

MTA Station Analysis



By Ivy, Mark, and Ron

The Issue

- WomenTechWomenYes
- Upcoming Fall Gala
- Optimize team placement at Metro Stations



MTA Turnstile Data



- Aug 24 - Sept 21
- Station details
- No. of Entries/Exits
- Date / Time

MTA Turnstile Data



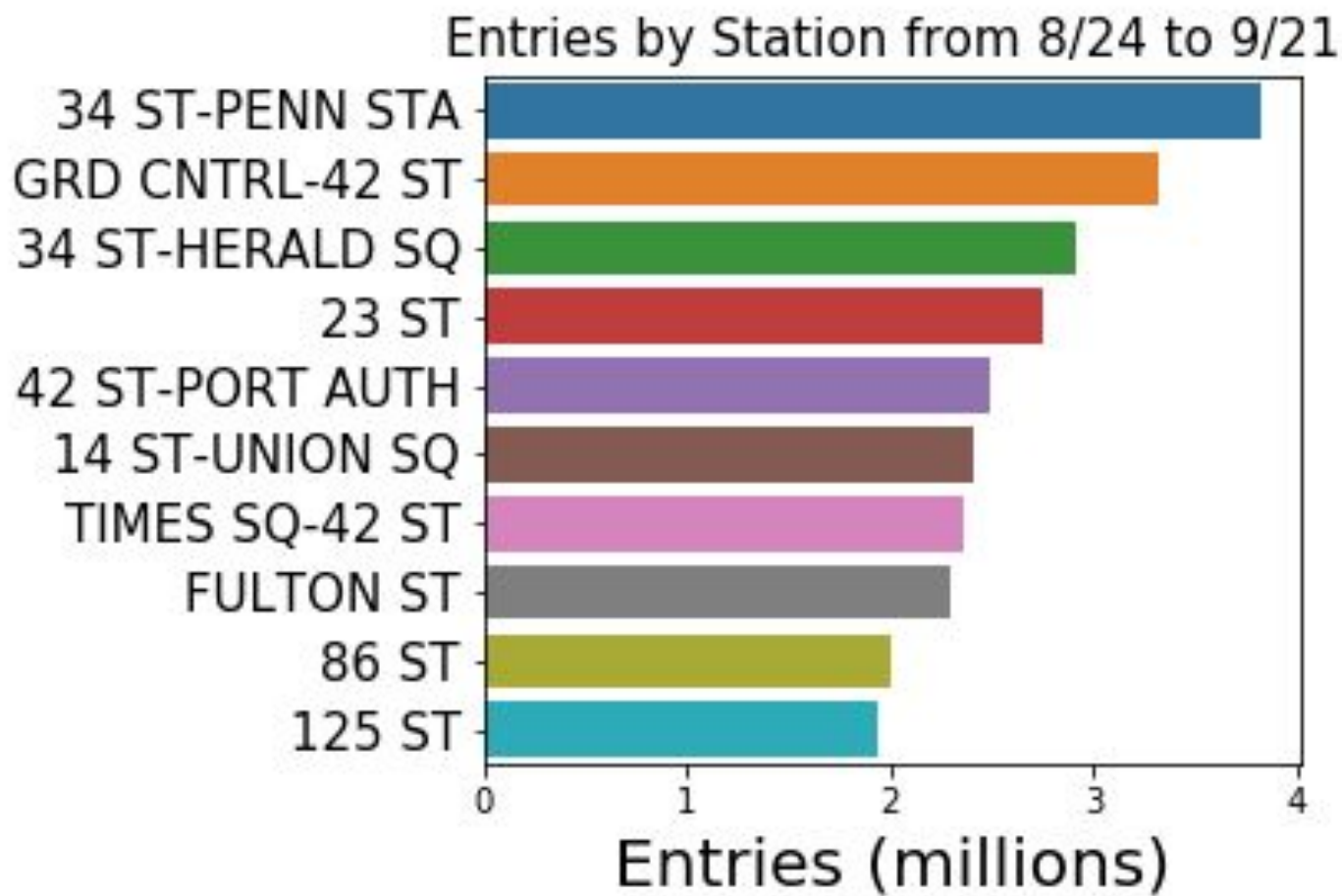
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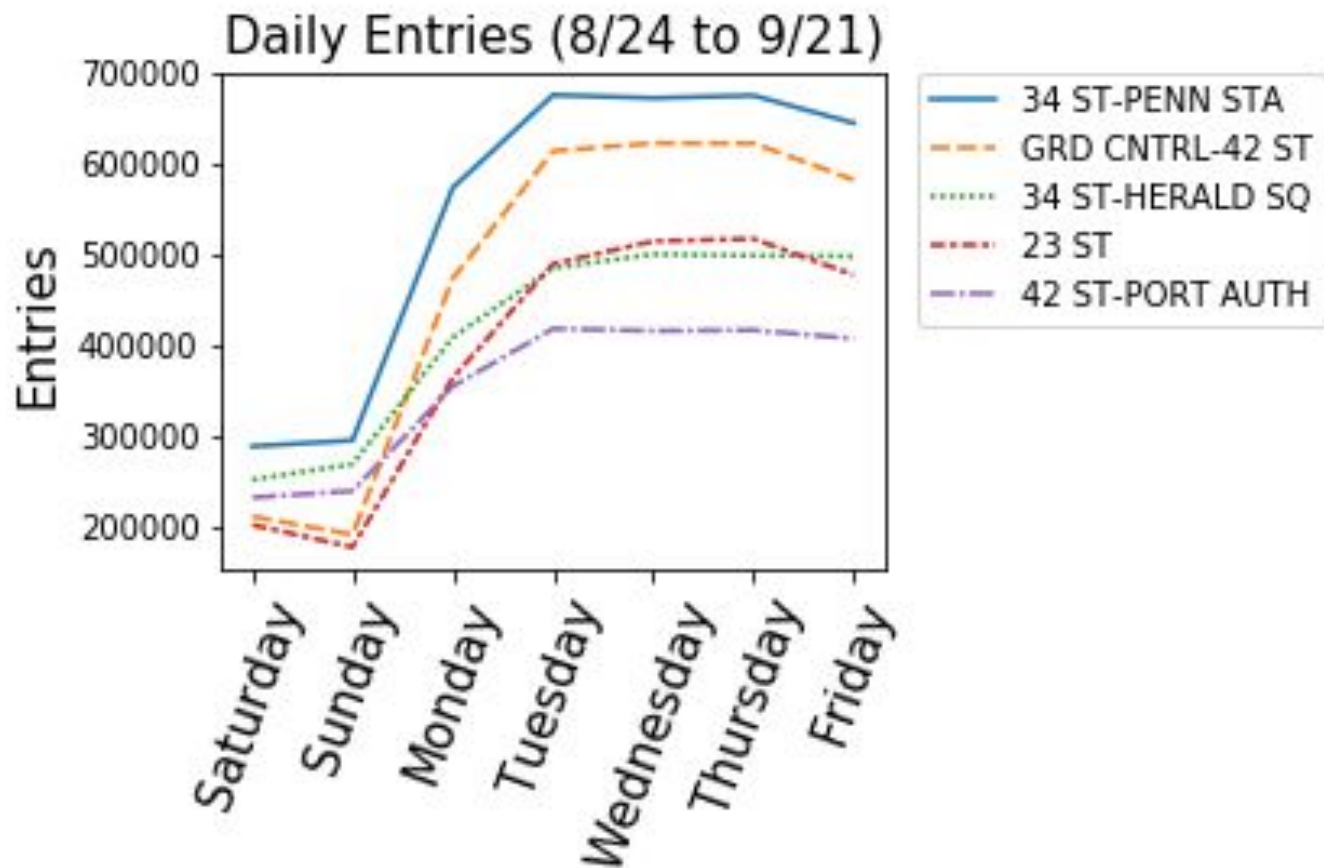
Pandas



- Focus on entries
- | Negative counts |
- Discarded 'audit'
- Swap outliers → median

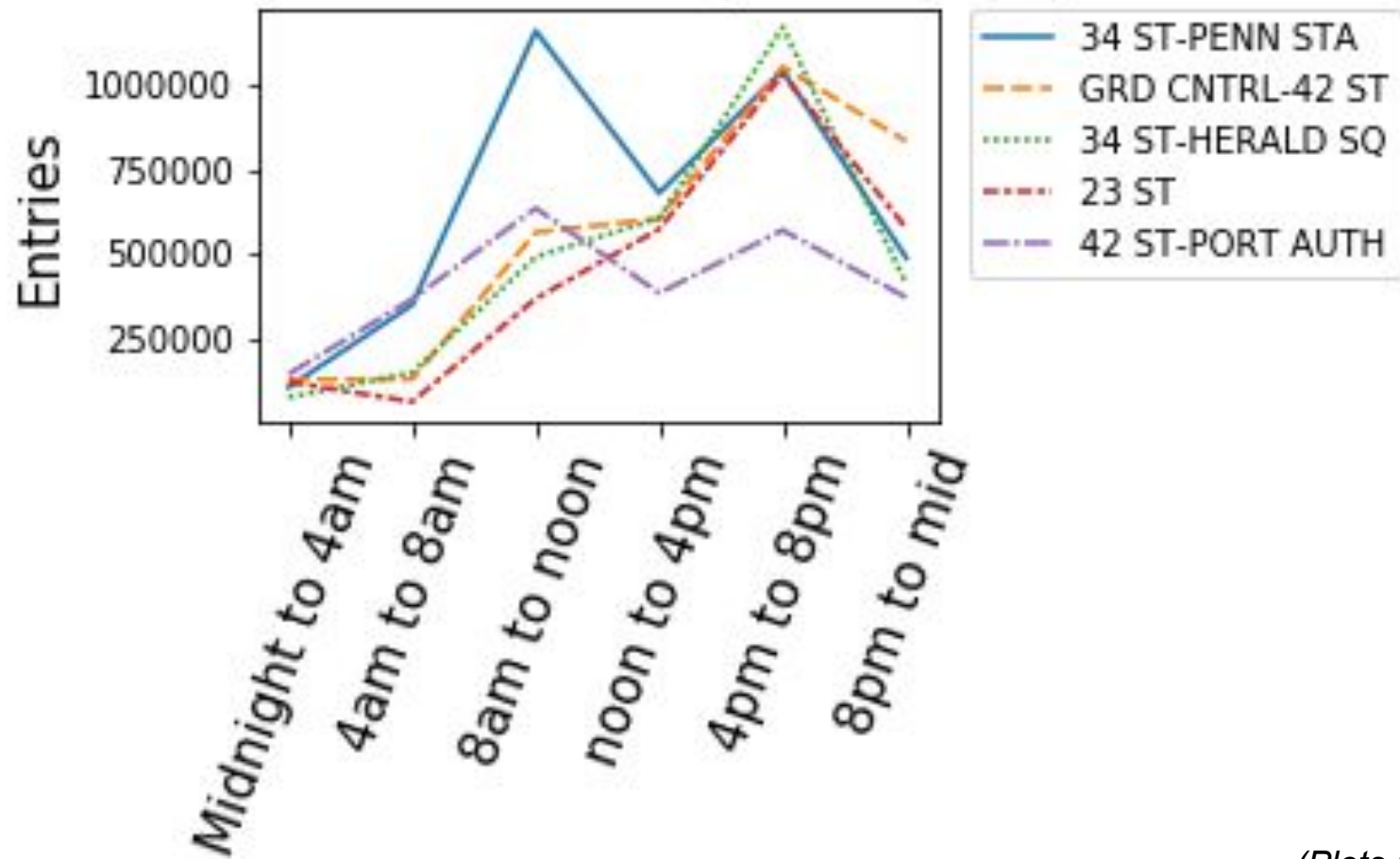


(Plots made with Seaborn)



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Time Series of Entries (8/24 to 9/21)



(Plots made with Seaborn)

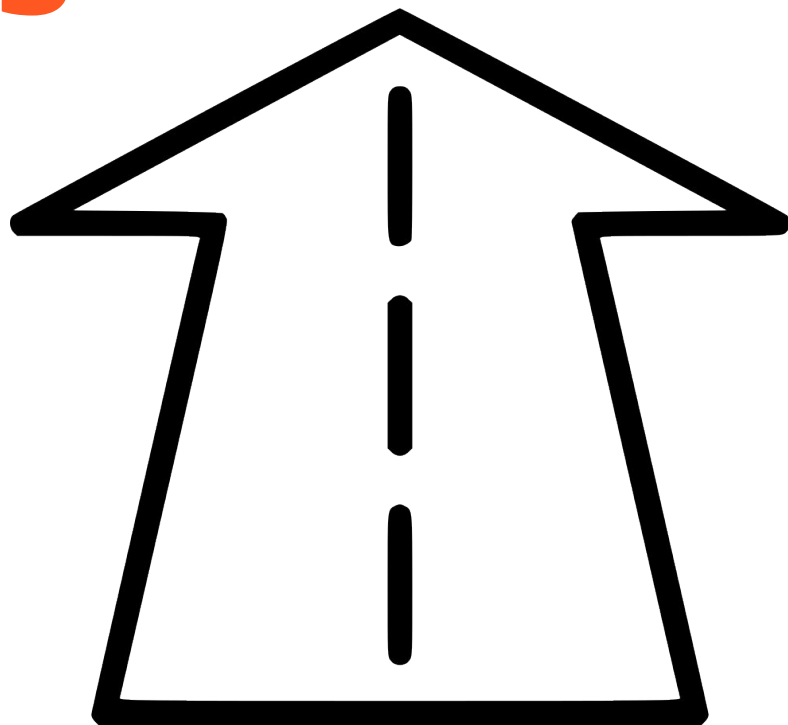
Recommendations

- Target the most trafficked stations
- Avoid the weekend and Mondays if possible
- If you have more days potentially send teams to other stations

1st	Herald Square
2nd	Grand Central
3rd	Penn Station
4th	23rd

Potential Going Forward

- Use Census Data
- Take into account Tech employers and other methods to zone in target demographic



Thank you!