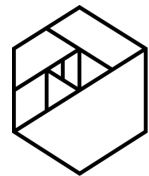


NYC MTA DATA



METIS

YOUR ASK

— — —

To find the best way to **maximize** the use of street teams to gather **emails from** people in **MTA stations** for the **WTWY Gala** event this summer.

BACKGROUND

— — —

472 stations

1.7B Riders

MAJOR COMPANIES IN YOUR BACKYARD



J.P.Morgan



verizon✓

ABM Industries
Icahn Enterprises

Pfizer
Philip Morris
Omnicom Group



MAJOR TECH COMPANIES

amazon



GRUBHUB

Bloomberg
Squarespace

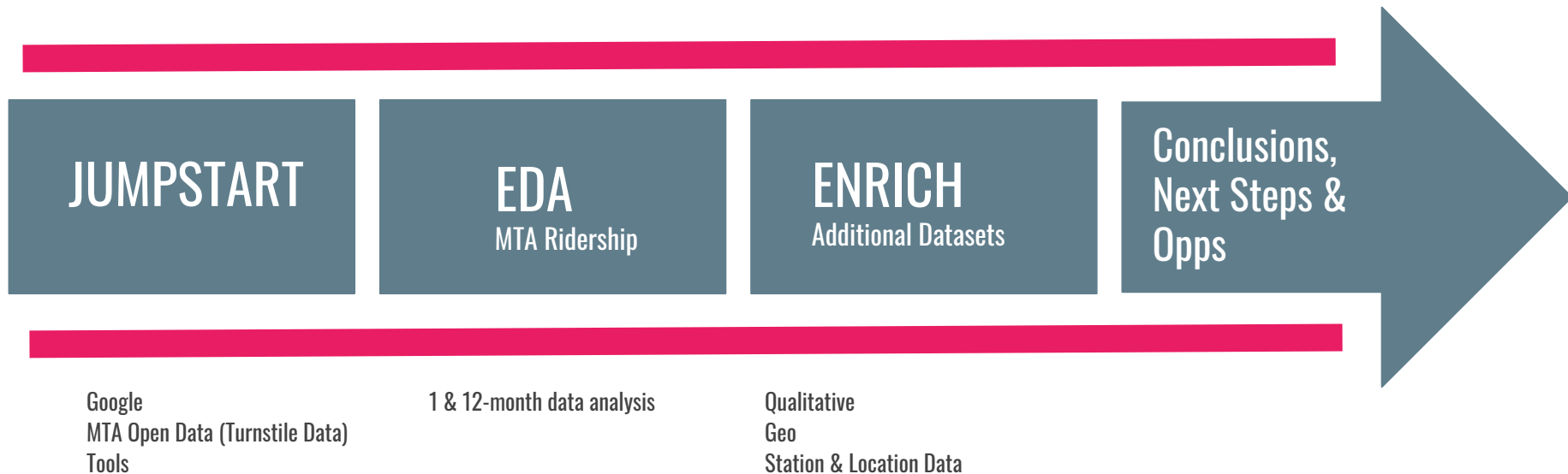
Flatiron Health
Motivate LLC

Oscar



OUR APPROACH

— — —



CONCLUSIONS

— — —

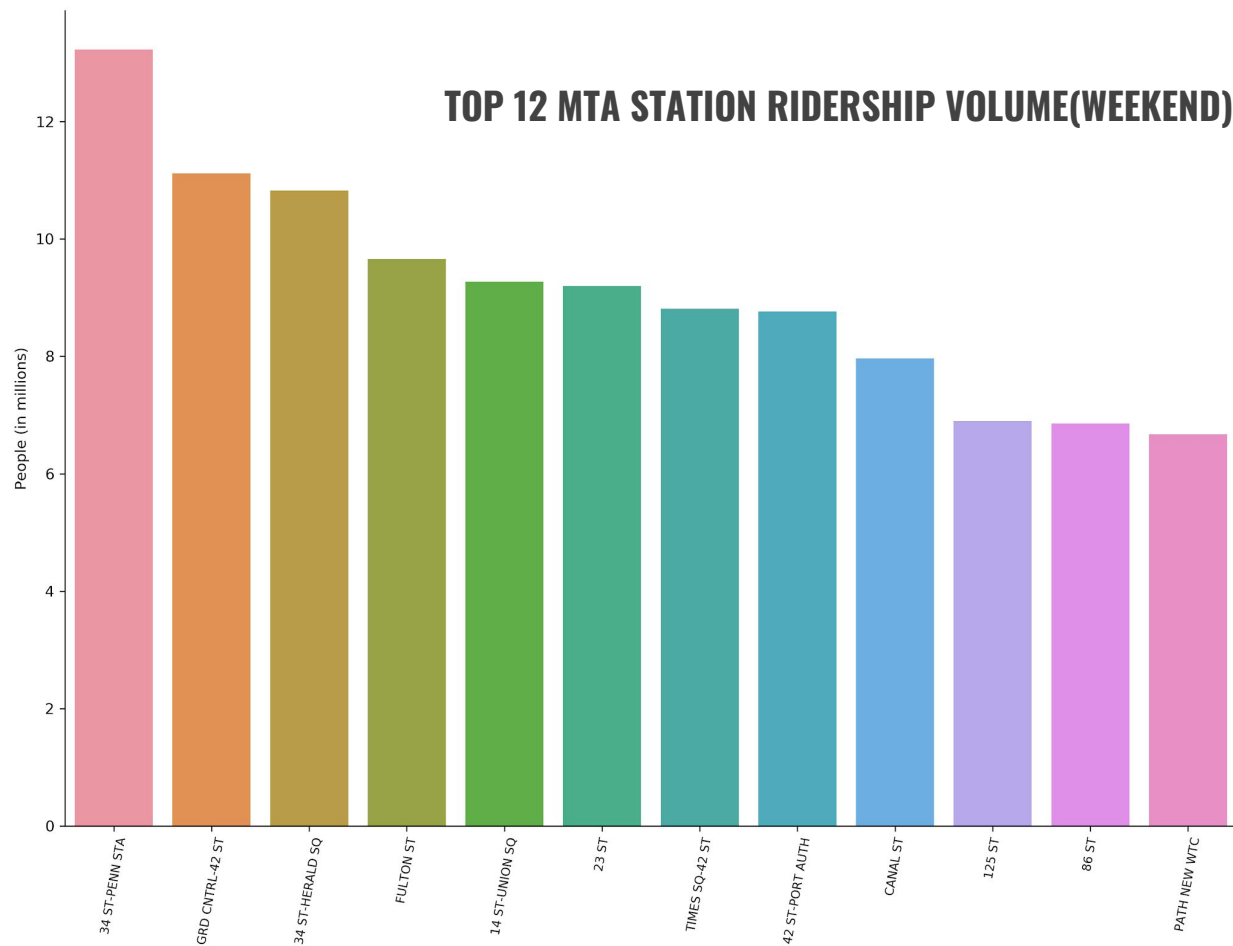
Relying on one source of Data alone is unreliable

Don't Underestimate Existing Tech Companies

Casting a wide net vs Honing in on a Demographic

RESULTS

— — —



RESULTS

- 23 Street Station
- Pennsylvania Station
- Grand Central Terminal
- 34 St - Herald Sq Subway St...
- 14 Street - Union Sq Station
- W 42nd St & Port Authority T...
- MTA Times Square 42nd St. ...
- Fulton Street Subway Station
- MTA Overpass
- Canal St Subway Station
- World Trade Center



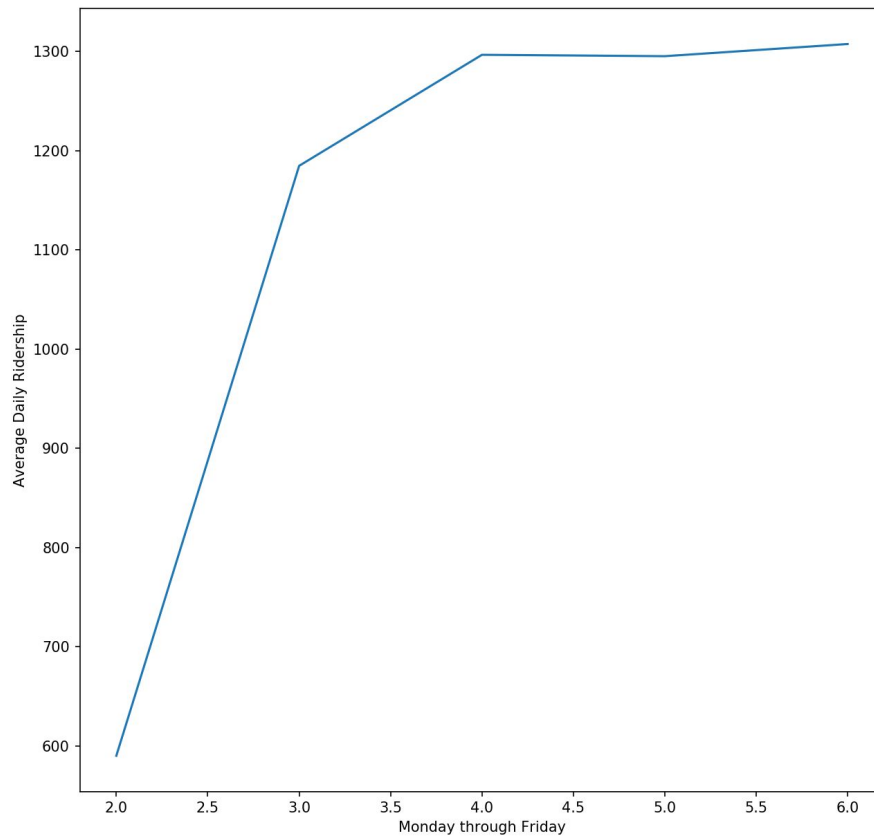
RESULTS

— — —

Friday?

Monday?

DAILY RIDERSHIP AVERAGE



WHAT MAKES US EXCITED

— — —

Deeper Data Analysis on prior attendees (Demographic)

Real-time Interactive Heatmap

Weekday vs. Weekend Ridership

Compare & Correlate Greater Metro Area + Commuters

Deep-dive

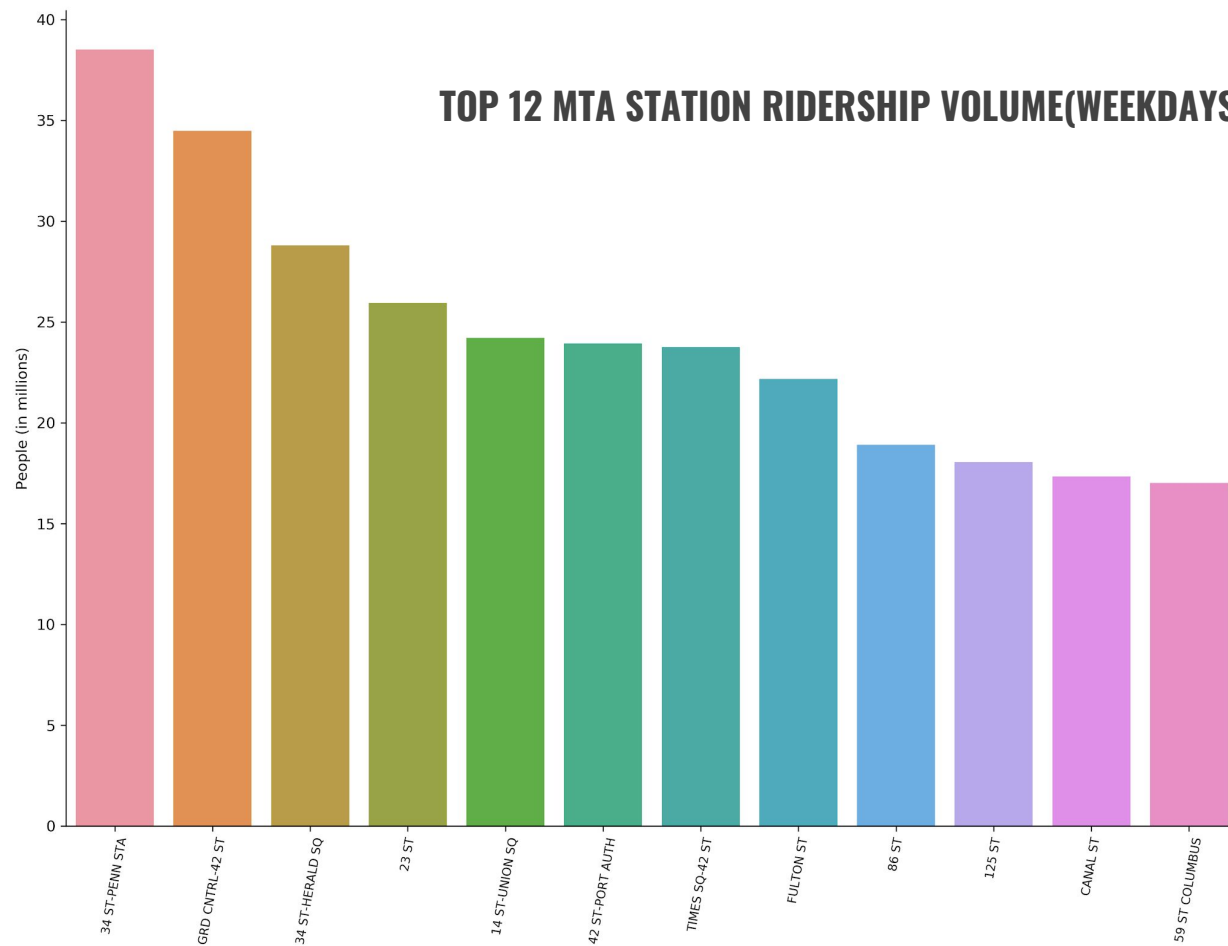
THANK YOU



RESULTS

— — —

TOP 12 MTA STATION RIDERSHIP VOLUME(WEEKDAYS)



RESULTS

— — —

