MTA Seasonal Traffic Case Study

Backstory

TPC a marketing agency in New York state,
had the idea of publishing a seasonal marketing campaign to increase public transportation popularity.

For the campaign to success, they needed to observe the seasonal traffic in New York state public transportation.

Problem

For this project,

We used MTA Turnstile Data,

MTA is known as the biggest public transportation organization in the United States

We well focus on one station traffic, extracting the weekly median number of people in that station during winter & summer seasons

Goals & Vision

Goals

- ✓ extracting the weekly median number of people in one station.
- ✓ Comparing winter & summer traffics

Vision

- ✓ Enable TPC to observe people traffic to manage the best campaign possible each season

Project Details

Sample size

Our studying data consists of 4 months as following:

- January - February 2015 (Winter season)
- July – August 2015 (Summer season)

This way we can state the number of people using public transport each season.

Scope

Our dataset shows station name, dates and entries.

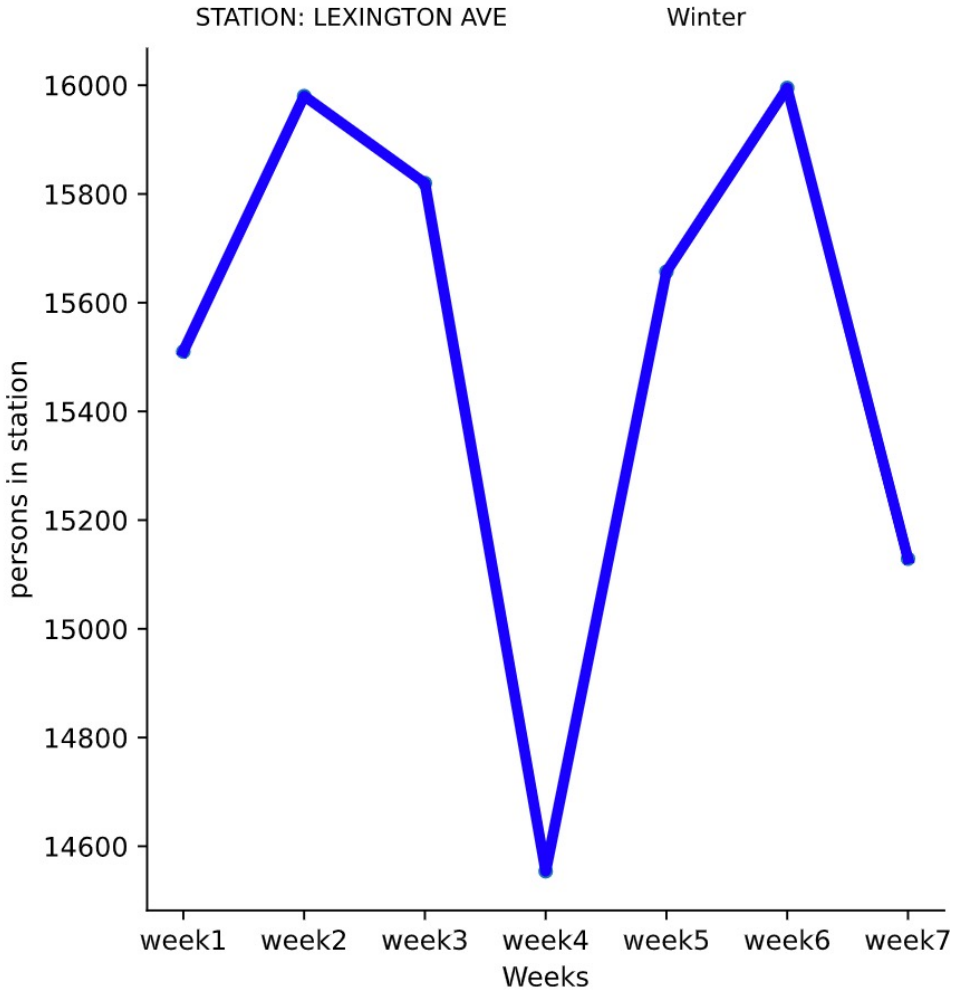
using the data above:

- We well observe only one station, taking dates of winter & summer seasons in consideration.
- extracting single day entries
- Calculating the median of 7 days entries
- Inserting data into understandable plots

Winter Season

The chart aside show's us the median number of persons in one station per week for the winter season from 01/03/2015 to 02/14/2015

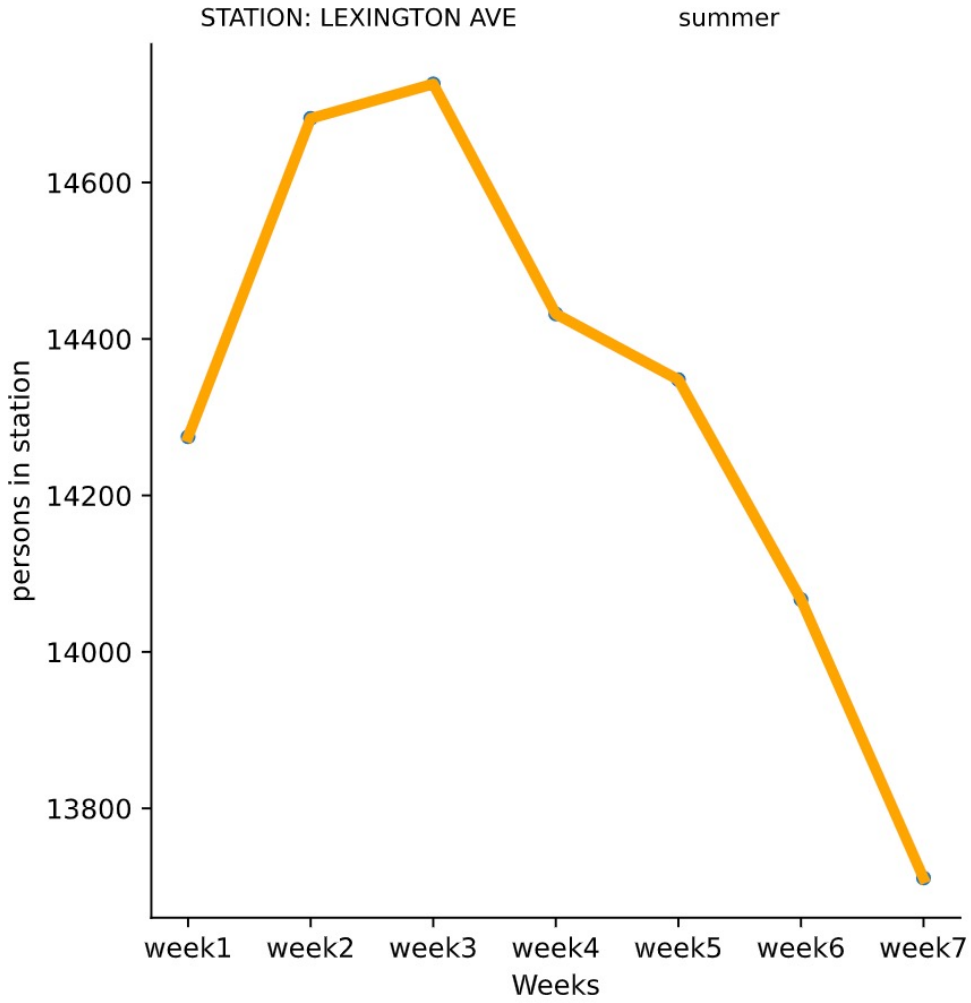
The average number of persons using LEXINGTON AVE station in winter season is around 108,500 person.



Summer Season

The chart aside show's us the median number of persons in one station per week for the summer season from 01/03/2015 to 02/14/2015

The average number of persons using LEXINGTON AVE station in summer season is around 98,800 person.



The End

Thank you for your time

I'll now answer any questions you have