Promoting the next Redbull
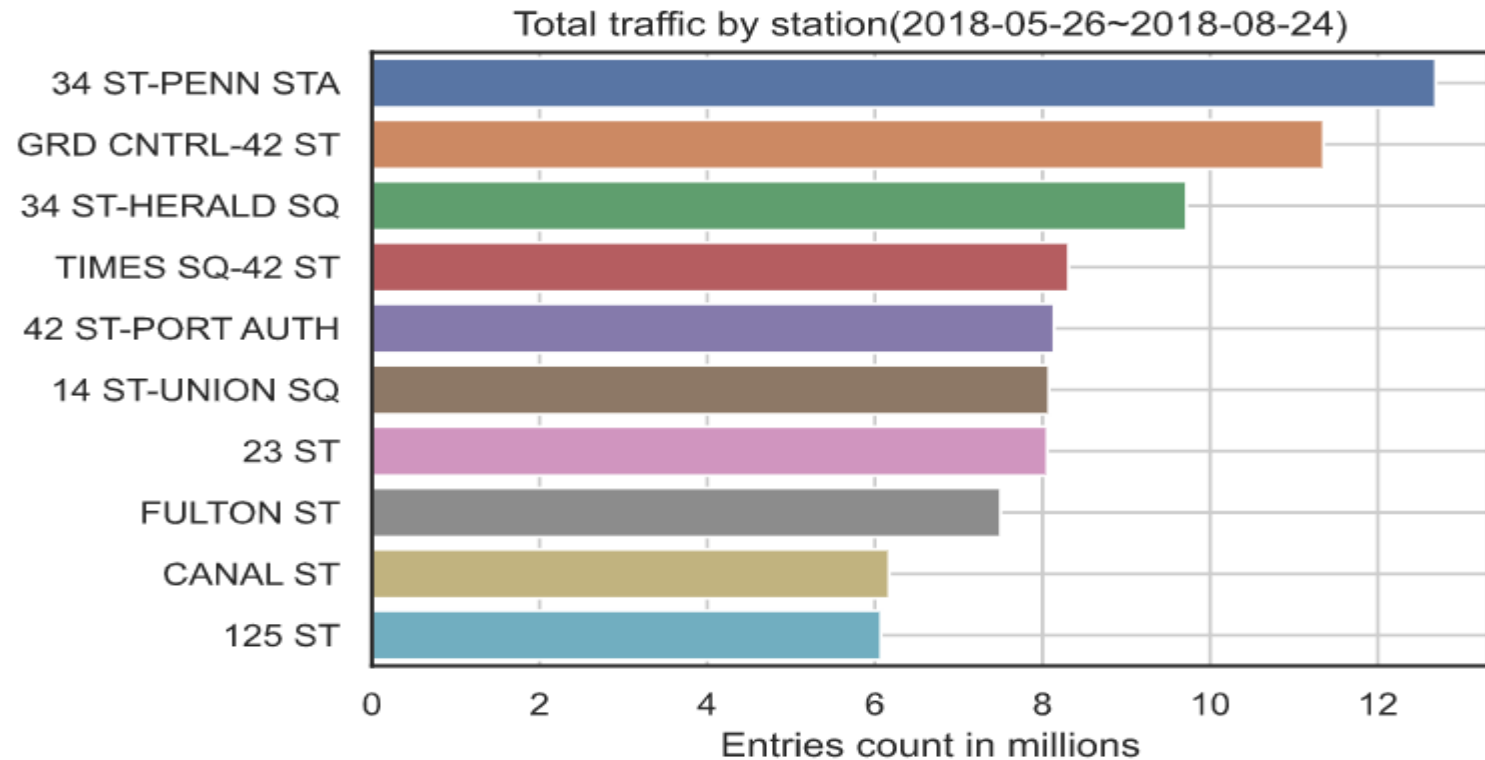
Exploratory data analysis using

MTA turnstile data

Brian Nam

Background

- Coca-Cola wants to promote their new energy drink and their main target audience is students.

- MTA data from 2018-05-26 to 2018-08-24 was chosen to calculate the traffic.

Total traffic by station(2018-05-26~2018-08-24)

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

Average Daily Station Traffic by Weekday/Weekend
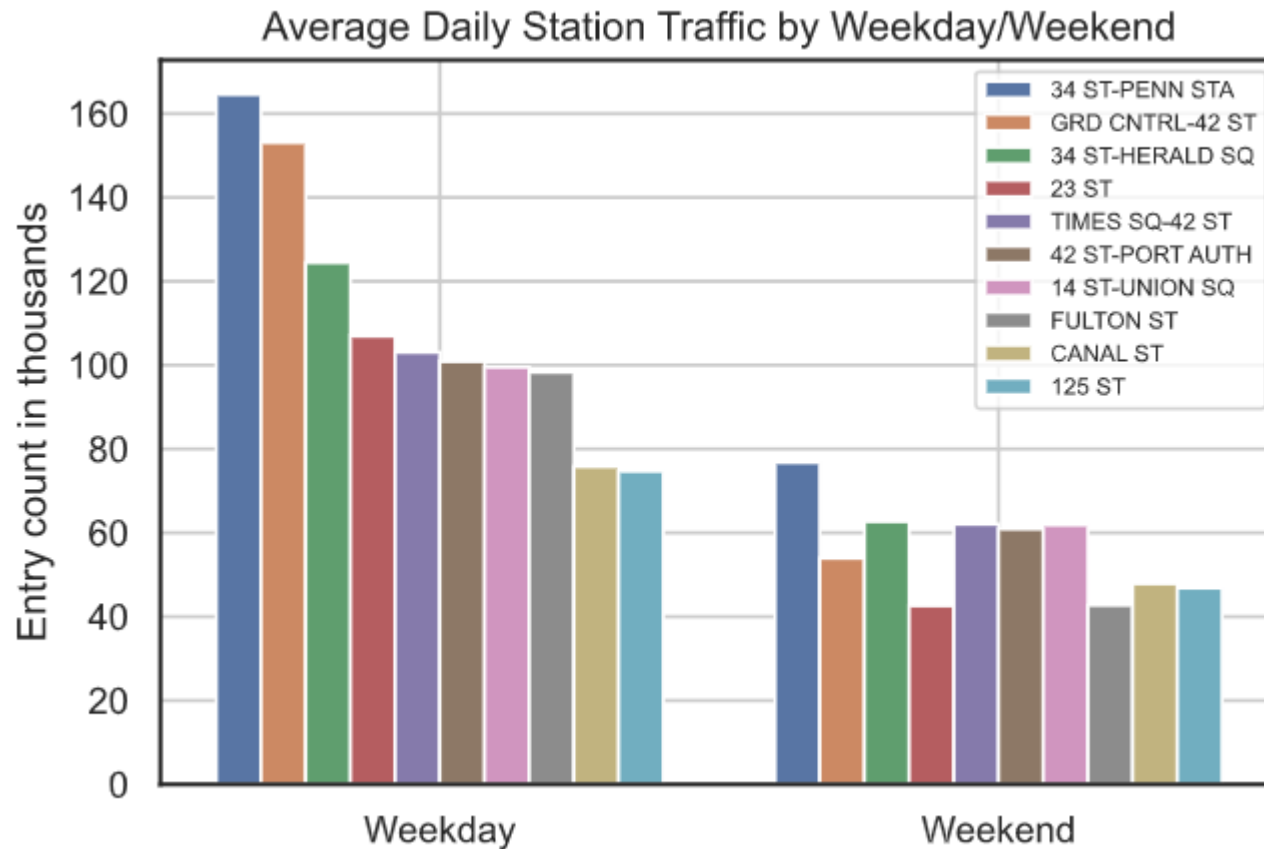
For every station, weekdays had more traffic than weekends.
23 ST station has a higher traffic than TIMES SQ-42ST, 42ST-PORT AUTH, 14 ST-UNION SQ station.

Daily Station Traffic per Timeframe
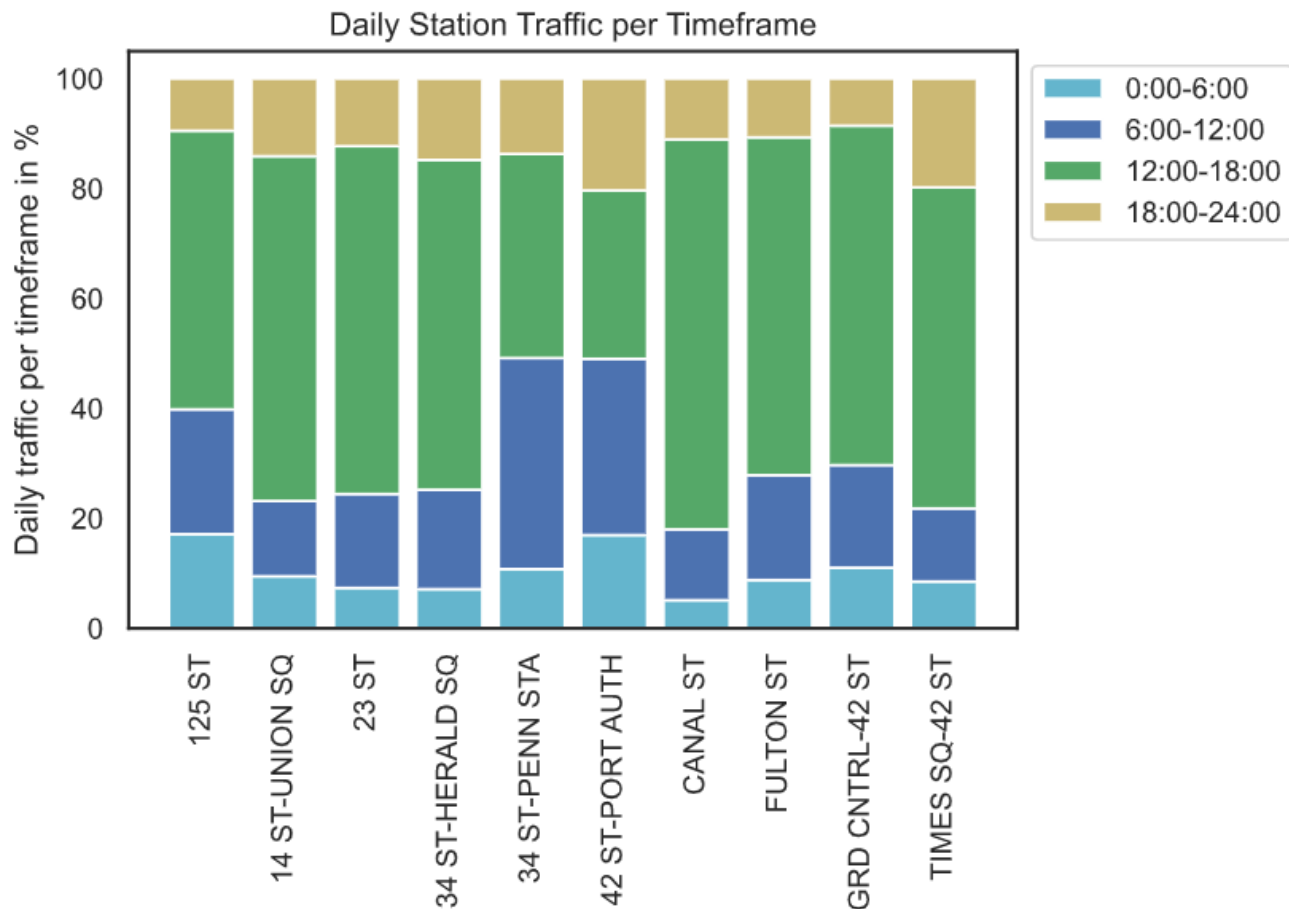
For most stations 12:00 to 18:00 has the highest traffic and 6:00 to 12:00 had the second highest traffic.

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)