



BY SULTANAH ALDOSSARI 2021

MTA Data Analysis of NYC Subway for Central Bikes

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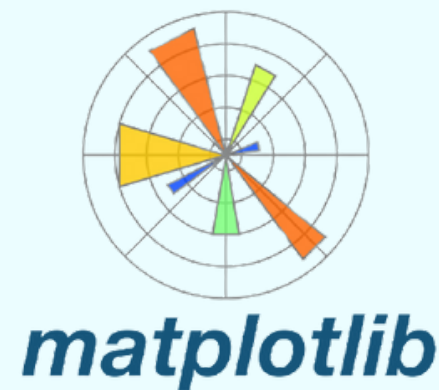
OBJECTIVE

- Our goal is to determine the top 5 busiest stations so that Central Bikes's bikes can be distributed to ensure the success of its "How green is cycling" campaign.
- This will help in increasing the awareness of the impact of global warming and enhance customer experience.

METHODOLOGY

Using the New York City subway data to analyze the entries of each turnstile in order to suggest the stations for bikes to be distributed.

- We analyzed one month's worth of turnstile data from the MTA datasets
- We used data from the top 5 busiest stations for a period of 3 months
- For each station, we used their entry data
- Data analysis with

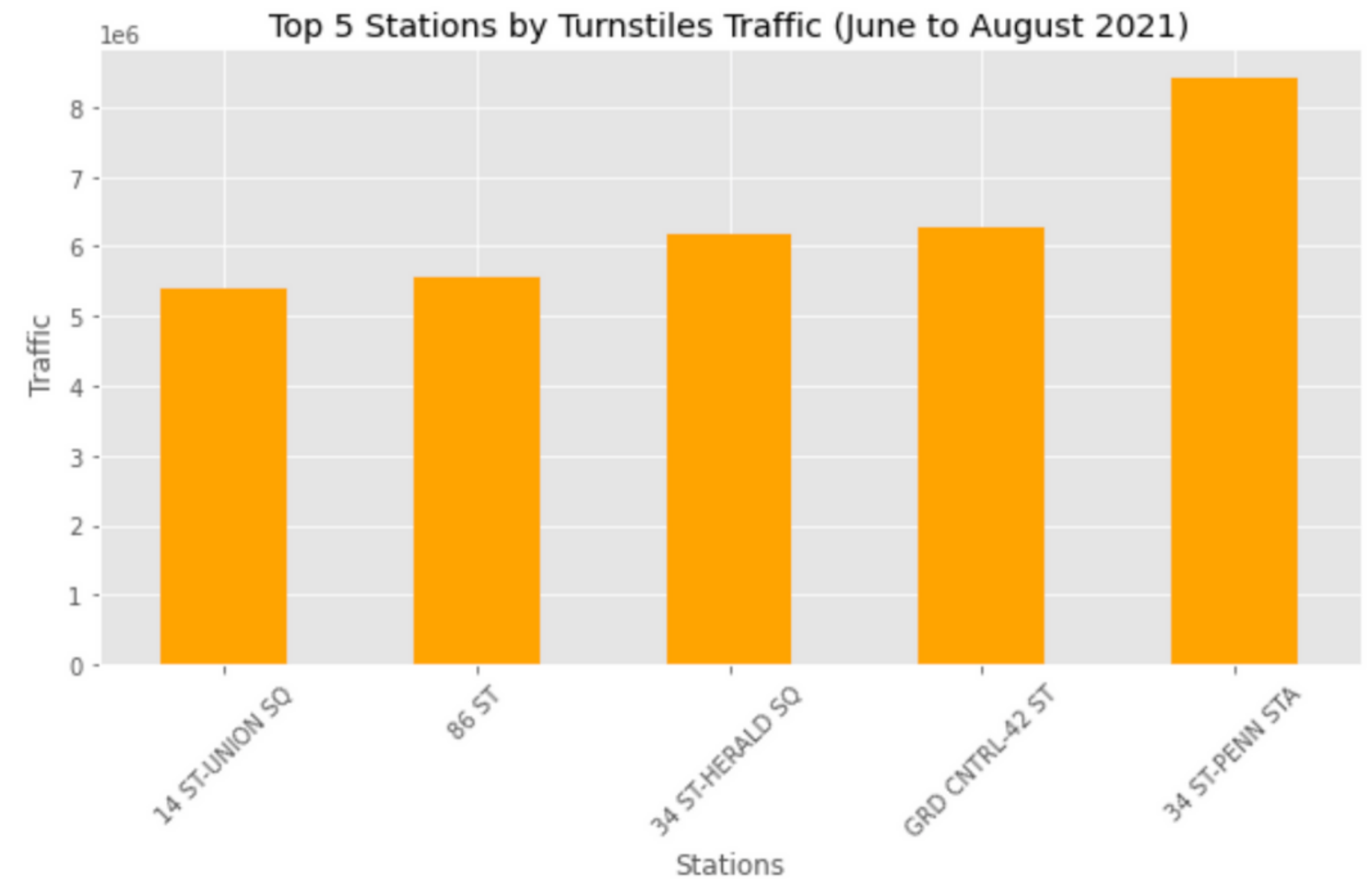


MTA NYC TURNSTILE 2021

KEY FINDINGS

TOP 5 STATIONS THAT MEET CENTRAL BIKES NEEDS

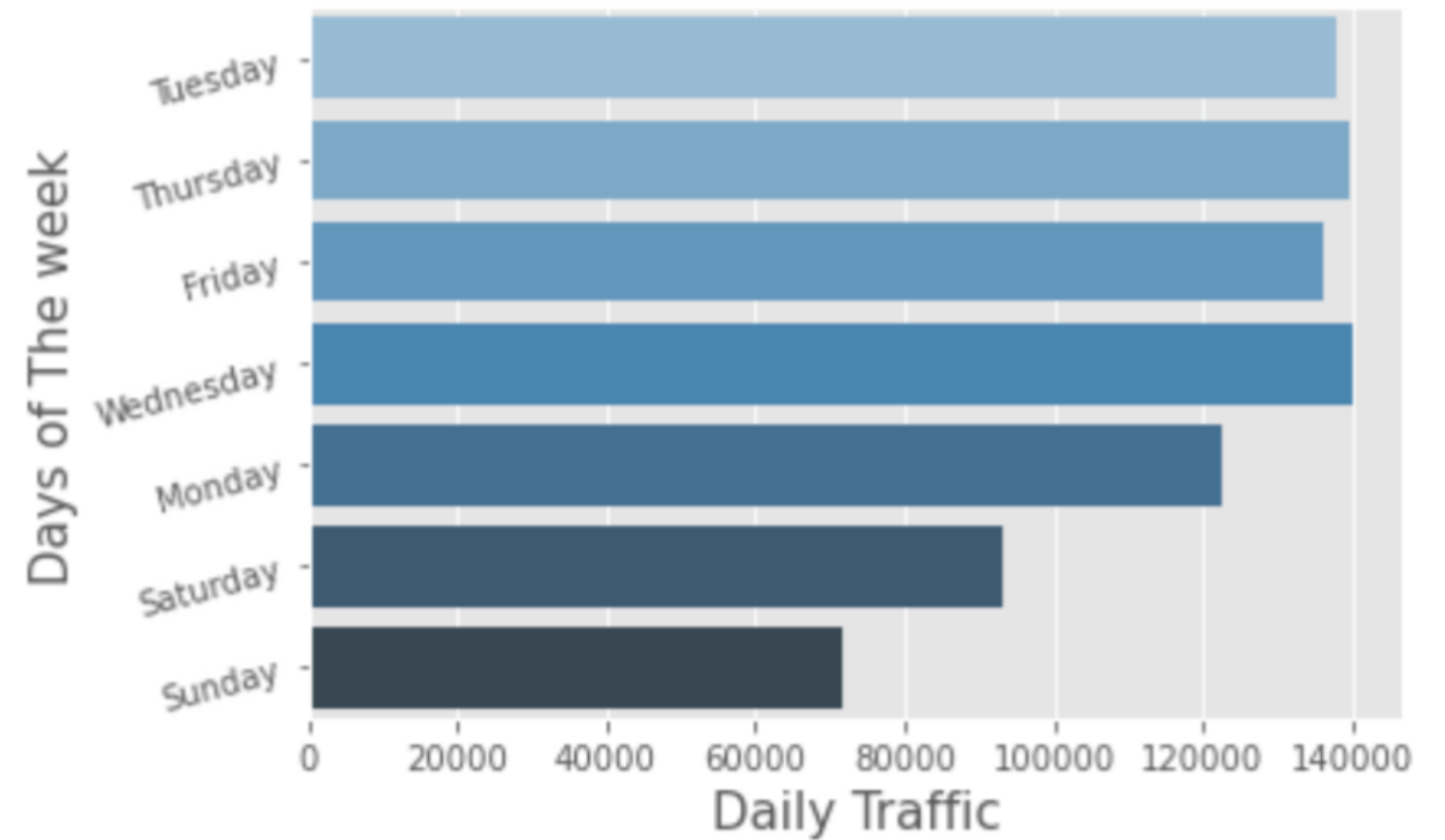
- 1- 34ST-Penn STA
- 2- GRD CNTRL-42 ST
- 3- 34 ST-HERALD
- 4- 86 ST
- 5- 14 ST-UNION SQ



KEY FINDINGS

Is there a particular day that has the most traffic?

- **WEEKENDS** USUALLY HAVE LESS TRAFFIC
- **WEEKDAYS** USUALLY HAVE TRAFFIC



KEY FINDINGS

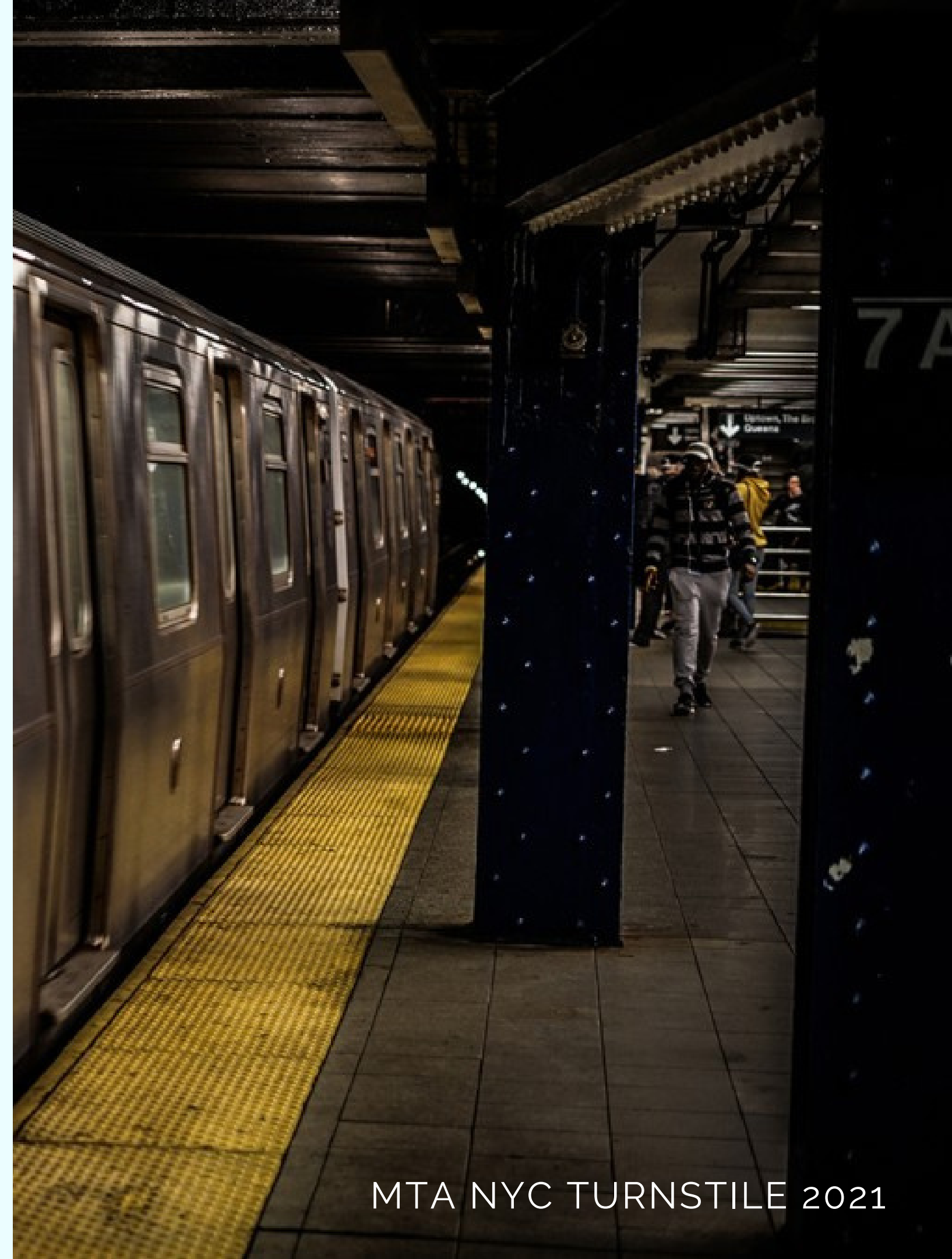
Is there a particular day that has the most traffic?



CONCLUSION

FUTURE WORK

We expands our bike location over all 800 stations of New York City. Find a relationship on how MTA data affected the usage of bikes in NYC. furthermore, replace normal bikes with e-bikes





THANK YOU