Project Proposal

Background: Turnstile Jumping has been a major issue for MTA, since it started operating in 1965. In this project, my goal is to salvage the situation, by providing valuable insights to my client that alleviates loss of revenue. As per New York Times, Turnstile jumping is seldom done by tourists (they are unfamiliar with the environment and therefore unwilling to break the law). Subway stations that have a big difference between Exits and Entries, can be a good starting point in a non-tourist location. Another important insight can be to flag subway stations in middle class and lower income neighborhoods, that report low commute statistics. This can be further refined by the client through CCTV monitoring. The end goal here to station police officers or increase the height of the turnstile in areas with the highest breakage of law.

Client: MTA

Purpose: In this project, my purpose is to provide valuable insights to my client, that alleviates loss of revenue.

Dataset: MTA sample dataset. I will analyze the entries and exits in non-tourist (primarily residential areas) locations. Subway stations with a substantially more exits than entries are a good starting point in my opinion.

Tools: I will extensively use libraries like pandas and SQL to analyze the MTA dataset.

MVP: Based on the initial findings, MTA management can station the subway security at locations with substantive difference between exits and entries. The initial findings can be refined through CCTV monitoring and if the insights are validated, it will make sense to invest in ceiling high turnstiles thereby reducing the cost of stationing police officers.