

MTA Traffic Analysis

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Introduction

- The Children's Scholarship Fund (CSF) is a non profit organization based in New York City.
- Aims to maximize educational opportunity for all children by offering tuition assistance.
- The organization wants to find the top five subway stations located in Manhattan with the highest foot traffic to promote their services.



Data

- MTA turnstiles dataset containing cumulative entries and exits of each turnstile in each station in NYC.



Data

- Dataset starts from the beginning of 2021 up to October 9th.
- Only Manhattan stations were selected.



Data Cleaning & Preparation



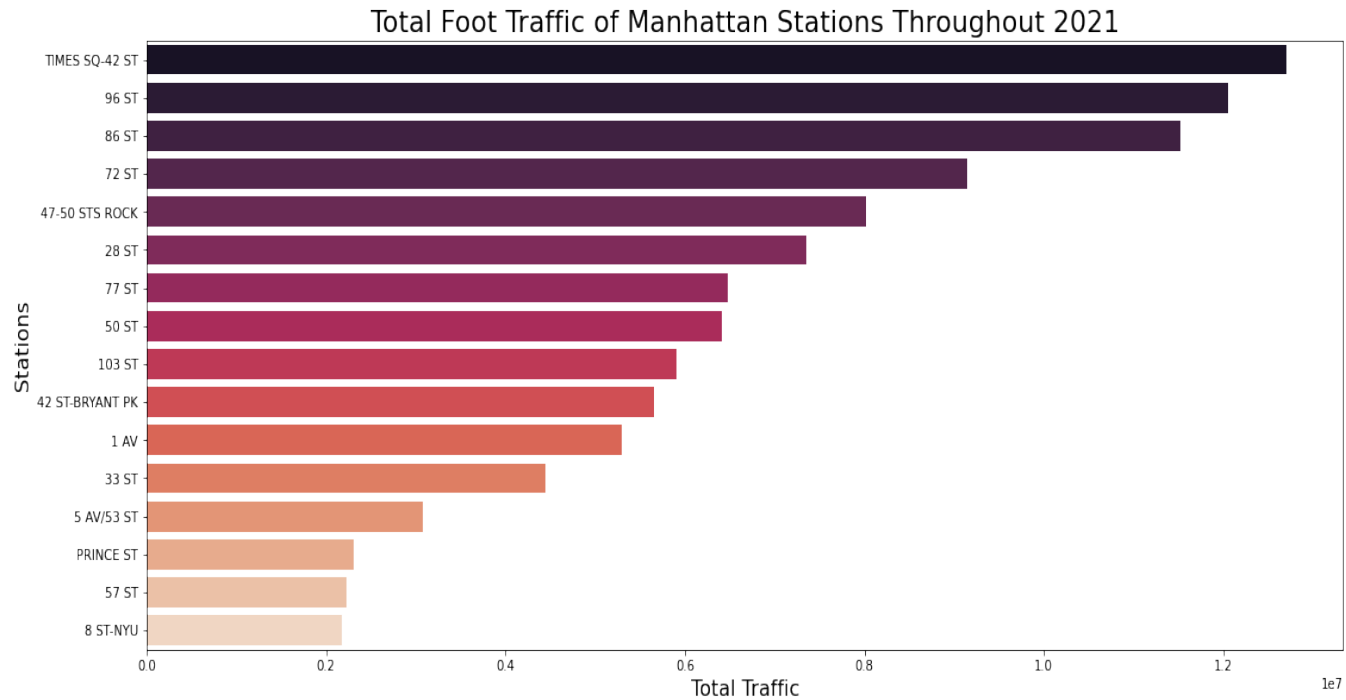
```
graph LR; A[Check for nulls  
And duplicates] --> B[Calculate Daily  
Entries, Exits,  
Total Traffic, and  
Day of the week]; B --> C[Find and Drop  
Anomalies and  
Outliers];
```

Check for nulls
And duplicates

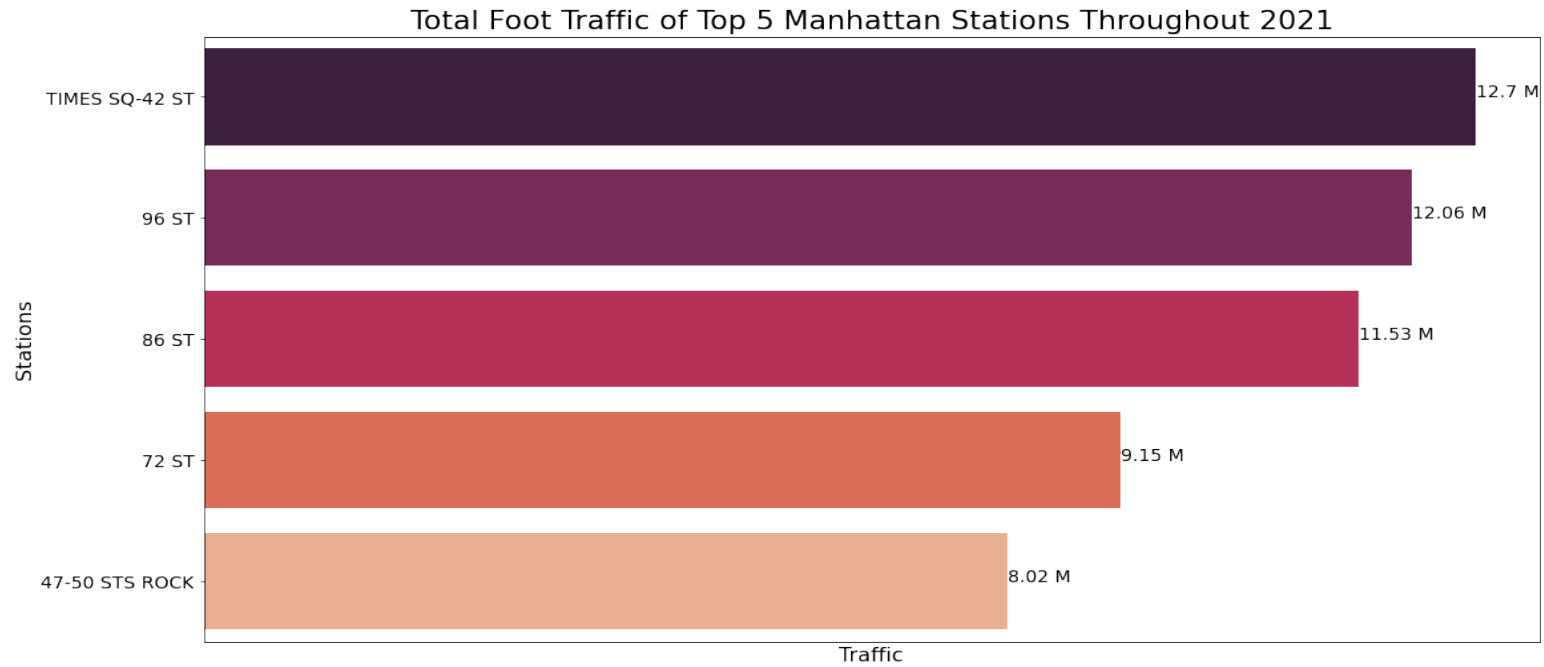
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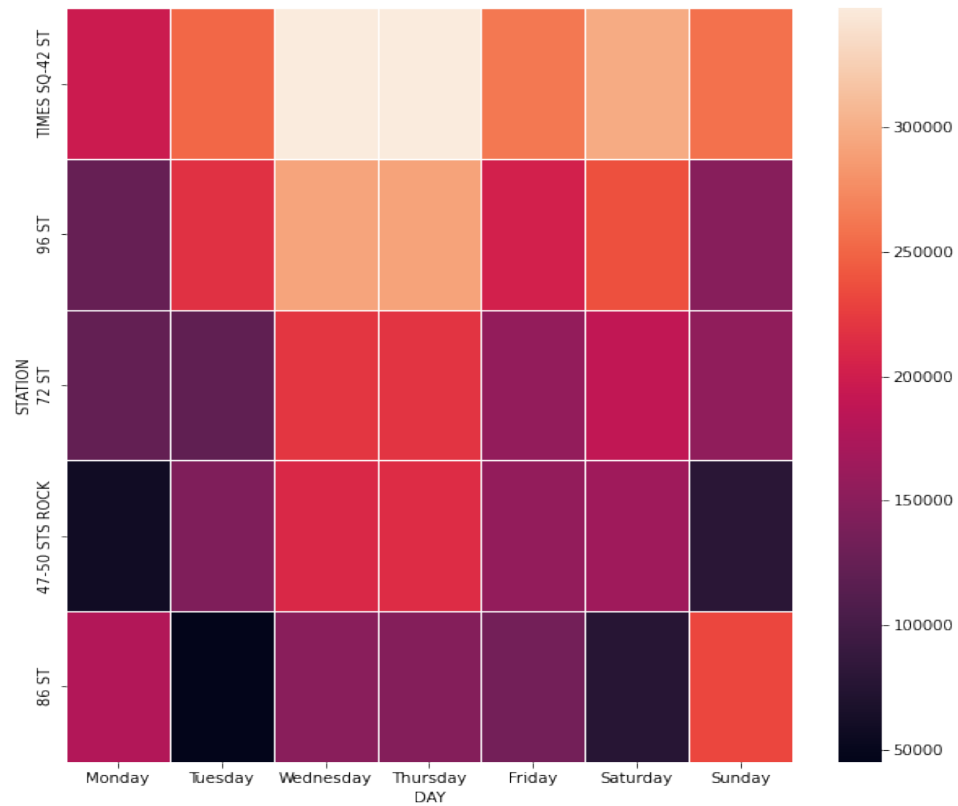
Graphs



Graphs

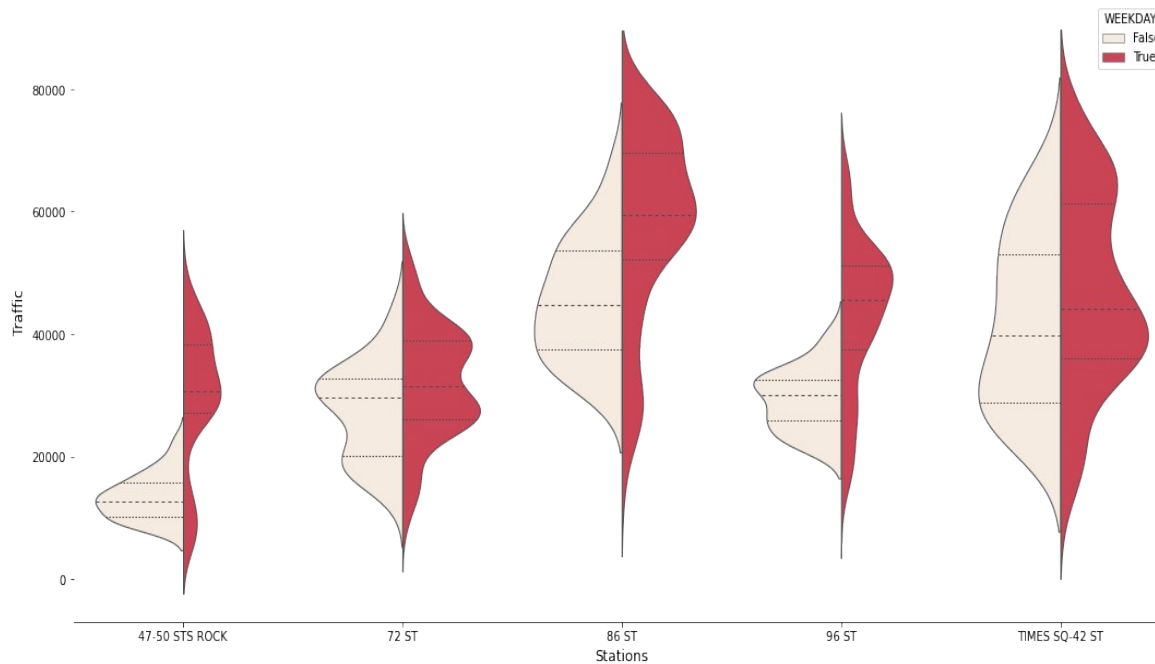


Graphs



Graphs

Foot Traffic of Top 5 Manhattan Stations Throughout 2021 Split Between Weekdays & Weekends



Conclusion

- Top 5 stations in-order:
 1. Times Square - 42nd Street
 2. 96th Street
 3. 86th Street
 4. 72nd Street
 5. 47th – 50th Streets Rockefeller

Conclusion

- Days with highest foot traffic:
 1. Wednesday
 2. Thursday

Thanks for Listening