




BY SULTANAH ALDOSSARI 2021

MTA Data Analysis of NYC Subway for Central Bikes

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- The bottom right corner of the slide features three parallel diagonal stripes. The stripes are colored in a gradient of blue, starting from a light blue on the left and transitioning to a darker blue on the right. They are positioned diagonally, running from the bottom left towards the top right.

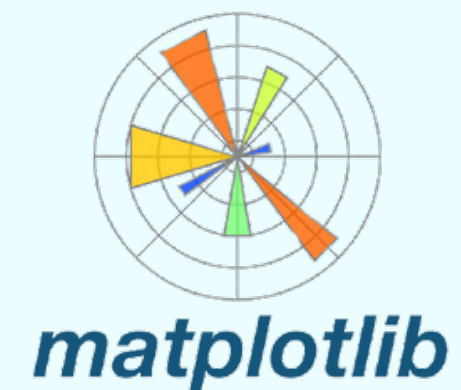


OBJECTIVE

- 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

- Used the New York City subway data
- We used data for a period of 3 months
- Data analysis with

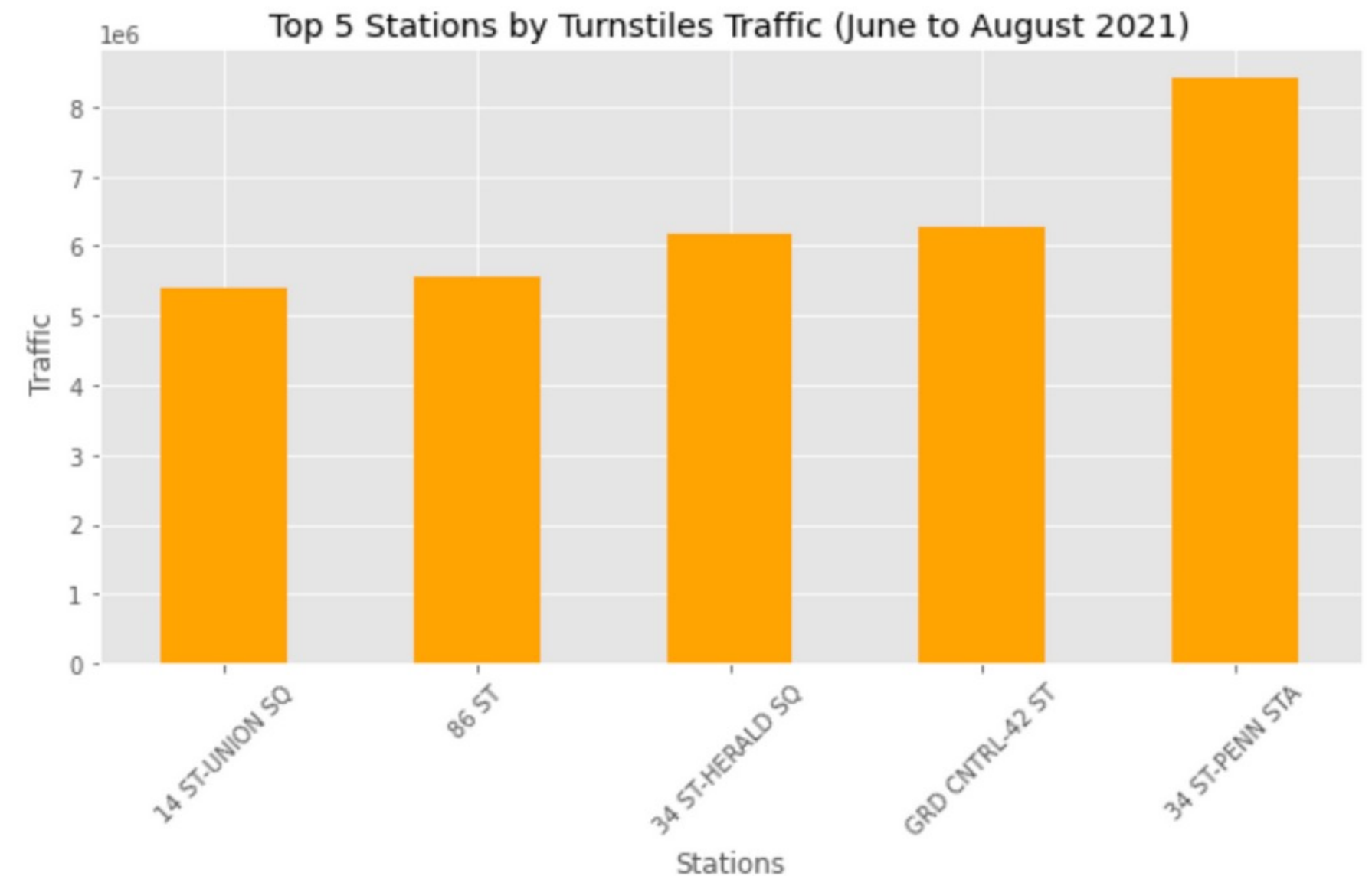


MTA NYC TURNSTILE 2021

KEY FINDINGS

TOP 5 STATIONS THAT MEET CENTRAL BIKES NEEDS

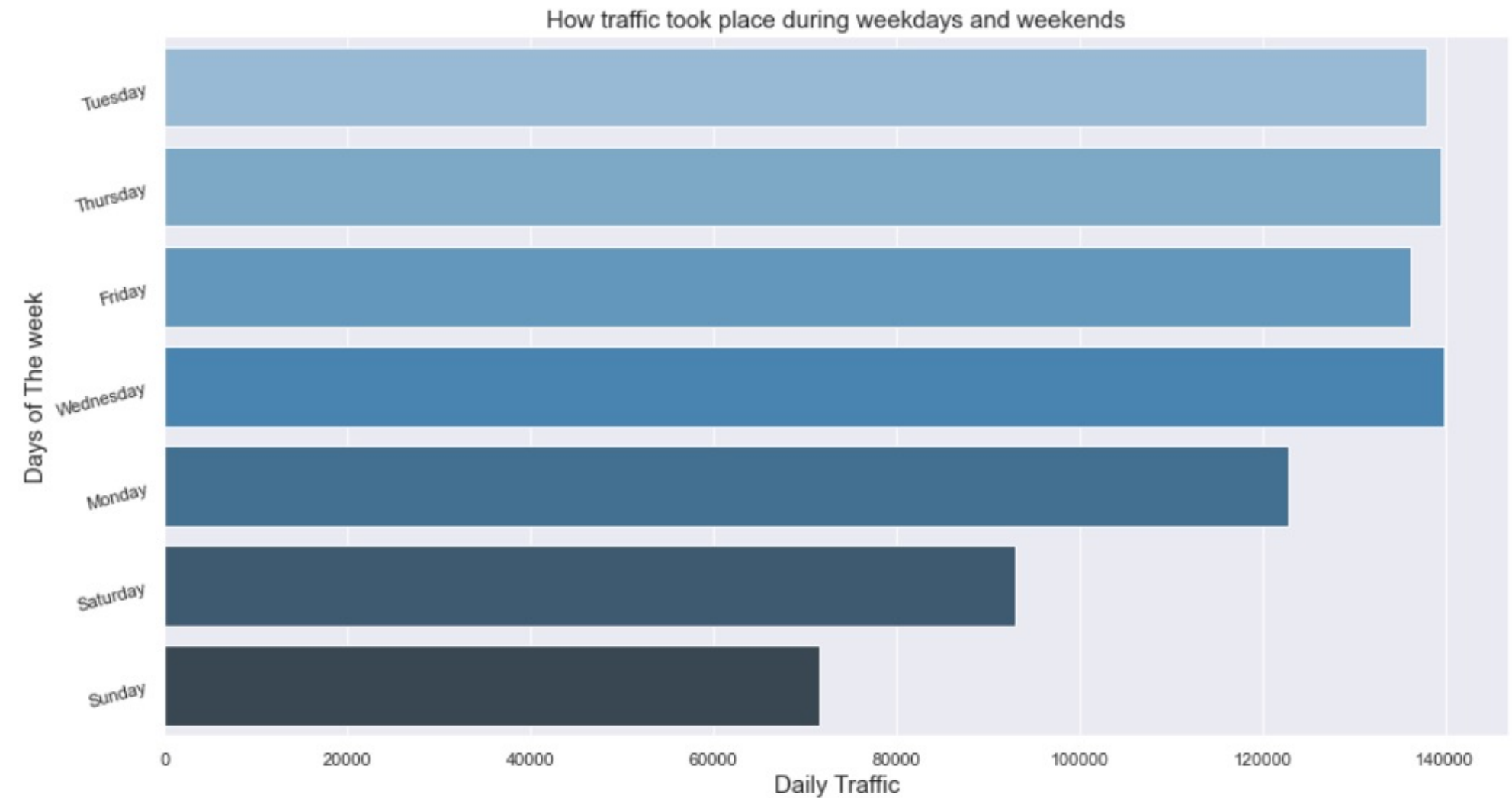
- 1- 34 ST-Penn STA
- 2- GRD CNTRL-42 ST
- 3- 34 ST-HERALD
- 4- 86 ST
- 5- 14 ST-UNION SQ



KEY FINDINGS

Is there a particular day that has the most traffic?

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



KEY FINDINGS

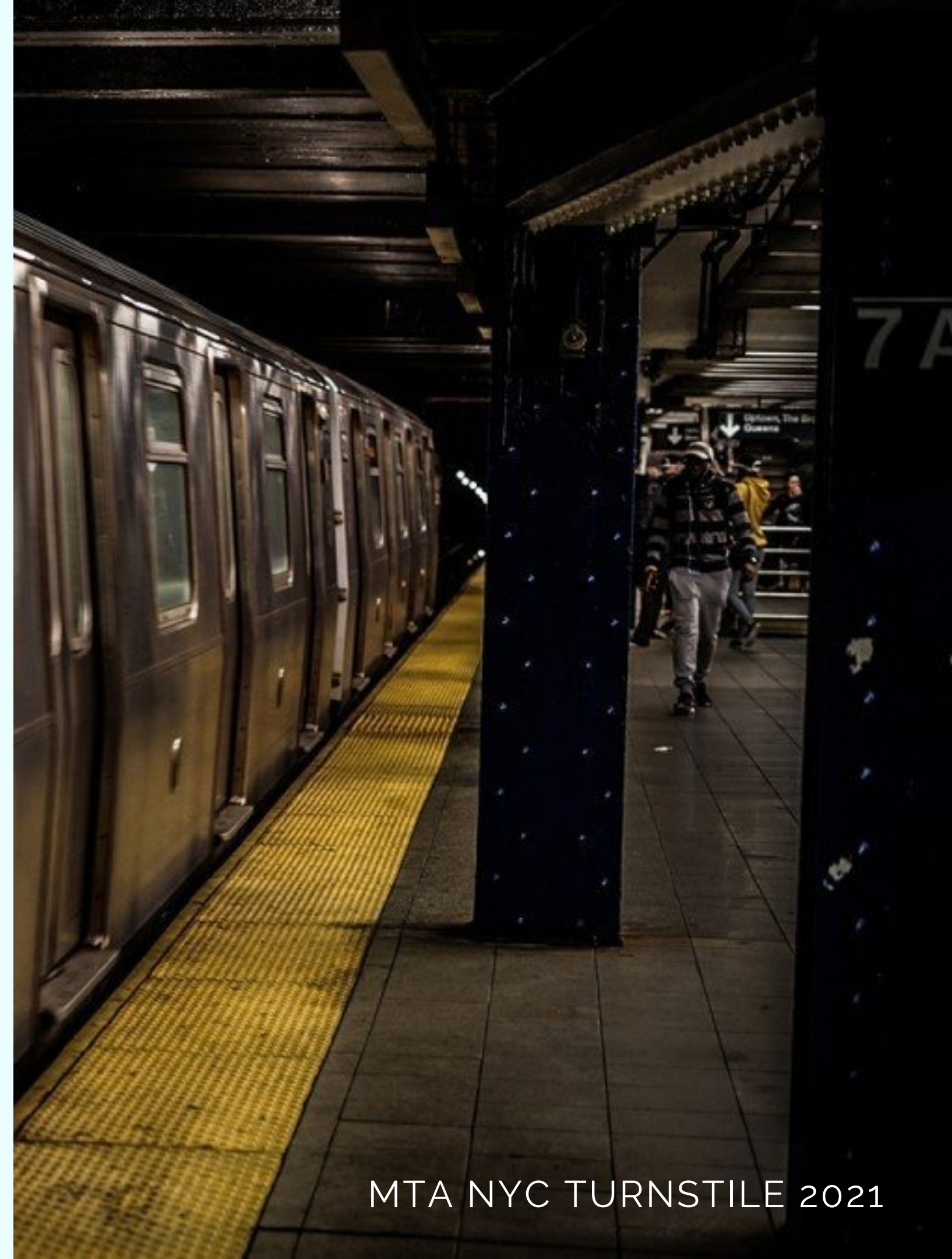
Is there a particular day that has the most traffic?



CONCLUSION

FUTURE WORK

1. To analyze bigger data
2. We expands our bike location over all 800 stations of NYC.
3. Find a relationship on how MTA data affected the usage of bikes in NYC.
4. Replace normal bikes with e-bikes



The image features a dark blue background. A large white rectangle is centered on the page. In the corners of the dark blue area, there are geometric shapes: three right-angled triangles and one square, each composed of three parallel diagonal lines in varying shades of blue and white. The text "THANK YOU" is centered within the white rectangle in a bold, dark blue, sans-serif font.

THANK YOU