Analysis: visualizations of variable distributions, summary statistics (count, mean, sum), split-apply-combine methods

2-Data: Past two months of NYC MTA turnstile data

3-Metrics: Total Traffic (Entries + Exits) by turnstile, station

date, day of week, time, and location

**Tools :**

pandas, matplotlib, seaborn, folium

**Recommendations**

Better to have multiple teams at busiest stations than

spread out; focus efforts on Manhattan and Bay Ridge areas

Prioritize Weekdays over Weekends, especially mid-week

Midday for peak station exit, late afternoon/early evening

for peak entry

Gala likely to attract the most people if held in Manhattan