

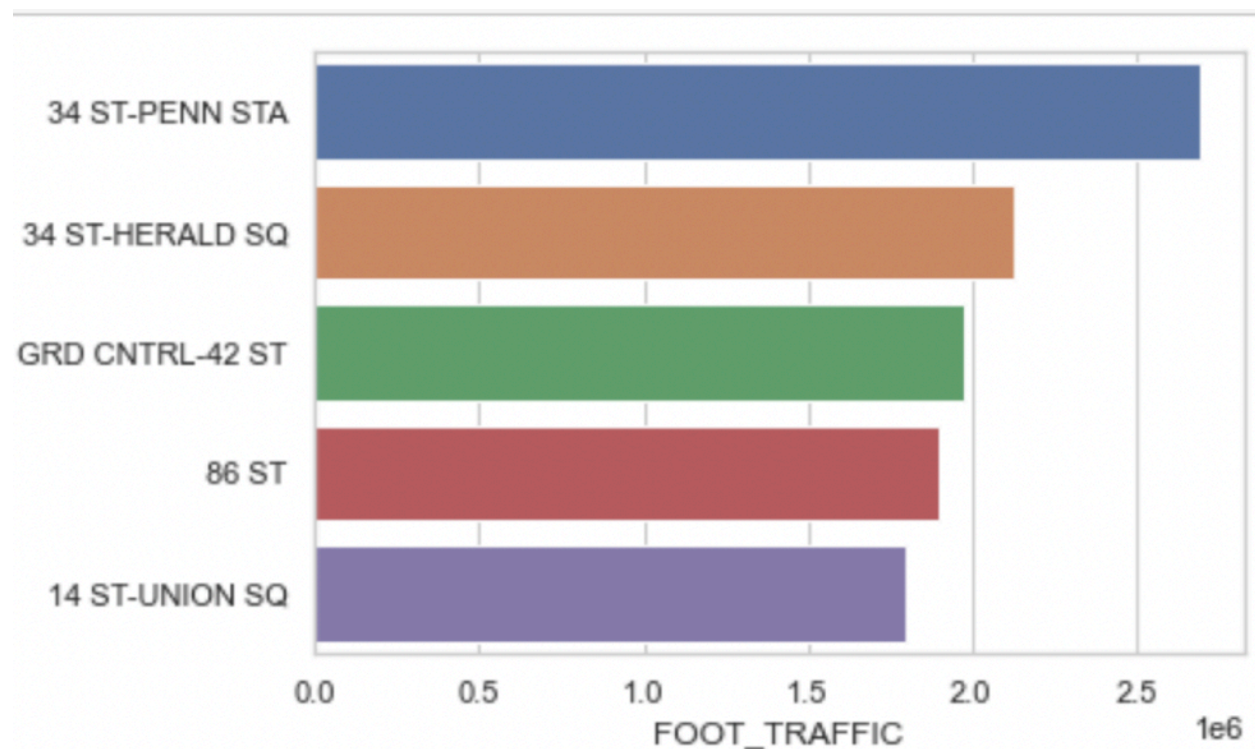
Analysis of NYC MTA data to find the Best Location for a Coffee Shop

Springtown coffee wants to find the best location to open a coffee shop in NYC. The goal of the project is to use the NYC MTA turnstile data to understand when and where the foot traffic is the highest around different Subway stations.

To explore the data for possible options, I imported the data from MTA website for the month of June 2021 and did some cleaning of the data by removing duplicate rows and calculating actual entries and exits from the cumulative values in the raw data set.

I calculated the Daily foot traffic in each location by adding the entries and exits in each station. Further I sorted the data to find the top 5 locations that has the most foot traffic.

Finally I plotted the top 5 high foot traffic locations using Seaborn Barplot.



Based on the plot, it seems like Penn Station, Herald Square, Grand Central, 86th st and Union Square are all great places to consider. The next step would be to see how the trends are at these locations during weekdays vs weekends. Also including additional months of data will help decide how many employees to hire based on changes in traffic during different seasons.