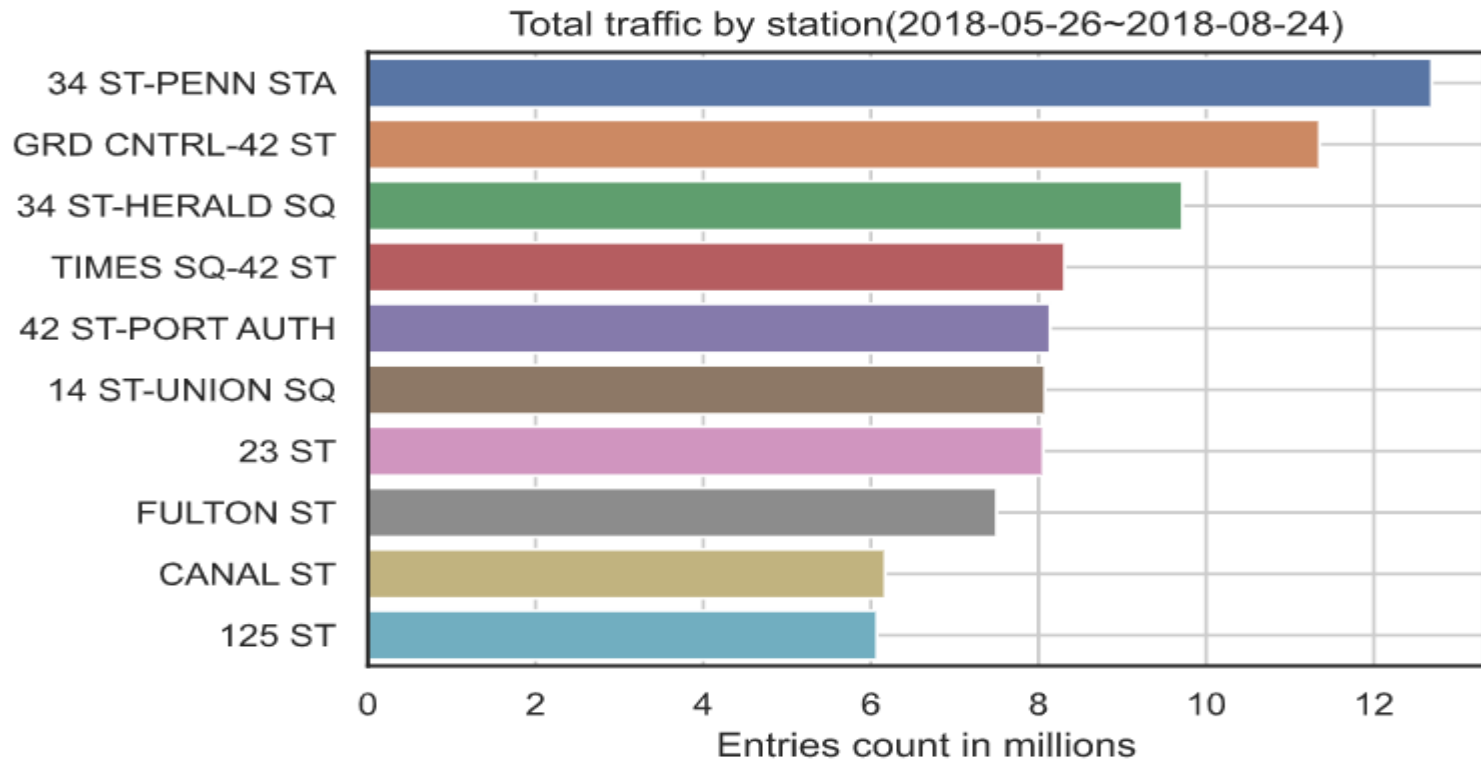


Promoting the next Redbull

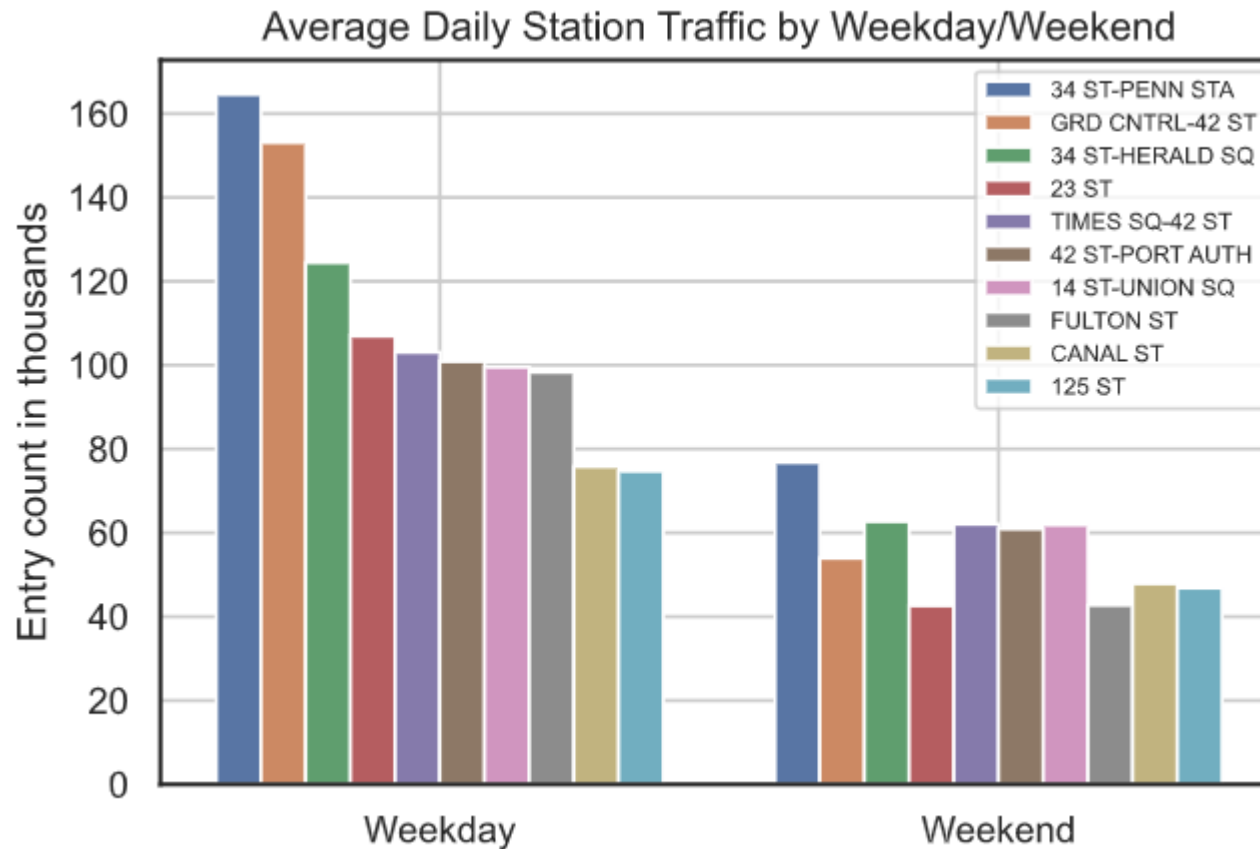
Exploratory data analysis using

MTA turnstile data

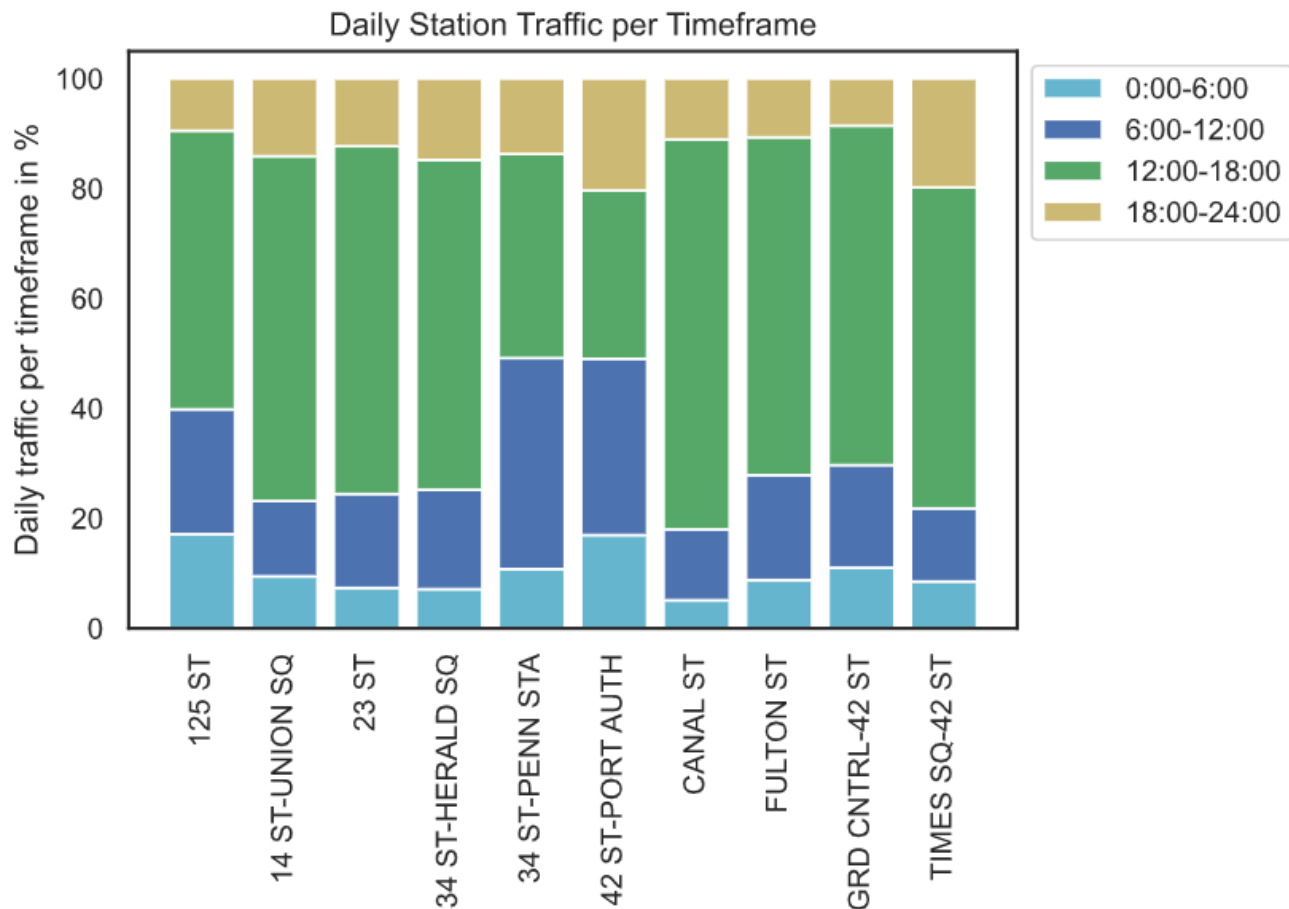
Brian Nam



Aggregated the sum of daily entries to calculate the total traffic of all stations and sorted them in descending order.



For every station, weekdays had more traffic than weekends.
23 ST station has a higher traffic than TIMES SQ-42ST, 42ST-PORT AUTH, 14 ST-UNION SQ station.



For most stations 12:00 to 18:00 has the highest traffic and 6:00 to 12:00 had the second highest traffic.

Conclusion

1. Coca- Cola should promote their drink in the stations 34 ST-PENN ST, GRD CNTRL-42 ST, 34 ST-Herald SQ, 23 St, TIMES SQ-42, 42ST-PORT AUTH, 14 ST-UNION SQ, FULTON ST, 125 ST, and CANAL ST.
2. Promoting/ advertising at the stations should be done during the weekdays at 12:00 to 18:00 to maximize exposure within the same time span.
3. GRD CNTRL-42 ST, 14 ST-UNION SQ and 125 ST will come before other stations due to their unique location of being close to a college or university. (GRD CNTRL-42 ST - Berkeley College, 14 ST-UNION SQ – NYU, St.Johns University, 125 ST - Columbia University, City College New York