



EDA Presentation :

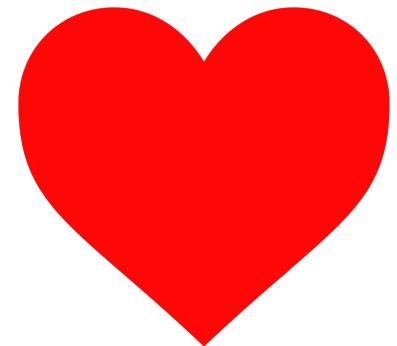
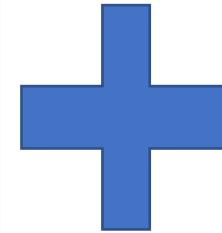
Where Should Taco Bell Move a Location?

Maxwell Wood



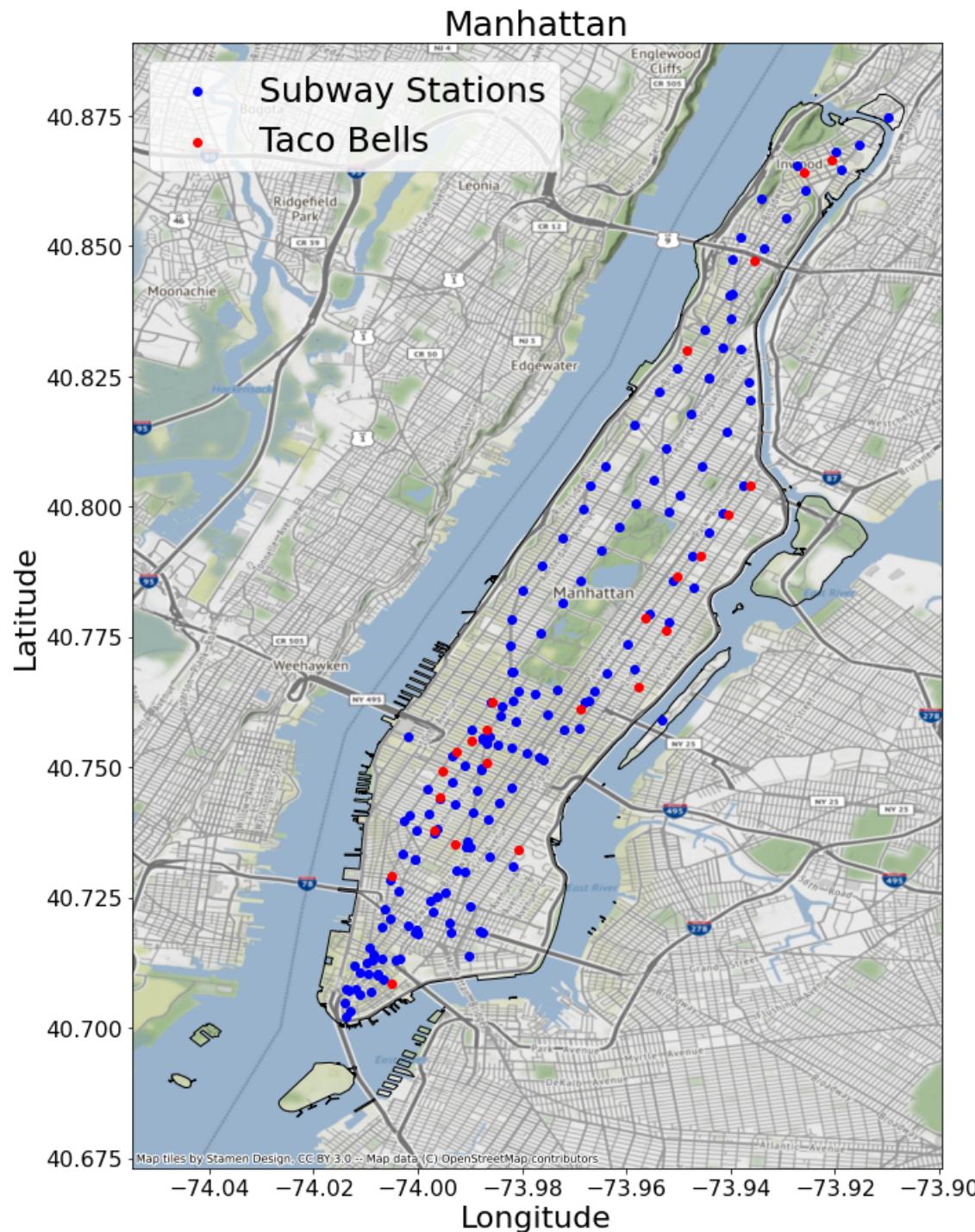
Motivation

- Most New Yorkers commute via subway
- New Yorkers love Taco Bell
- Manhattan has real estate available for more Taco Bells
- However labor costs are high
- Taco Bell should move a location from a less busy subway to a busier subway



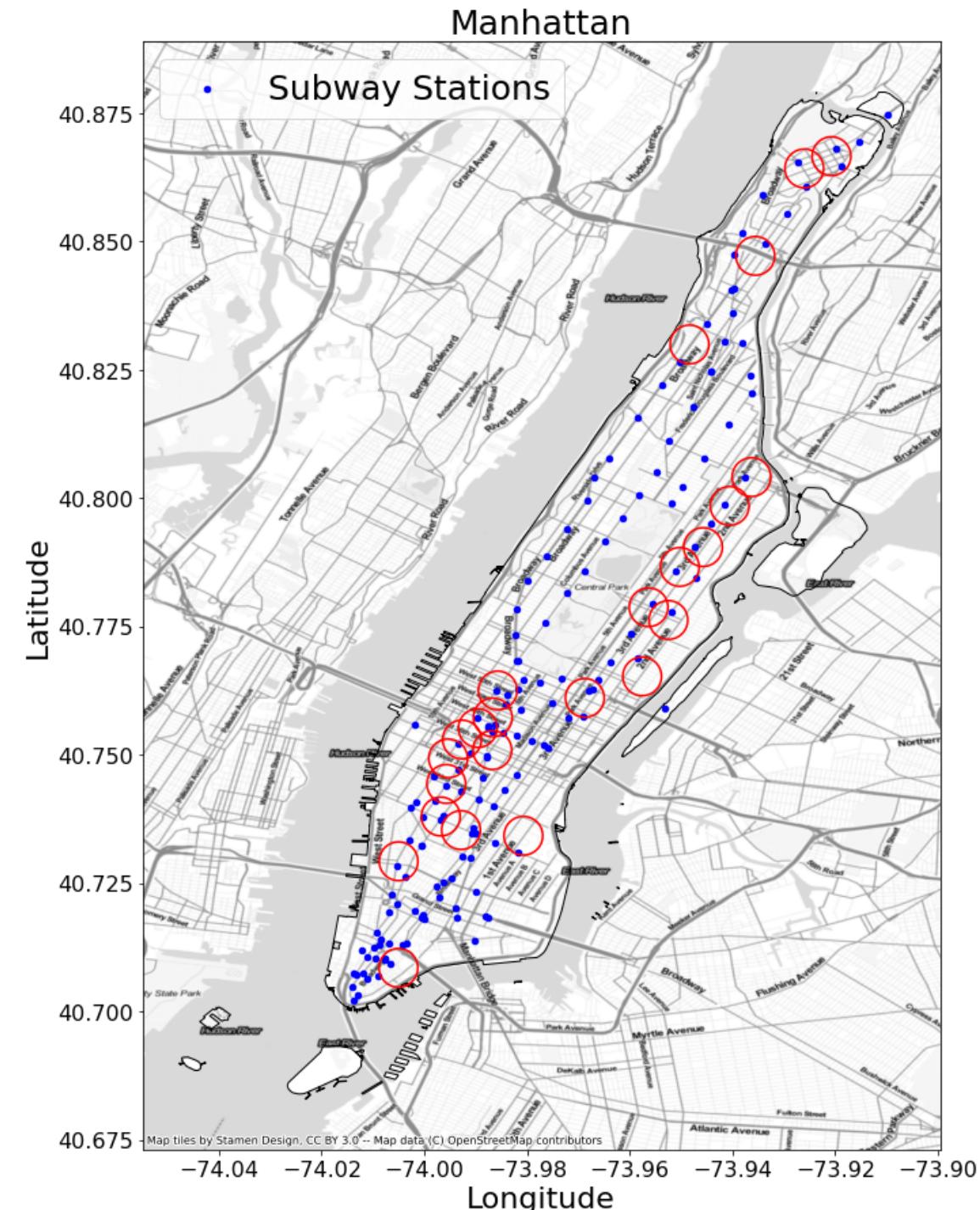
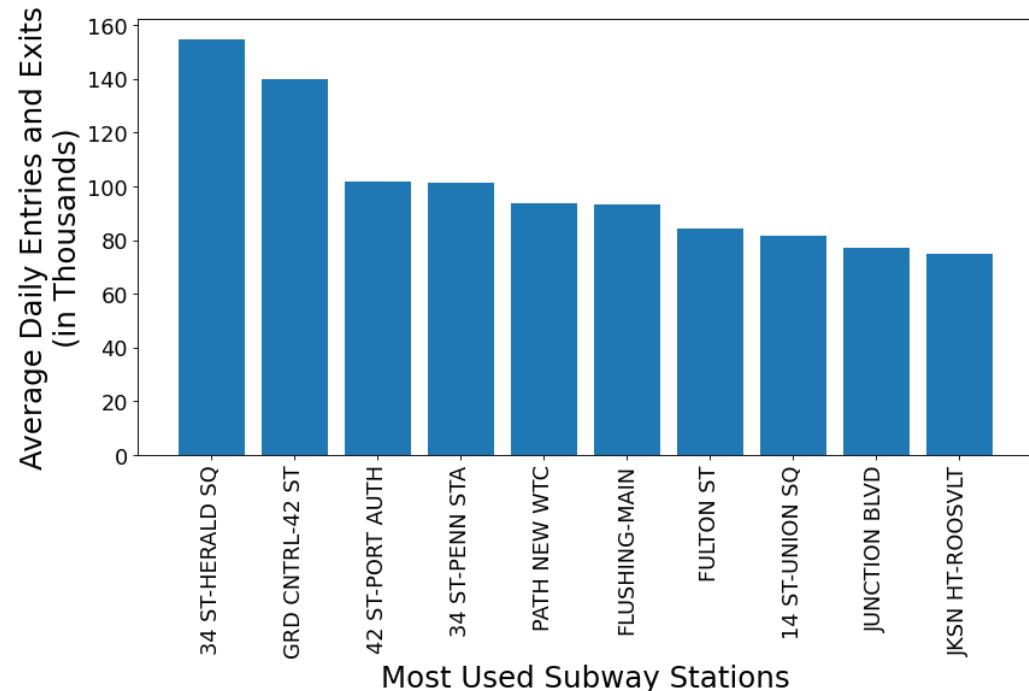
Methodology

- Location data obtained from:
 - Tacobell.com
 - Scrapped using Web Scraper
 - NY MTA public records
- Subway entrances and exits from:
 - NY MTA public records
- Data is analyzed primarily using python packages:
 - Pandas
 - Geopandas



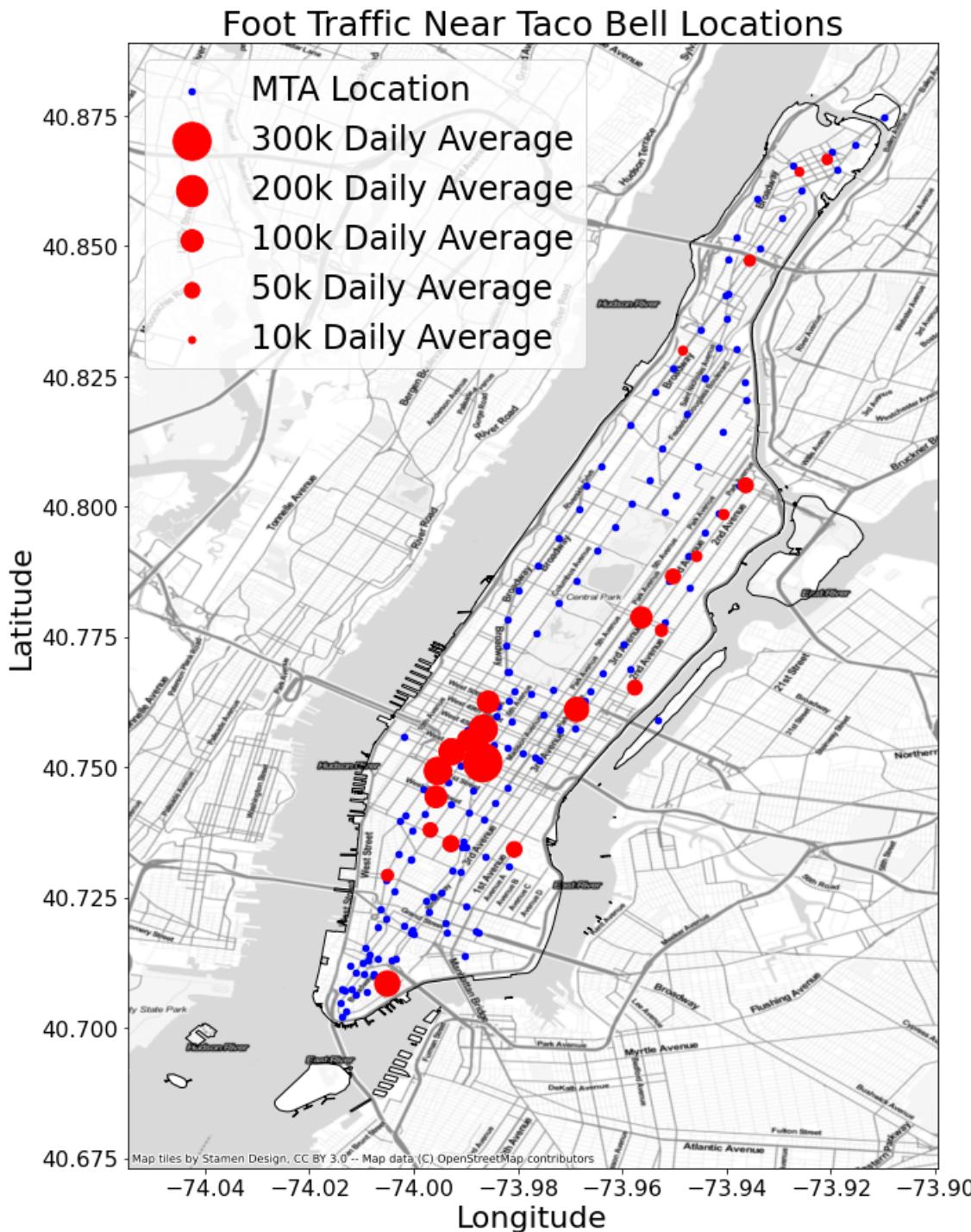
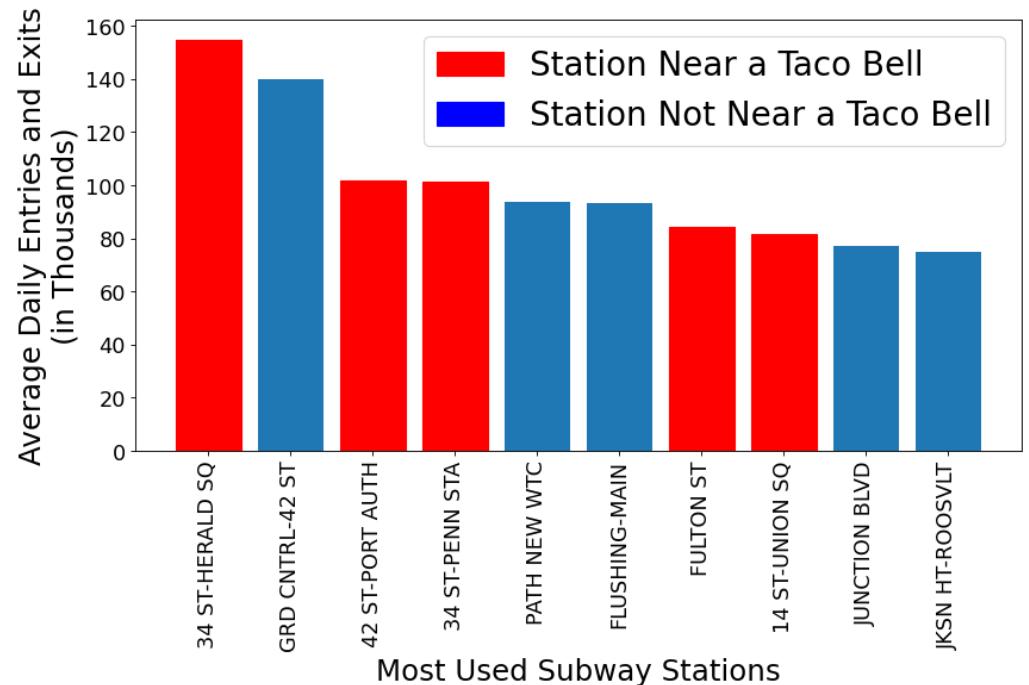
Methodology

- To quantify foot traffic originating from subway station I sum all entrances and exits in each subway station for the year 2021 and divide by 365 to get the average daily foot traffic of each station
- I count the foot traffic for the taco bell if it lies within 0.25 miles of the subway station

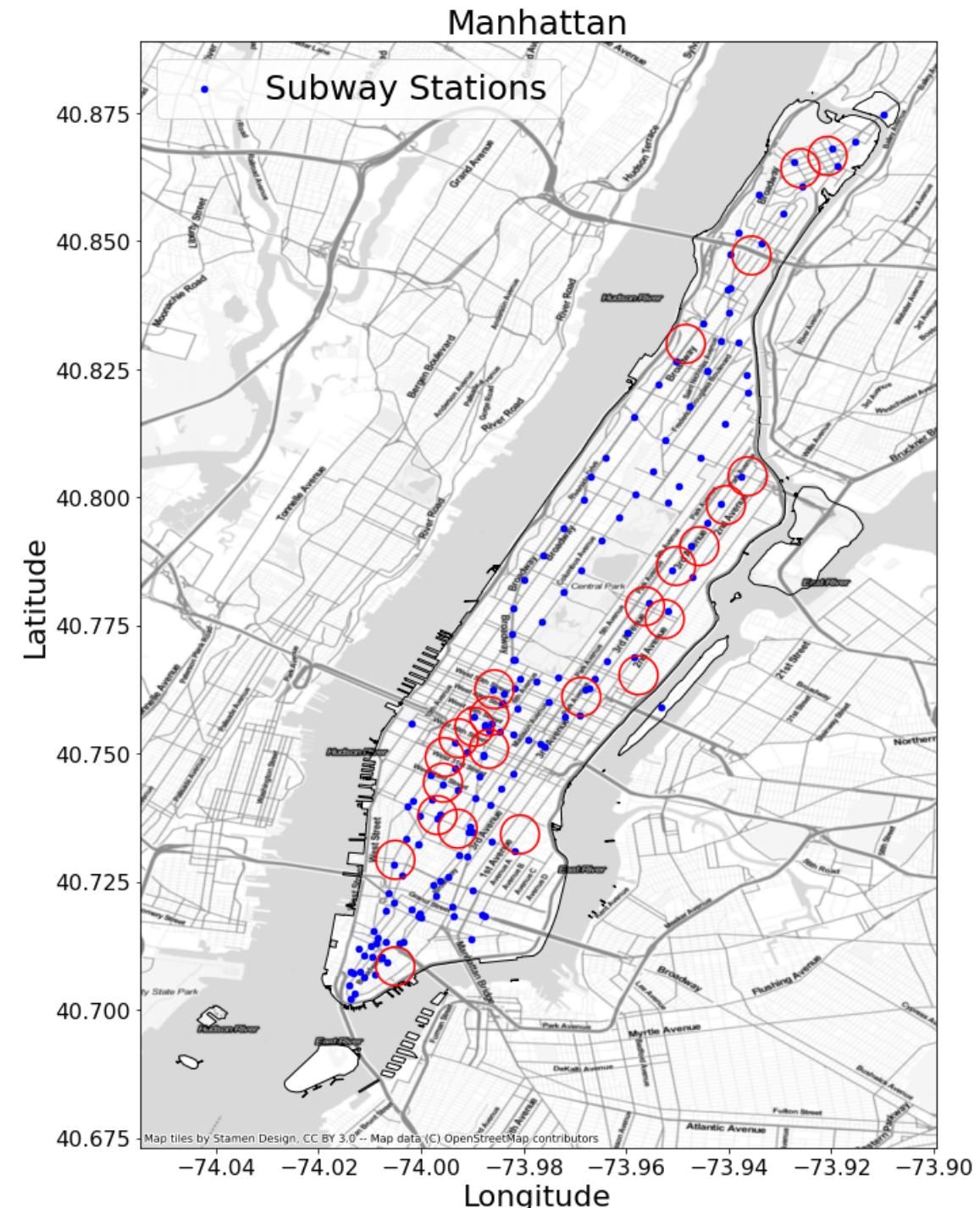
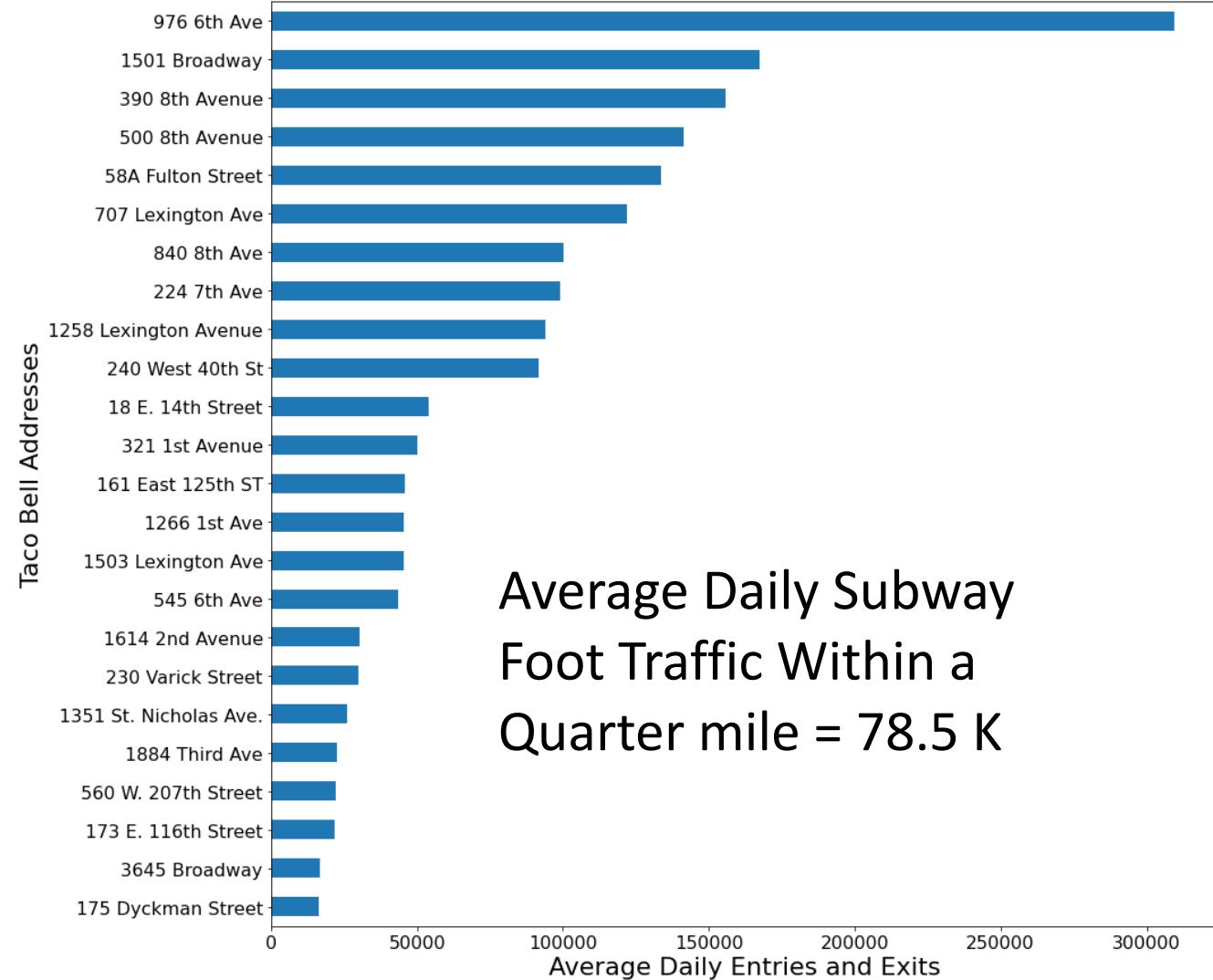


Results

- Half of the top 10 most frequented MTA stations don't have a nearby taco Bell
- The Taco Bells in Midtown have much higher foot traffic from the subway than the taco bells in Harlem

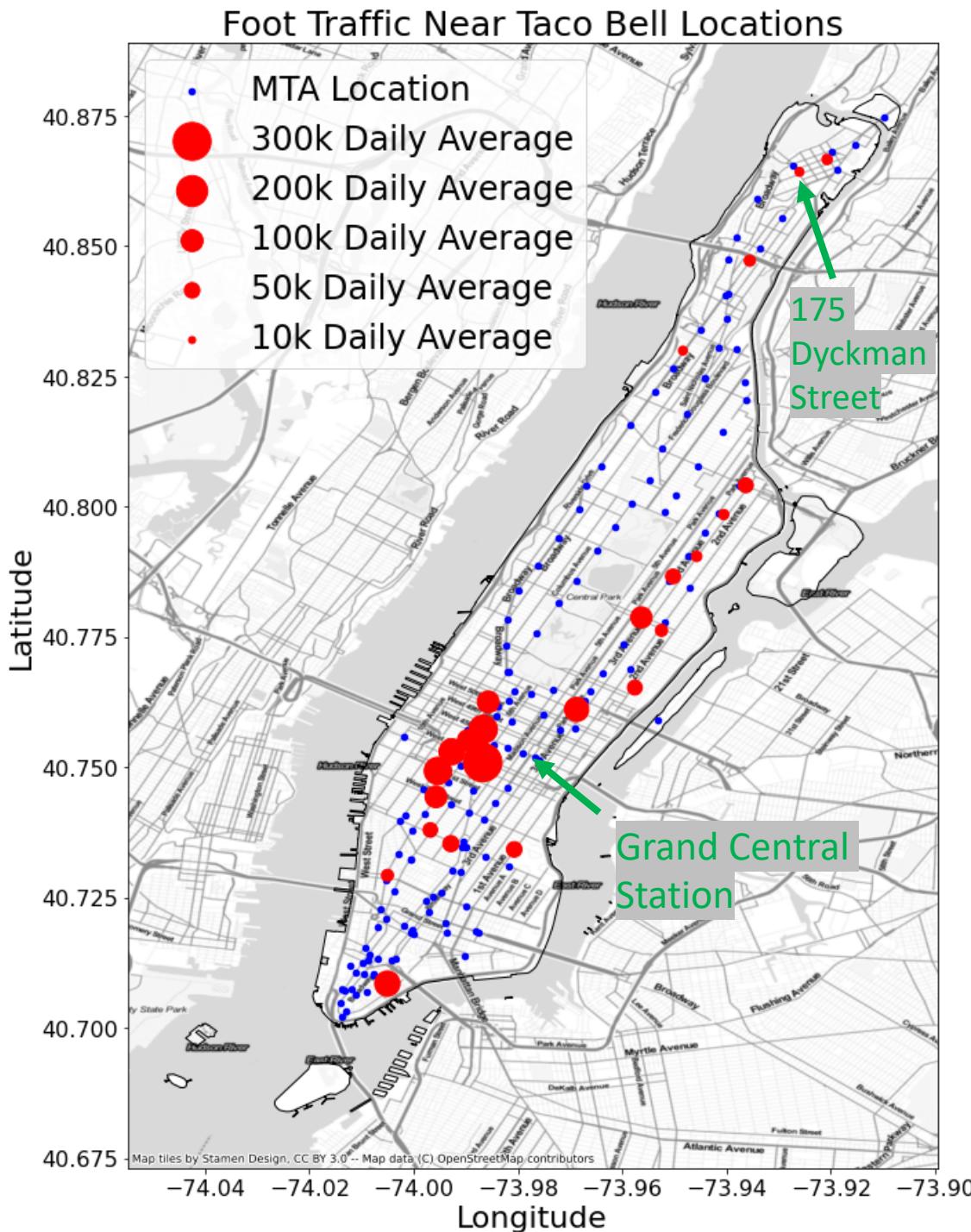
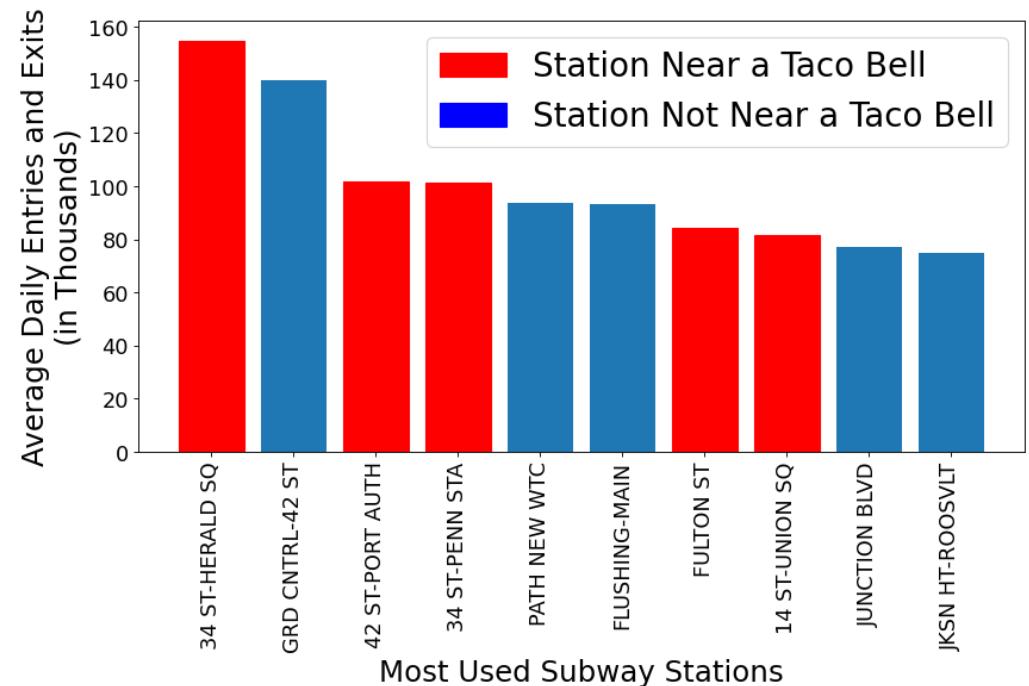


Results



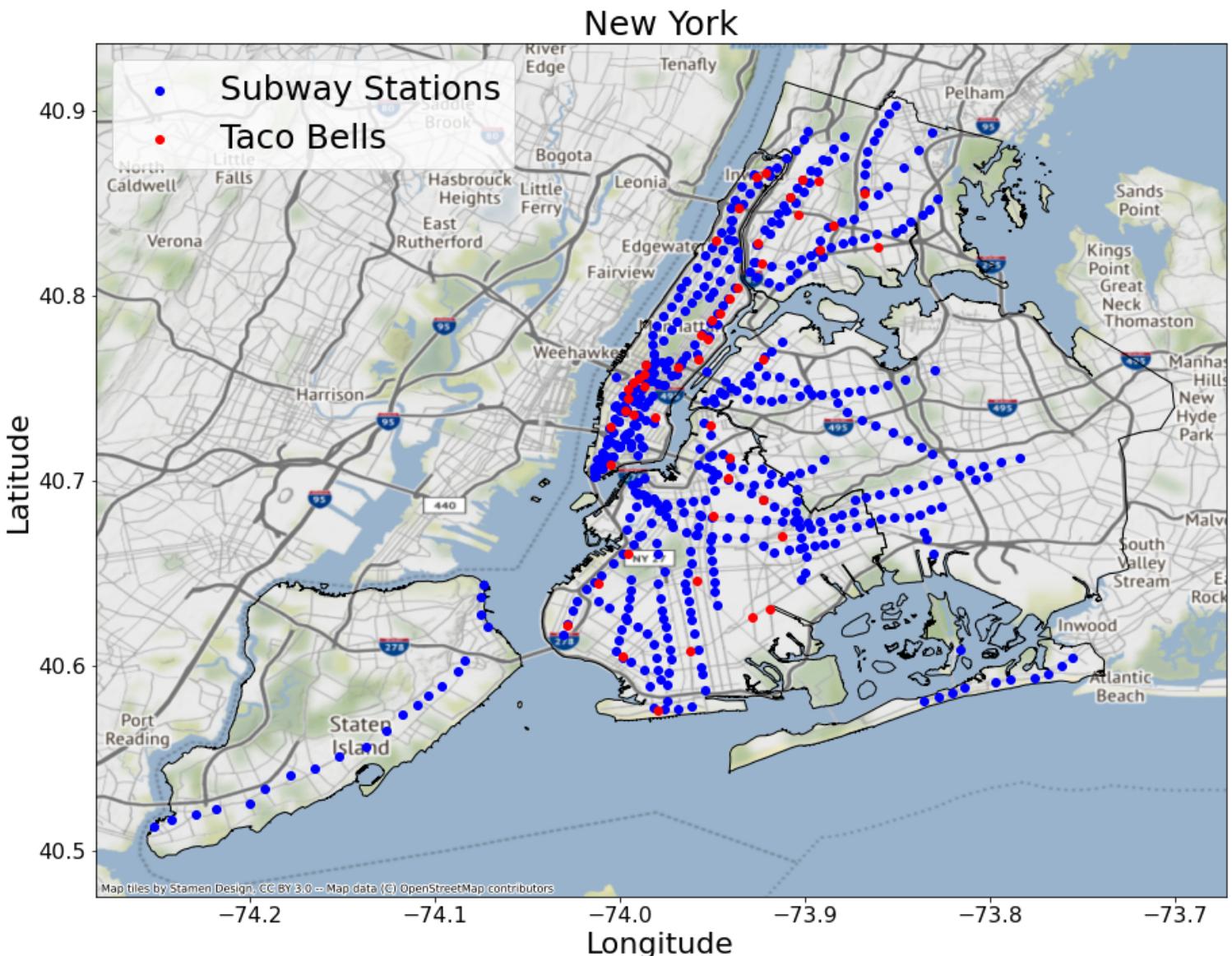
Conclusion

- Grand Central Station is the station with the highest foot traffic without a nearby Taco Bell
- The Taco Bell on 175 Dyckman Street has the least foot traffic originating from the Subway



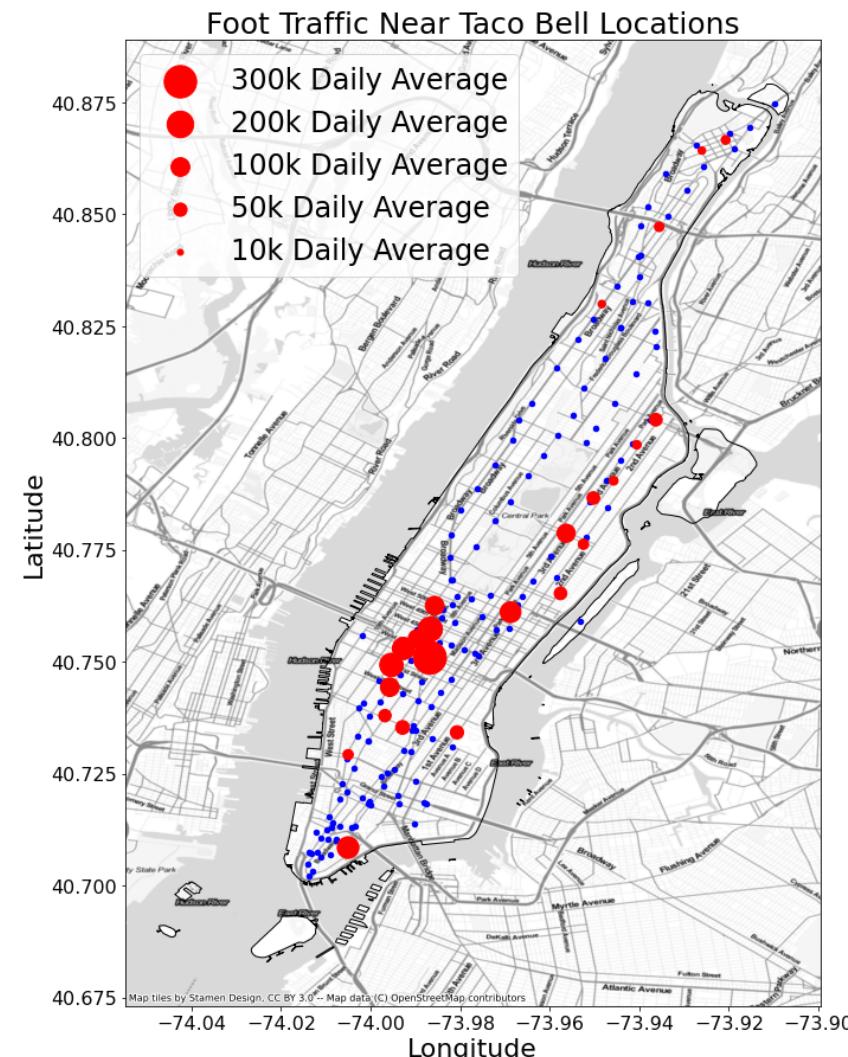
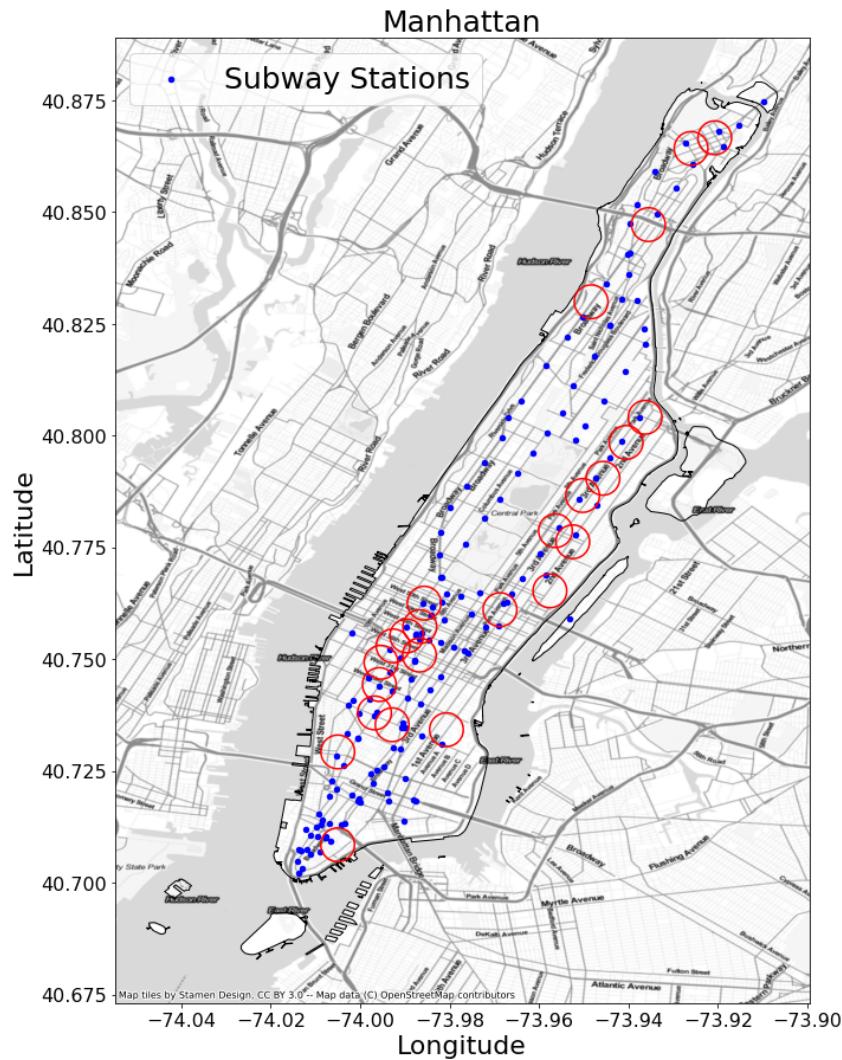
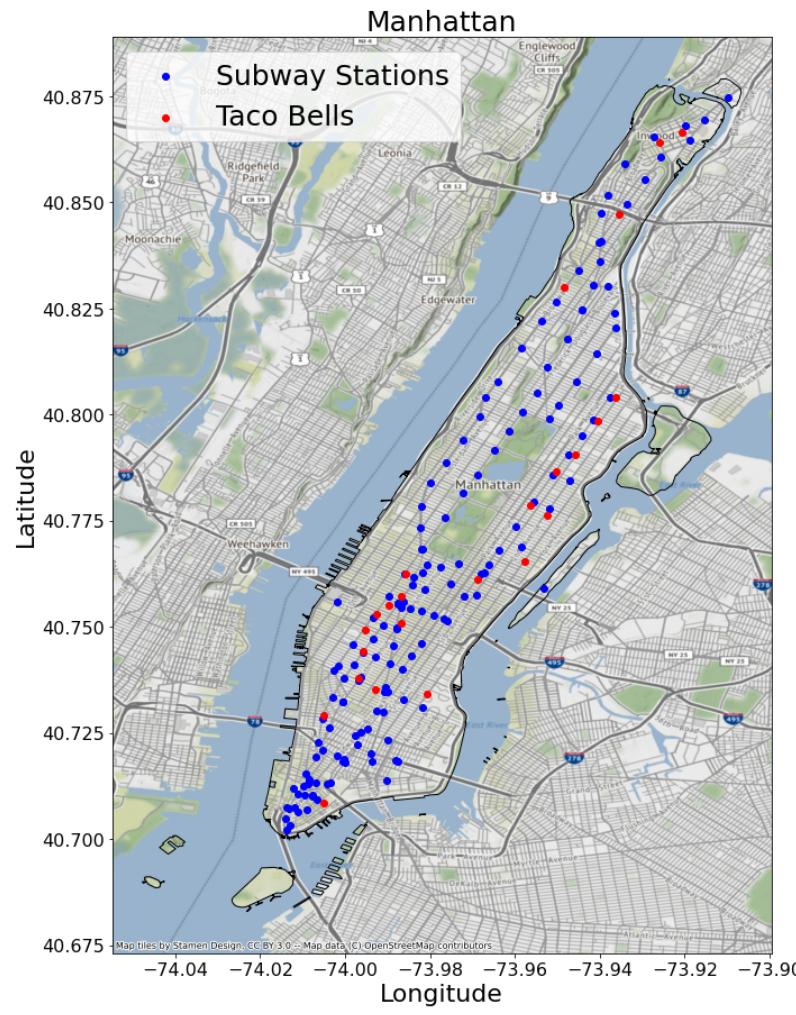
Future Work

- Look at temporal data to see which taco bells would benefit from extended hour
- Finish collecting data on other boroughs and expand analysis
- Rather than looking at stations without Taco Bells look at locations with high foot traffic without Taco Bells

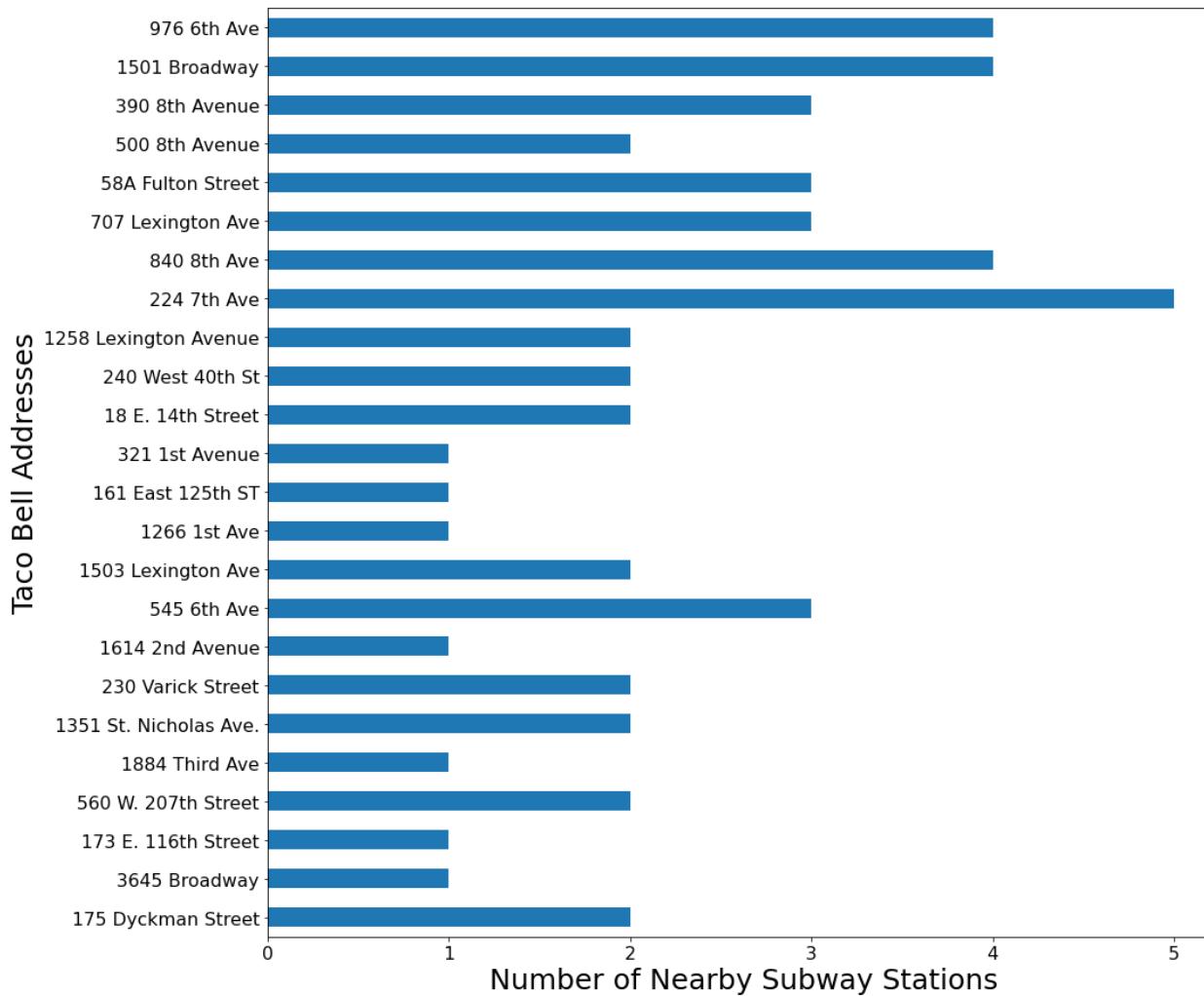
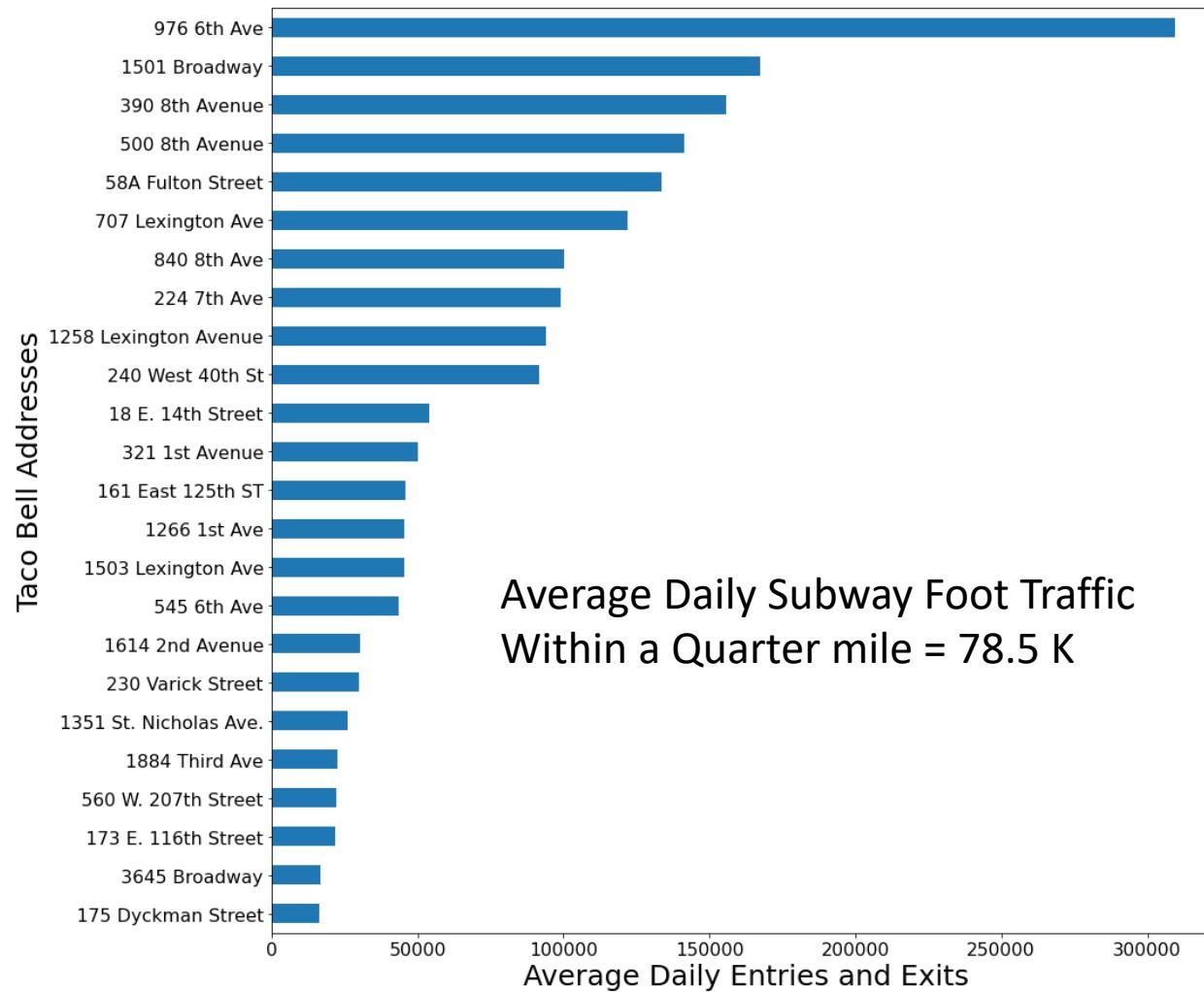


Appendix

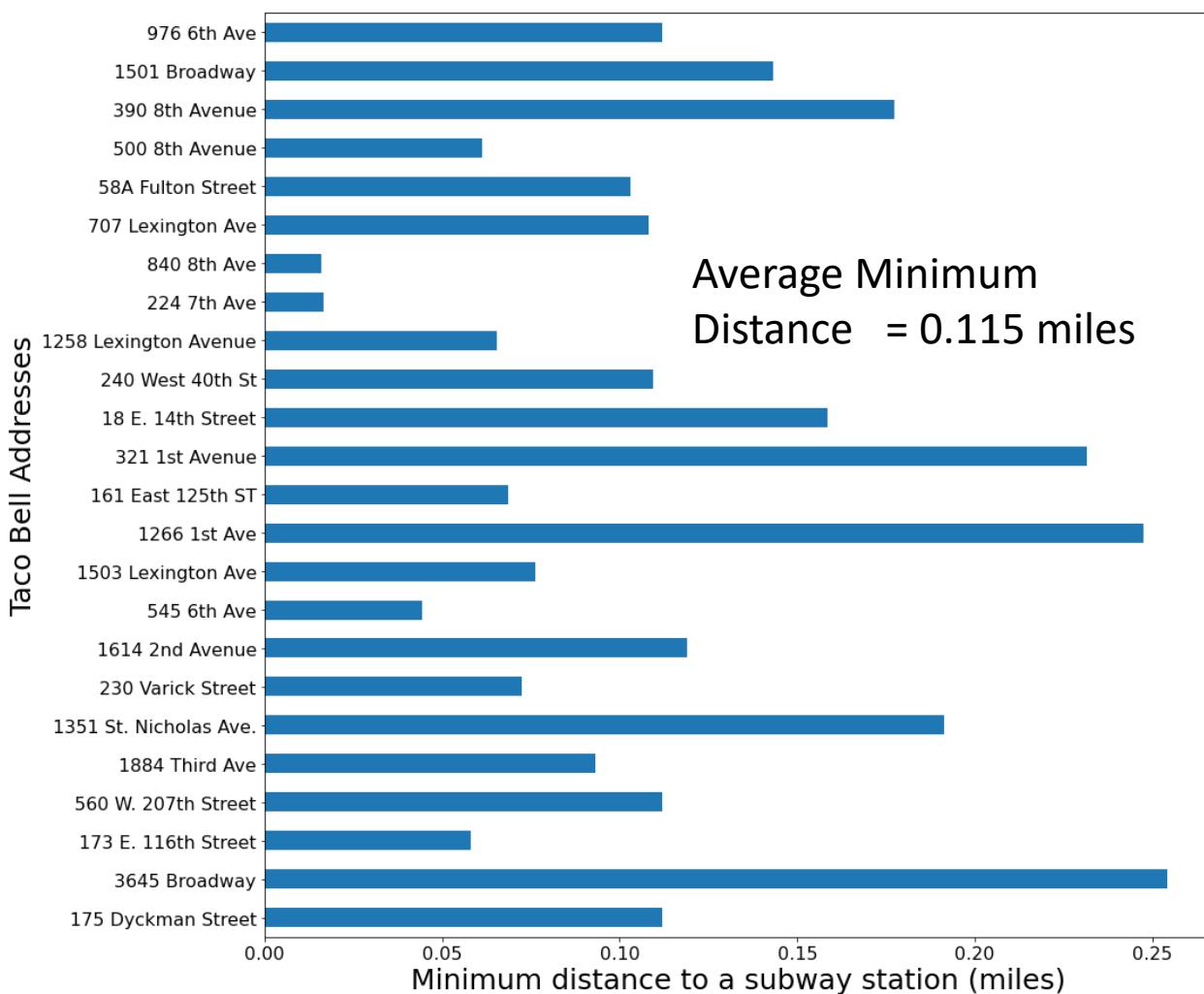
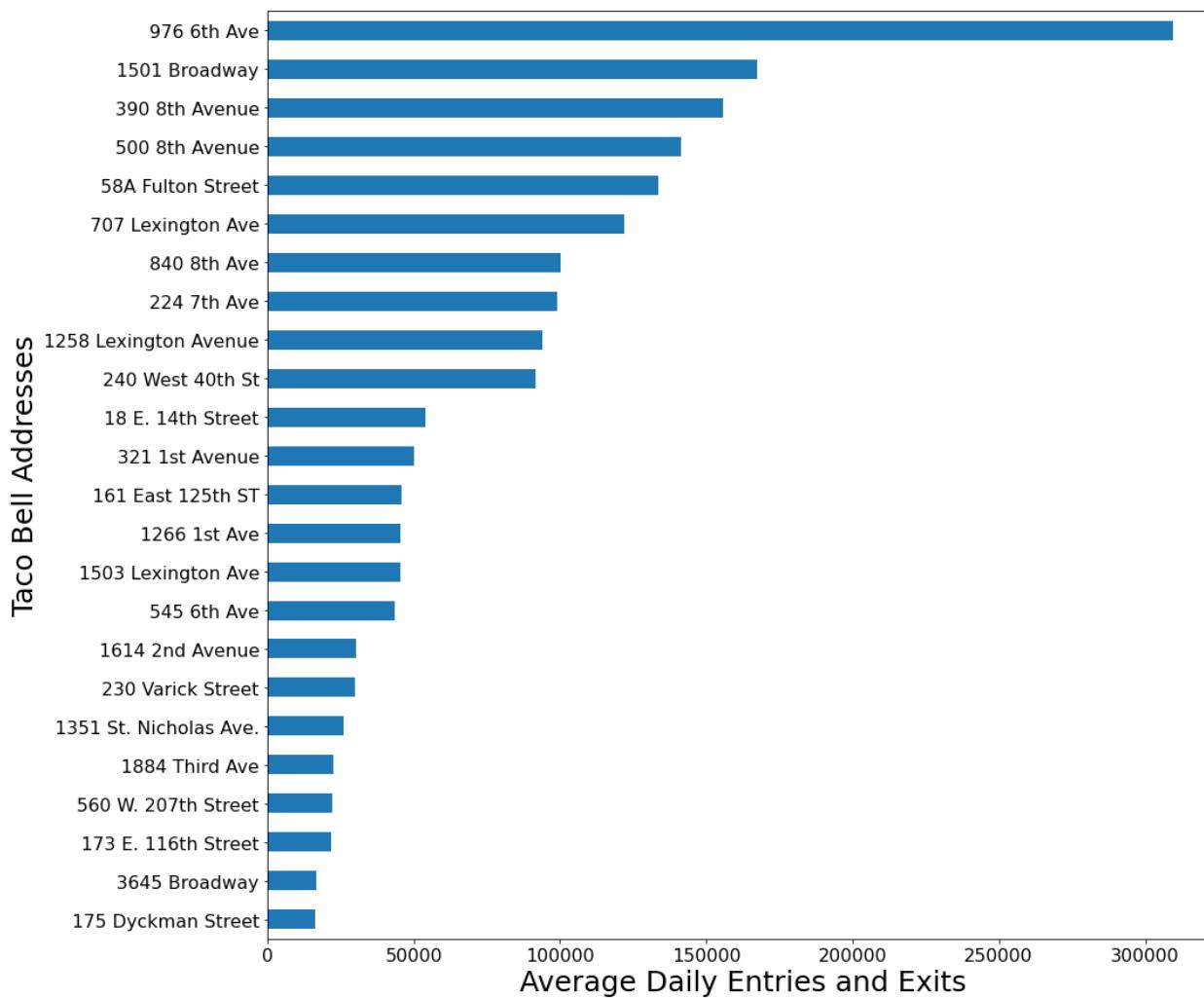
Maps Compared



Taco Bell Location Info



Taco Bell Location Info



Map Styles Compared

