

NYC SUBWAY EXPLORATORY DATA ANALYSIS

BERFİN OKÇU





WOMEN YES WOMEN TECH ASSOCIATION GALA

**June 6th 2024
SATURDAY**

**HOTEL
MANHATTAN**

TARGETS



Creating a street team of 5 people to reach suitable participants for the association gala



Data research about optimum location and time to ensure that the street team reaches the highest number of participants



METHODOLOGY



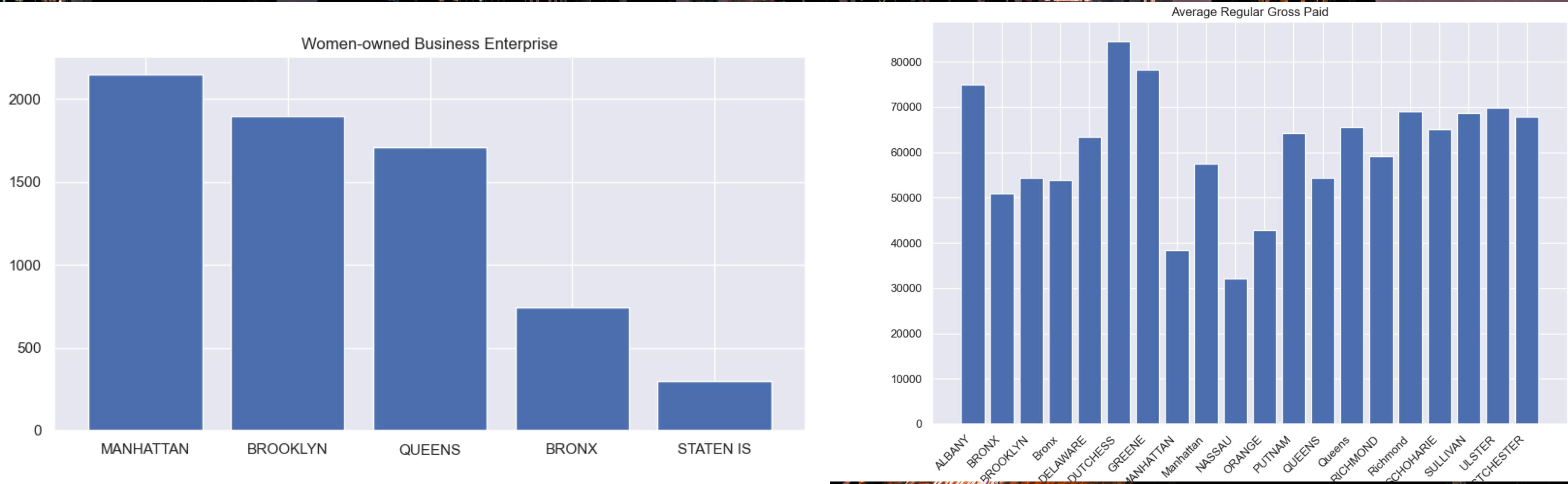
- 01** Accessing MTA open source data for New York subway lines
- 02** Analyzing open source data with pandas in Jupyter Notebook environment
- 03** Visualizing the analysis results using matplotlib and seaborn libraries and take actions towards the target



METHOD

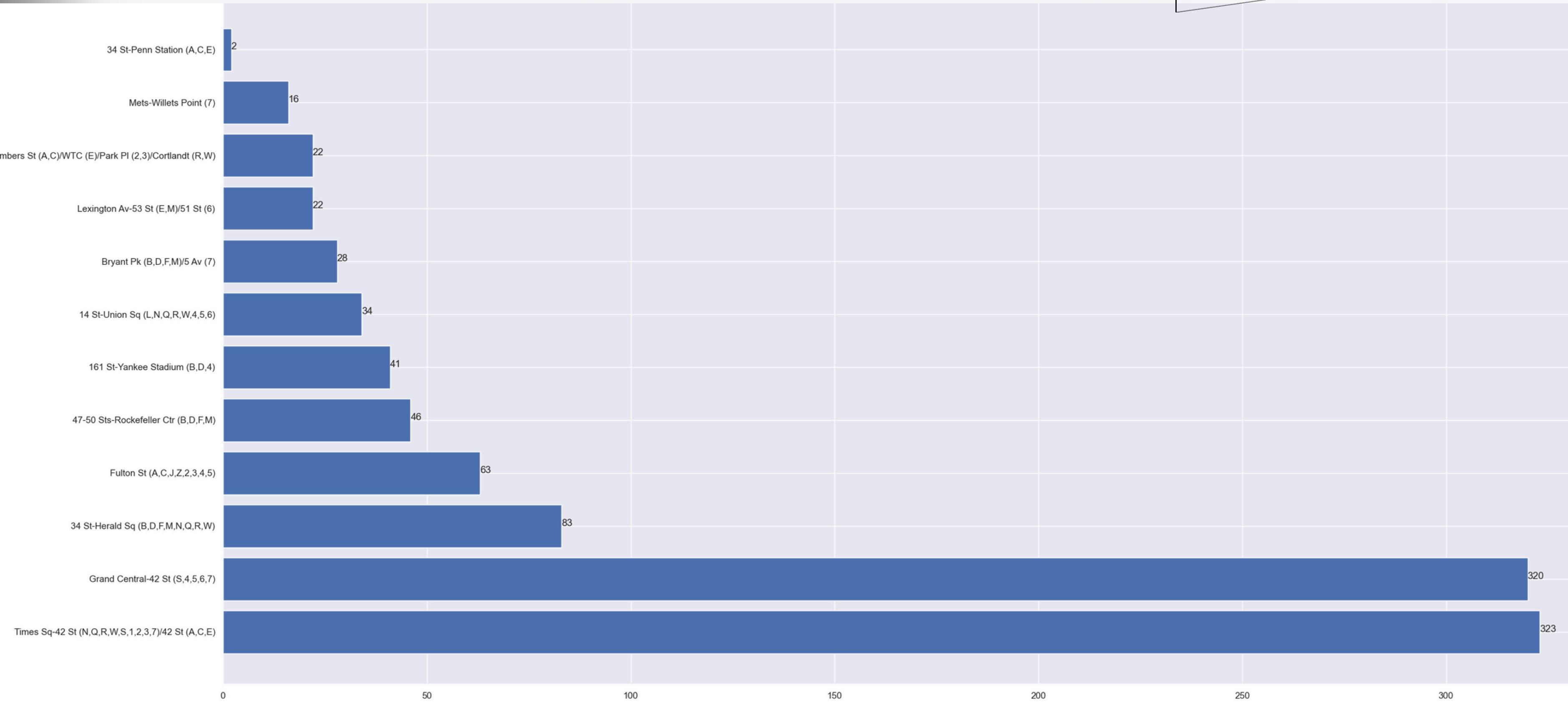
Since the gala will be held in summer we used the NYC subway summer data for 2022 and 2023

In addition to subway data we also analyze external datasets to explore the city dynamics



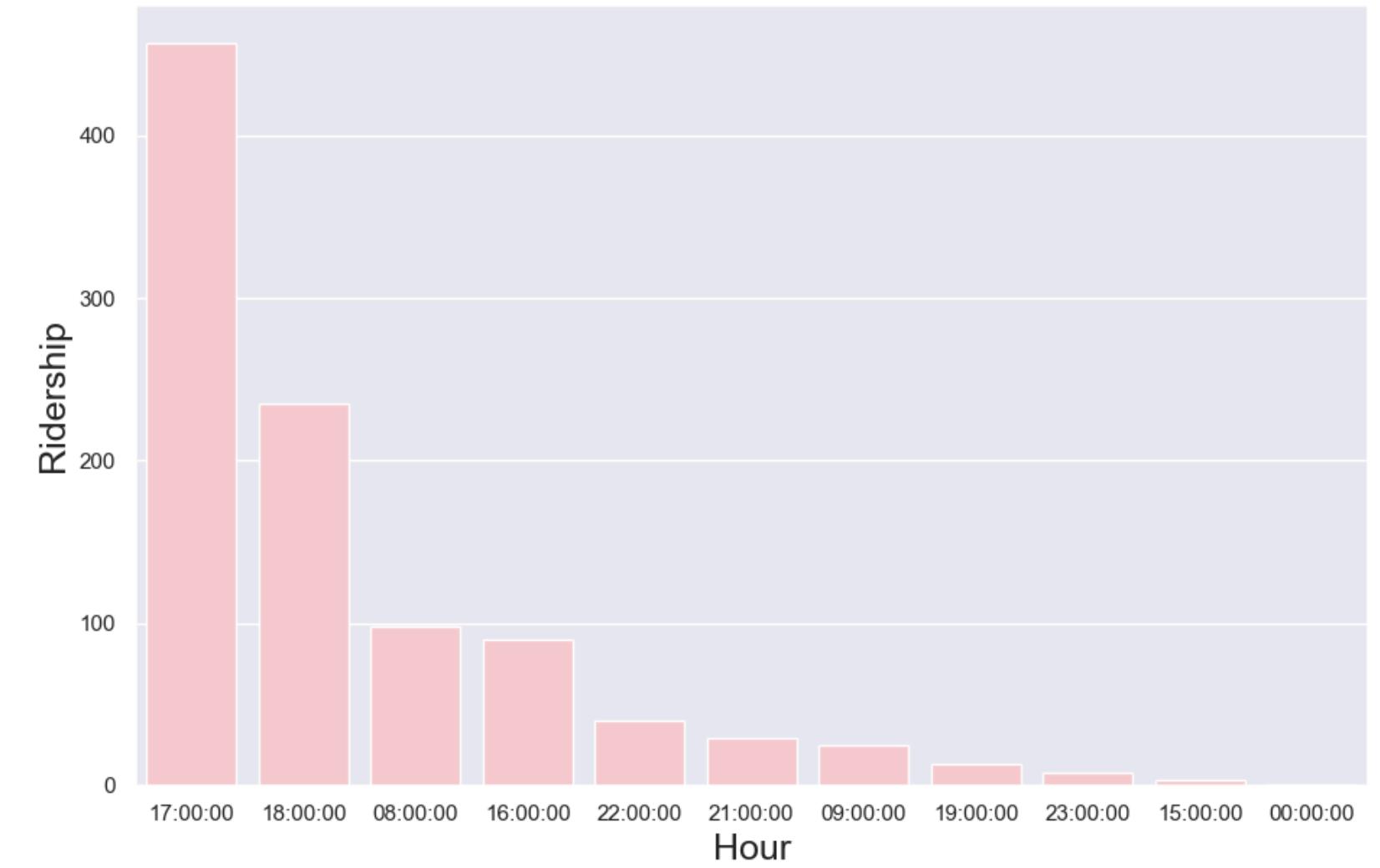
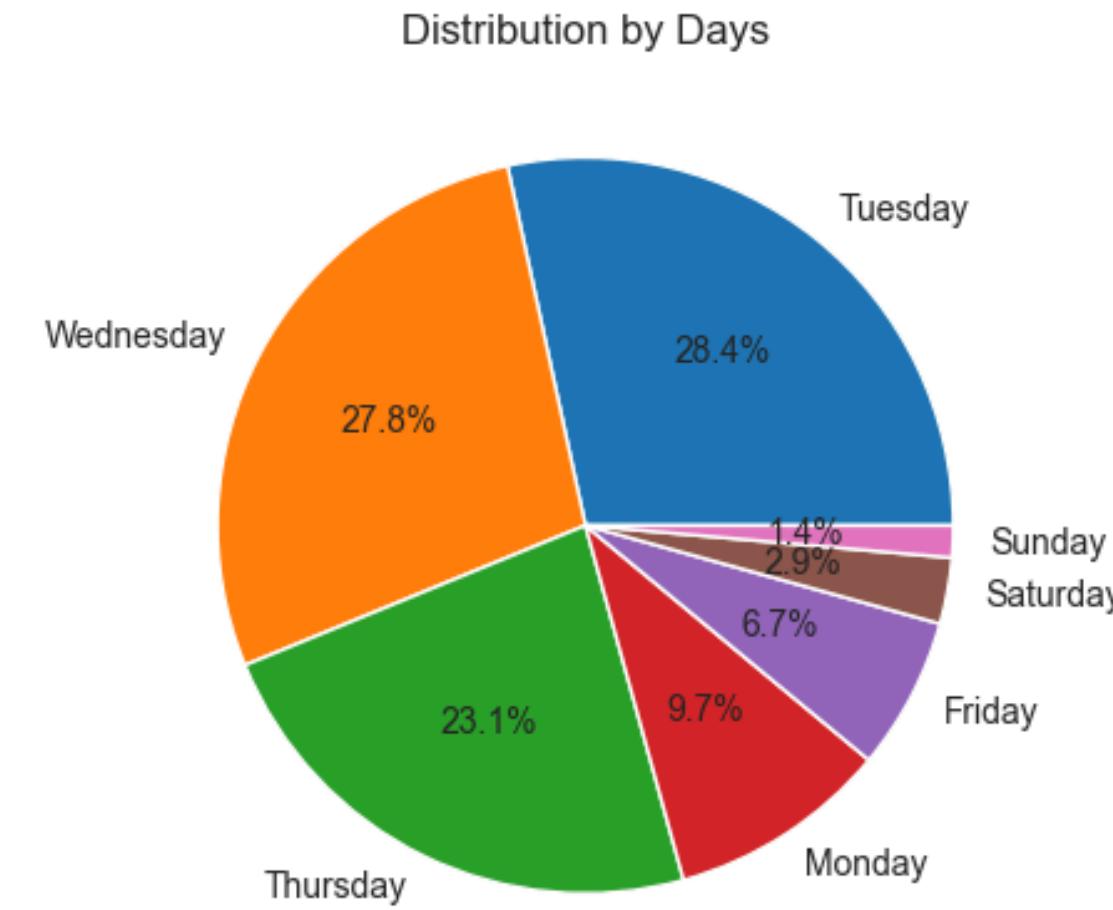
SUBWAY DATA ANALYSIS

The most crowded stations according to our data

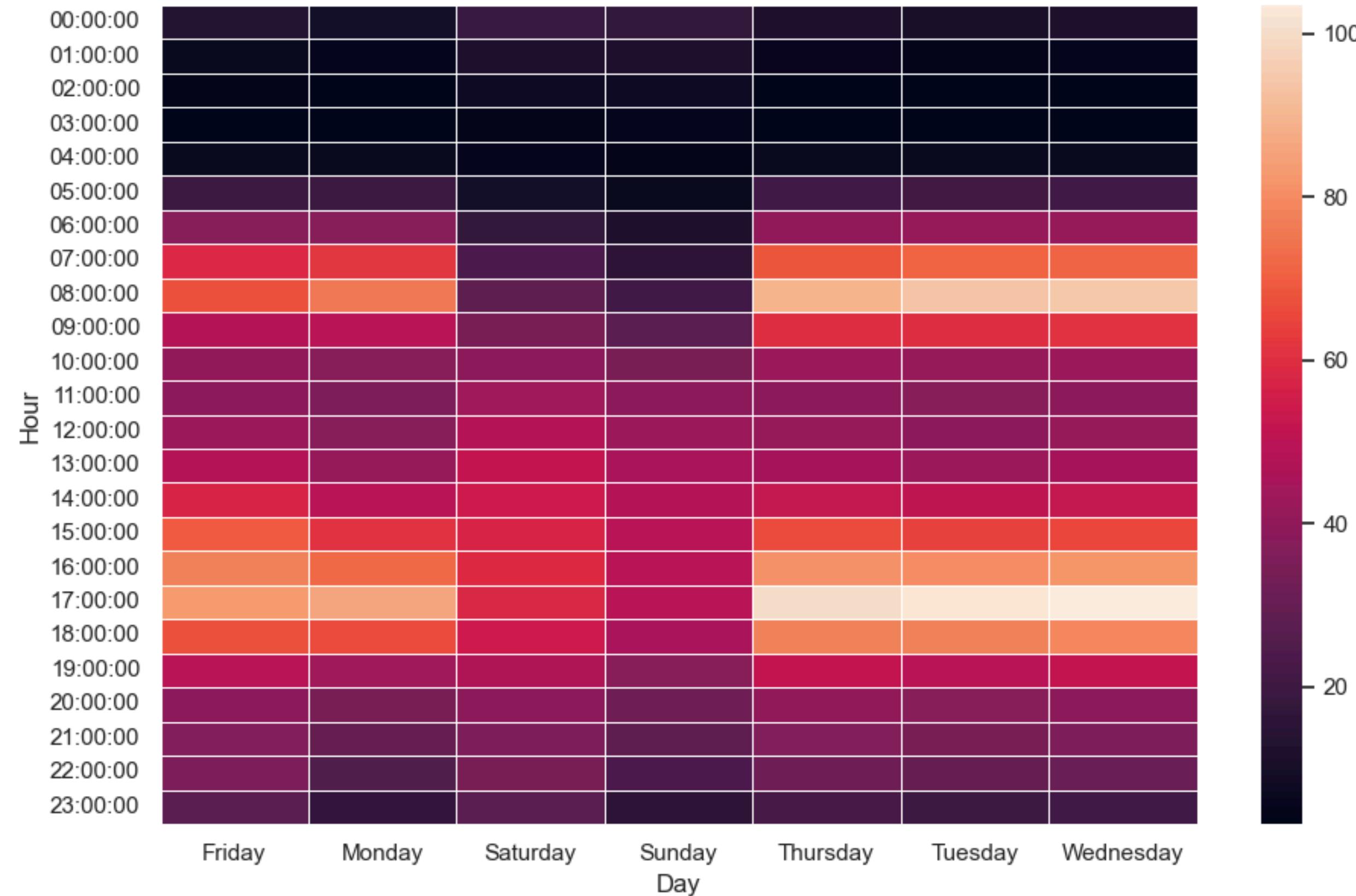


Most Crowded Days

Most Crowded Hours



Optimum day and time obtained from summer data analysis



RESULTS



01 Location

TIMES SQ-42 ST
GRAND CENTRAL-42 ST
34 ST-HERALD SQ
FULTON ST



02 Day

TUESDAY
WEDNESDAY
THURSDAY



03 Time

17:00
18:00
08:00
16:00