



Brunch Cart in the NYC Financial District

Finding the Best Brunch Cart Spot

Med C. Billian

Where is it best to operate a Food Cart in the NYC Financial District?

- A friend, who had recently closed her restaurant in NYC because of the COVID pandemic, is planning to start a Brunch Cart in the Financial District on weekdays from 10am to 3pm.
- The goal is to help create a business operations plan, that will focus on which locations are best for the brunch cart.



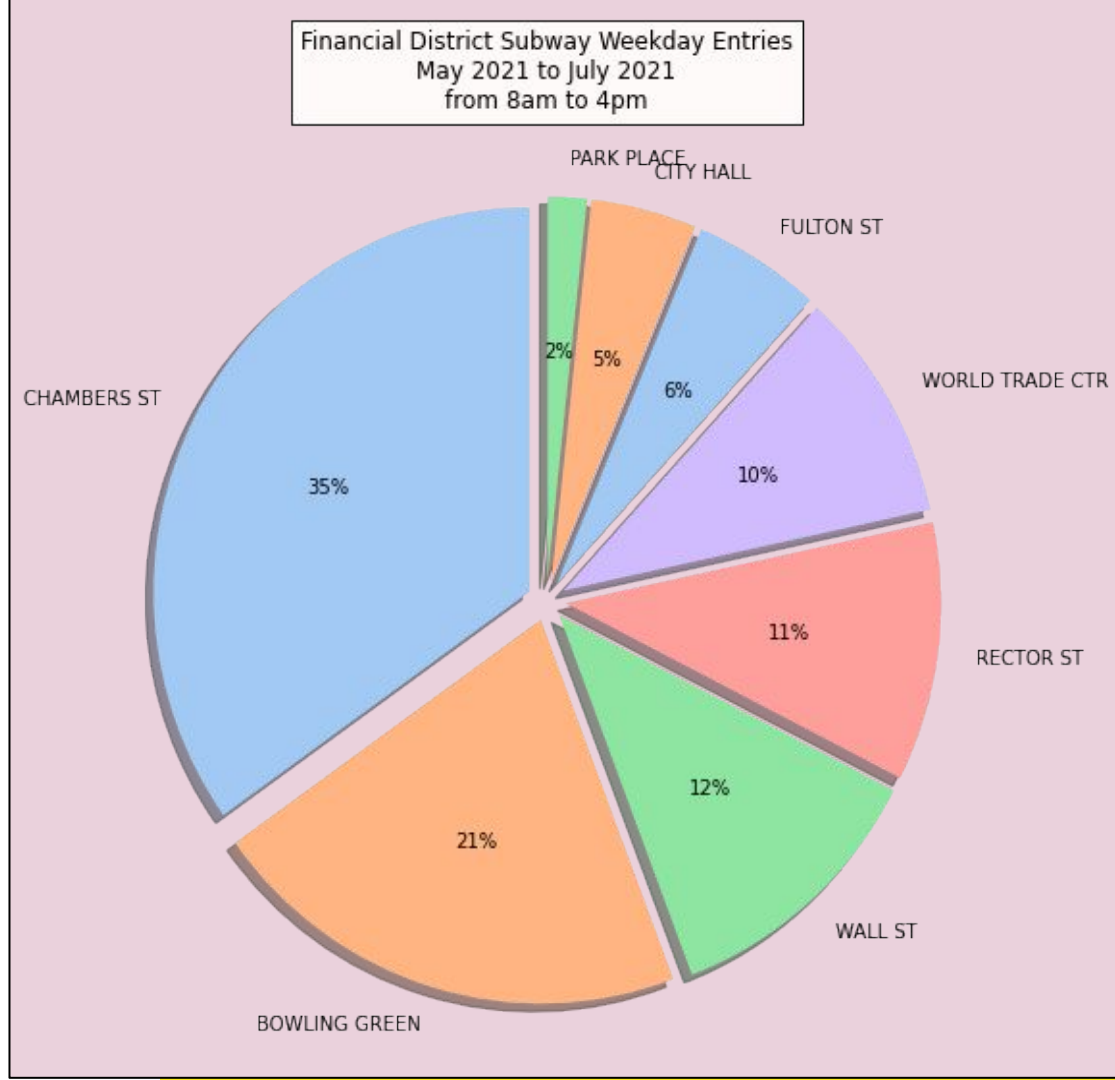
How do we do achieve this goal?

- Explore MTA Turnstile Data
 - May 2021 – July 2021
 - Weekdays
 - 8am, 12pm, and 4pm records
- List of Financial District Subway Stations:
 - BOWLING GREEN
 - WALL ST
 - CHAMBERS ST.
 - PARK PLACE
 - WORLD TRADE CTR
 - CITY HALL
 - RECTOR ST.
 - FULTON ST.
- From 3M to 40K rows

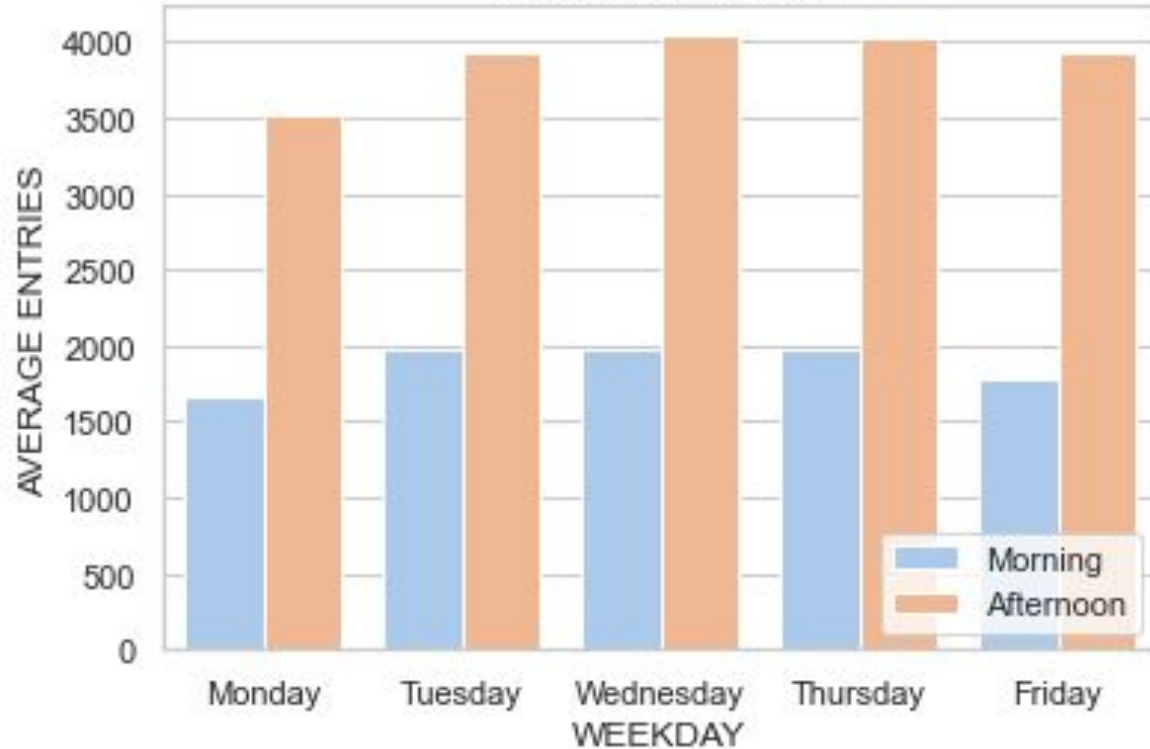


Which subway station(s) in the Financial District has the highest foot traffic during weekdays?

Chambers St. subway station takes the slice of the pie!



CHAMBERS ST
May 2021 to July 2021



**Which brunch weekdays
(and times) has the most
foot traffic in Chambers
St. subway station?**

HUMP DAY!



KEY TAKEAWAYS:

- Chambers St subway station has the most foot traffic among the other subways stations in the NYC Financial District.
- Afternoon Brunch period generally has more foot traffic than Morning Brunch period.
- Middle of the week days (Tuesday, Wednesday and Thursday) have more foot traffic than Monday and Friday.

MORE QUESTIONS!

- What do these key points mean for the Brunch Cart?
- Should she also look into Bowling Green and Wall St. locations?
- Should she focus more on Lunch food cart more than a Brunch cart?
- Will the foot traffic be different for the different seasons?



Data Source:


<http://web.mta.info/developers/turnstile.html>

Other References:

https://en.wikipedia.org/wiki/Financial_District,_Manhattan

<https://www.freeimages.com/>

Thank You

A close-up photograph of a silver and black ballpoint pen writing the words "Thank You" in cursive on a piece of light-colored, textured paper. The pen is positioned at the end of the word "You", with its tip touching the paper.