

Where should I perform as a street artist?

An analysis of MTA turnstile

Data between May 21 and Nov 2021

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WHERE TO PERFORM

Client: Street Artists

Client's Need: Make the most of time by maximizing profits thanks to talented work. Be at the right place at the right time.

Solution: Analyze & visualize recent MTA Turnstile data to

- Find the overall busiest stations.
- Find day with highest traffic per station*
- Find time period of day with highest traffic per station



METHODOLOGY



1

Find most popular Manhattan stations by turnstile entries



2

Find the busiest stations per day



3

Find the busiest stations per hour



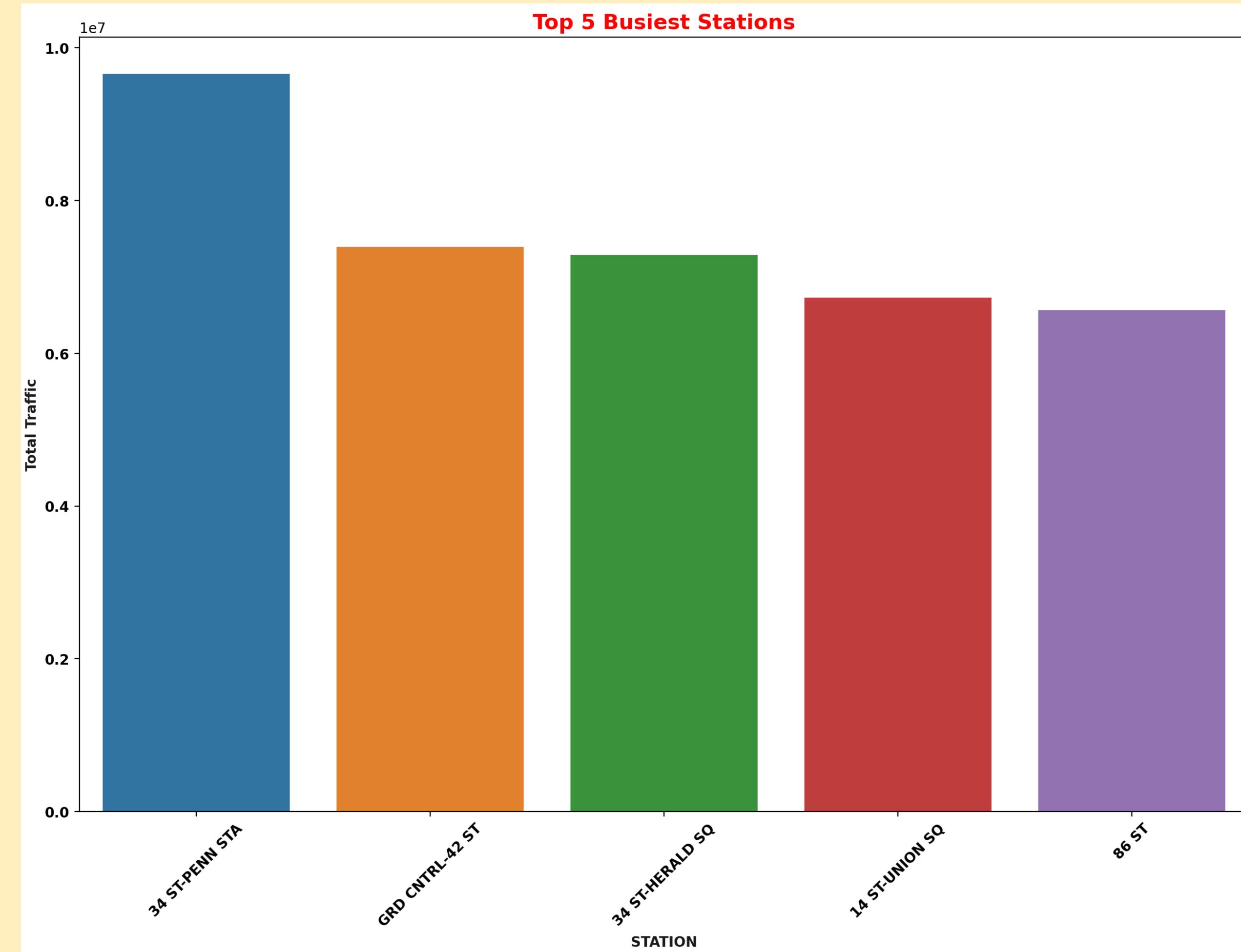
4

Analyze where should the street artist perform.



Top Stations by Entry

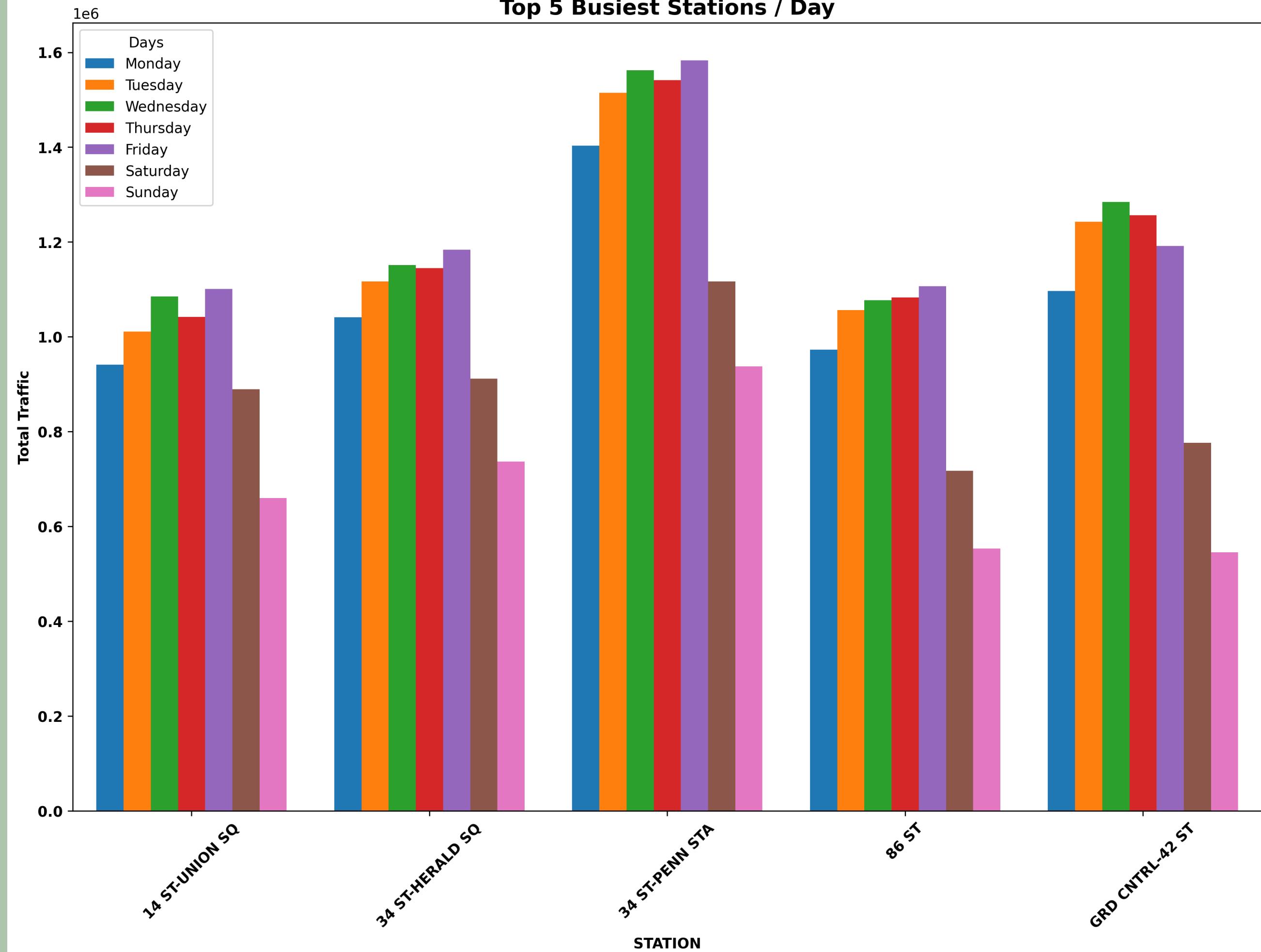
- 1 34 ST-PENN STA
- 2 GRD CNTRL-42 ST
- 3 34 ST- HERALD SQ
- 4 14 ST- UNION SQ
- 5 86 ST



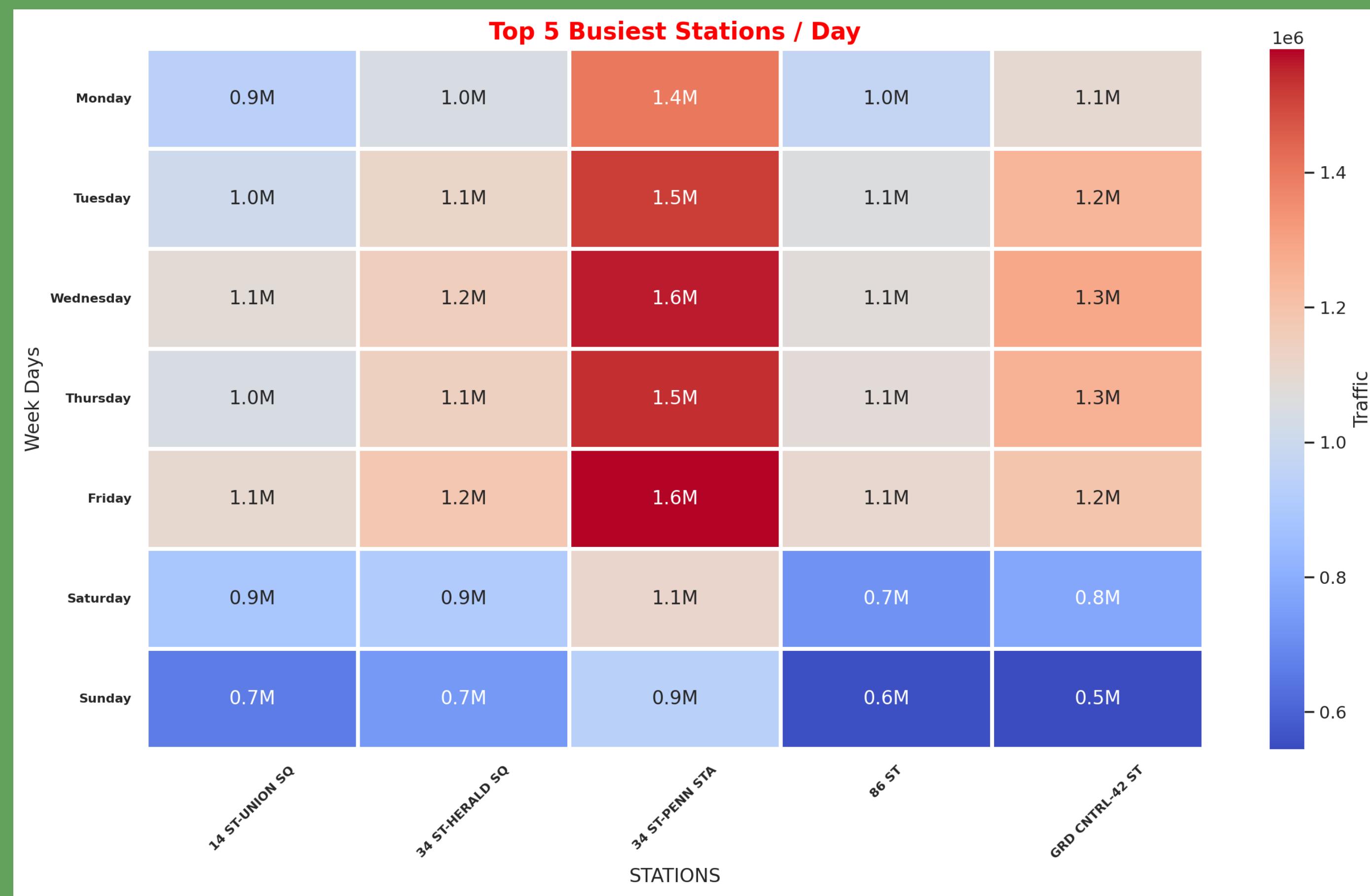
Top 5 Busiest Stations Per Day



Top 5 Busiest Stations / Day



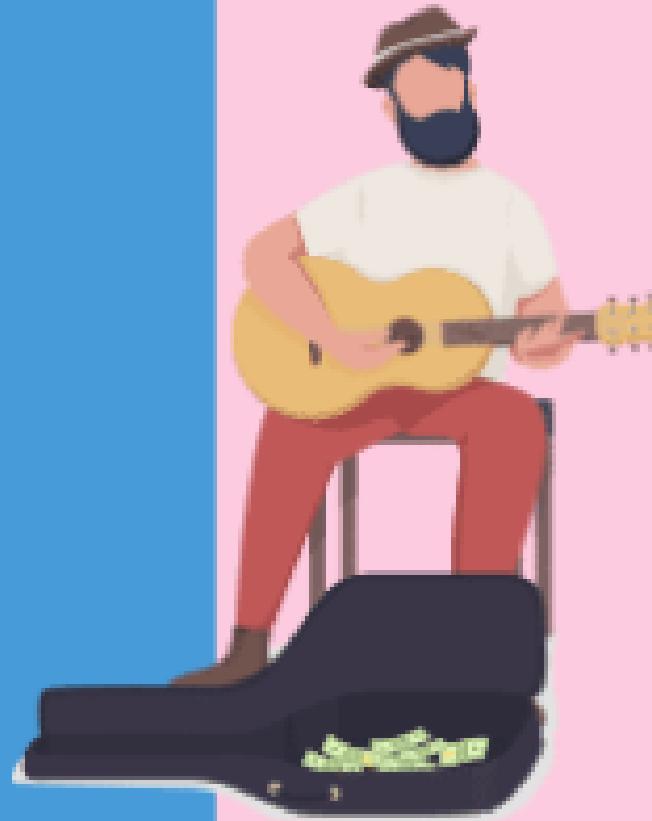
Heatmap for per Day



FINAL RECOMMENDATION

- I suggest that the street artist should perform at any of the top 5 stations selected except Saturday and Sunday on which of the days have the lowest foot traffic.

- Data needs further investigation as we have seen some irregularities in the station business.



THANK
YOU

