

Determining the best  
locations for promotion  
and advertising



# Outline

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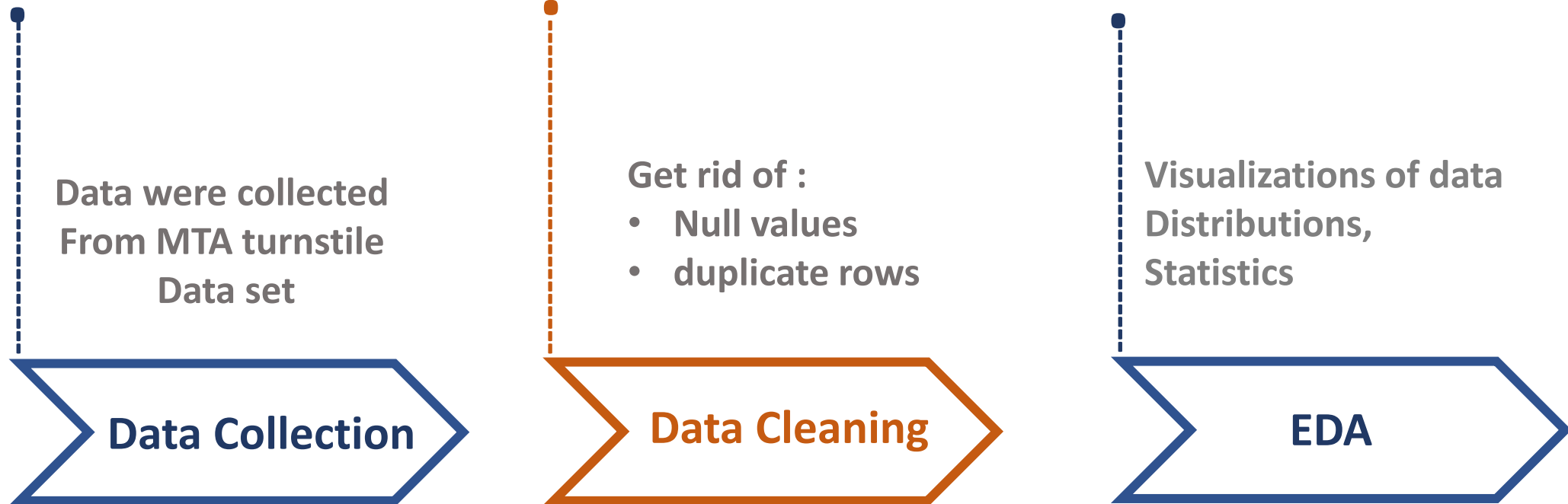
Conclusion



## Objective

Helping the client find the busiest stations to start his promotional campaigns.

# Plan



# Data Sources

## July , August and September 2021 MTA Turnstile Data:

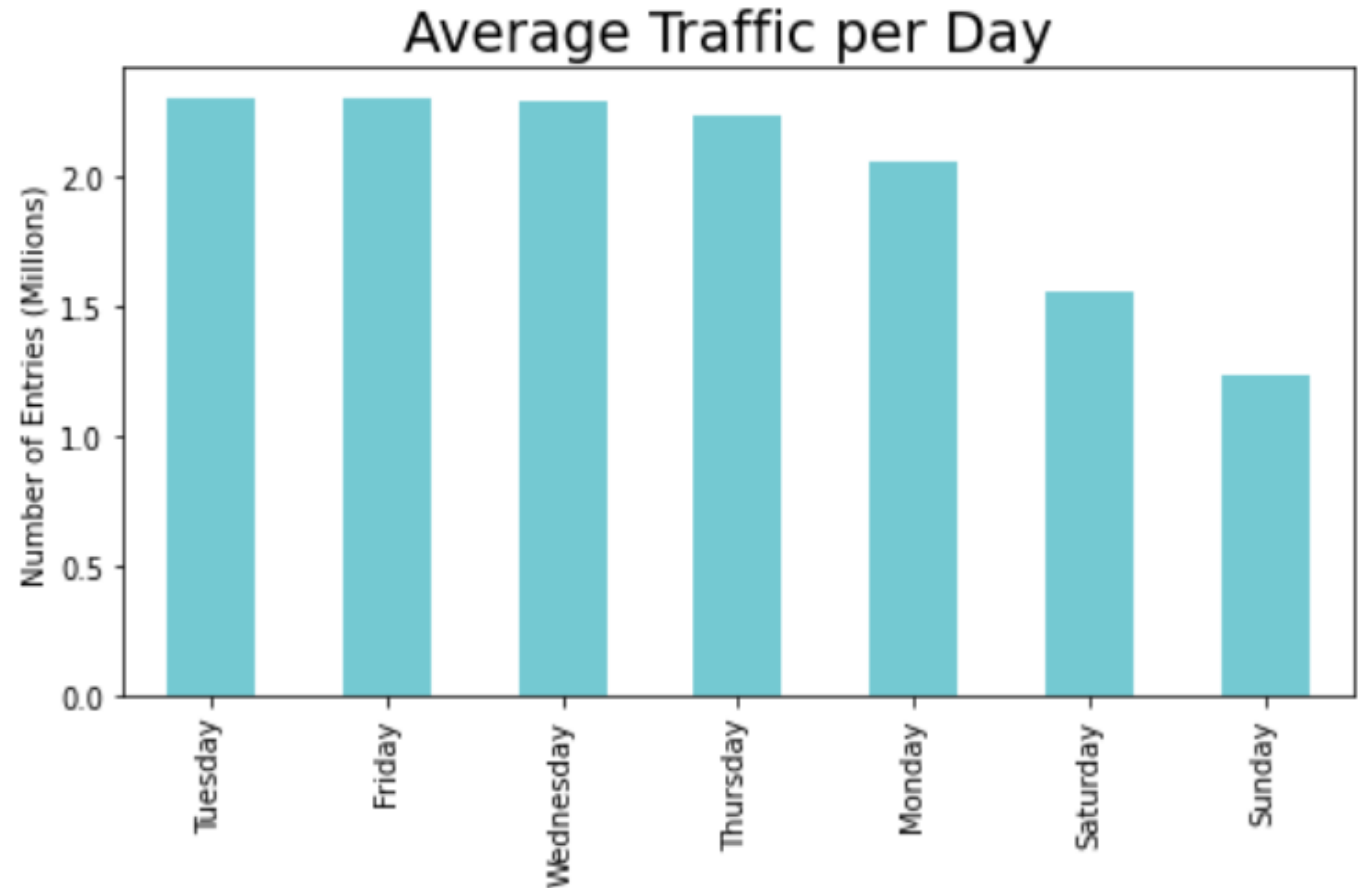
- Daily entries for each station
- Determine the busiest stations and its busiest turnstiles



# Key Findings

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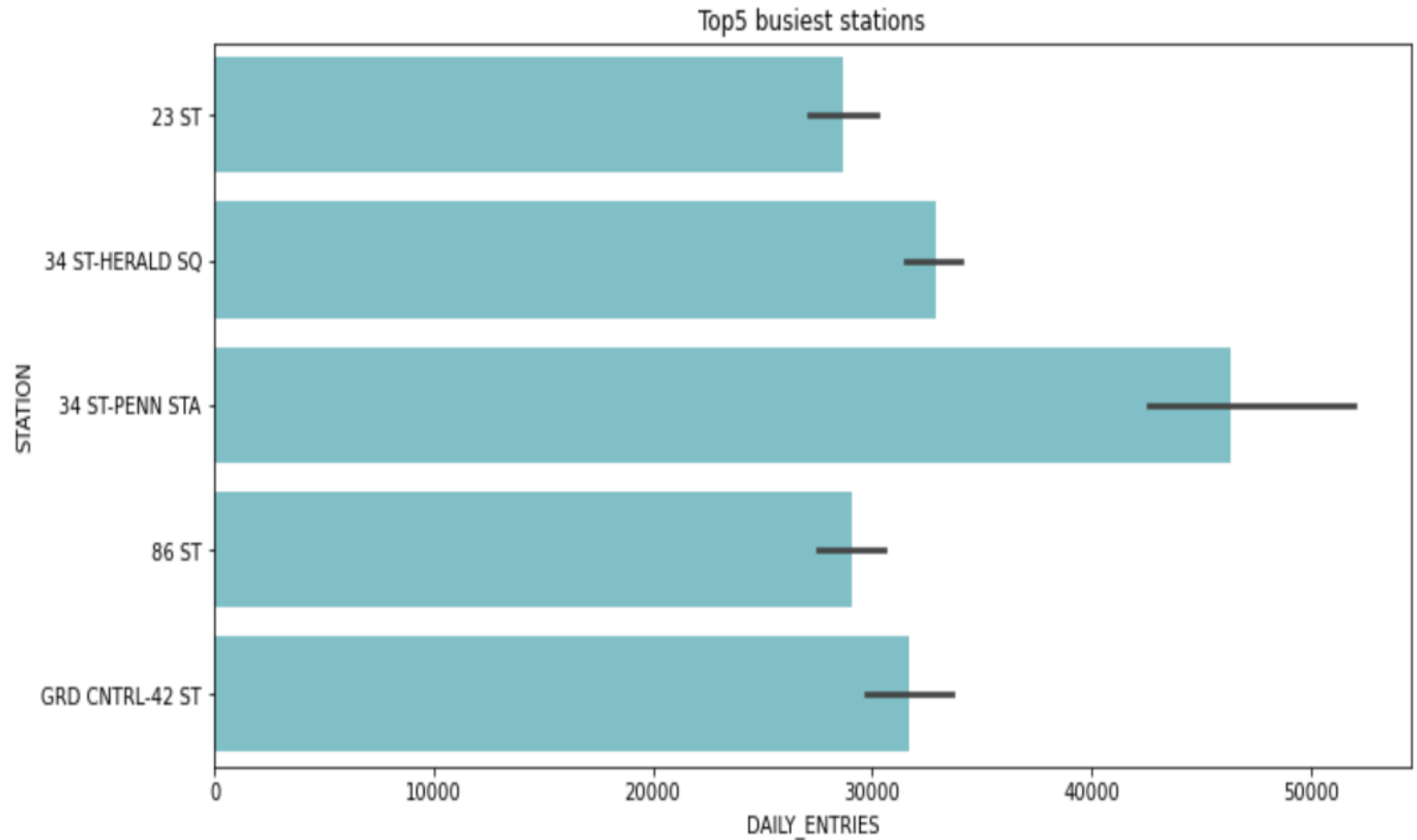
- **Weekends** generally see less traffic
- **Weekdays** generally see more traffic



# Key Findings

Top stations are the following :

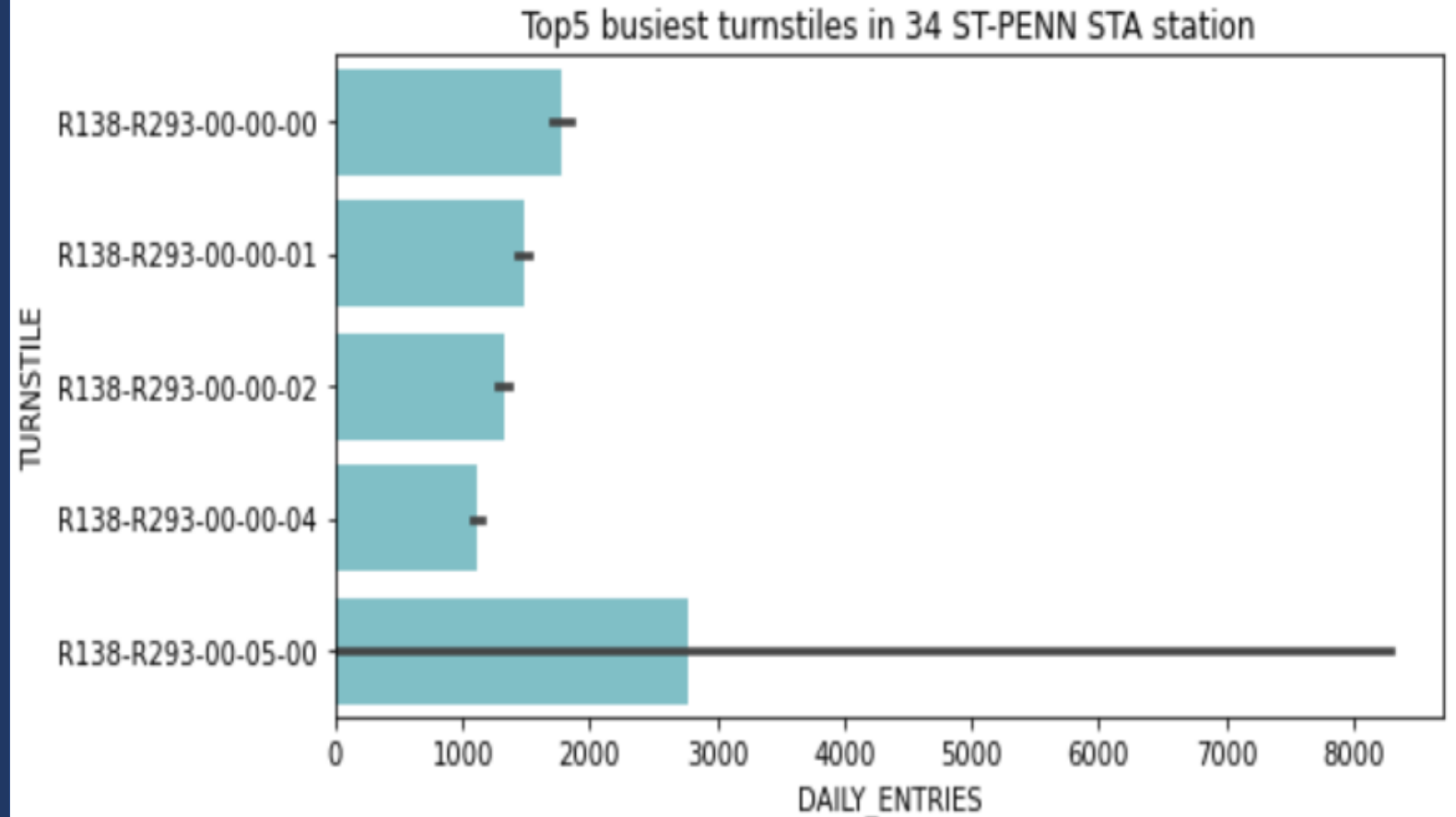
- 34 ST-PENN STA
- 34 ST-HERALD SQ
- GRD CNTRL-42 ST
- 86 ST
- 23 ST



# Key Findings

Top turnstiles are the following :

- R138-R293-00-05-00
- R138-R293-00-00-00
- R138-R293-00-00-01
- R138-R293-00-00-02
- R138-R293-00-00-04





# Conclusion

- It is best to have campaign locations around the busiest stations.
  - Focus on weekdays as it is the busiest, especially in the middle of the week.
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**The end**

**Thank you for listening**