

A black and white photograph of a subway station staircase. The view is looking down the stairs, which are flanked by tiled walls and metal handrails. The ceiling is covered with a dense network of pipes and conduits, creating a complex, industrial pattern. The lighting is dramatic, with strong highlights and shadows.

NYC Subway Station Foot Traffic

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Women Tech, Women Yes!



Goals

Find busiest subway stations.

More locals, fewer tourists.

Create easy tool for street teams.



Metro Transit Authority website

Cumulative turnstile entries / exits

March - June 2018



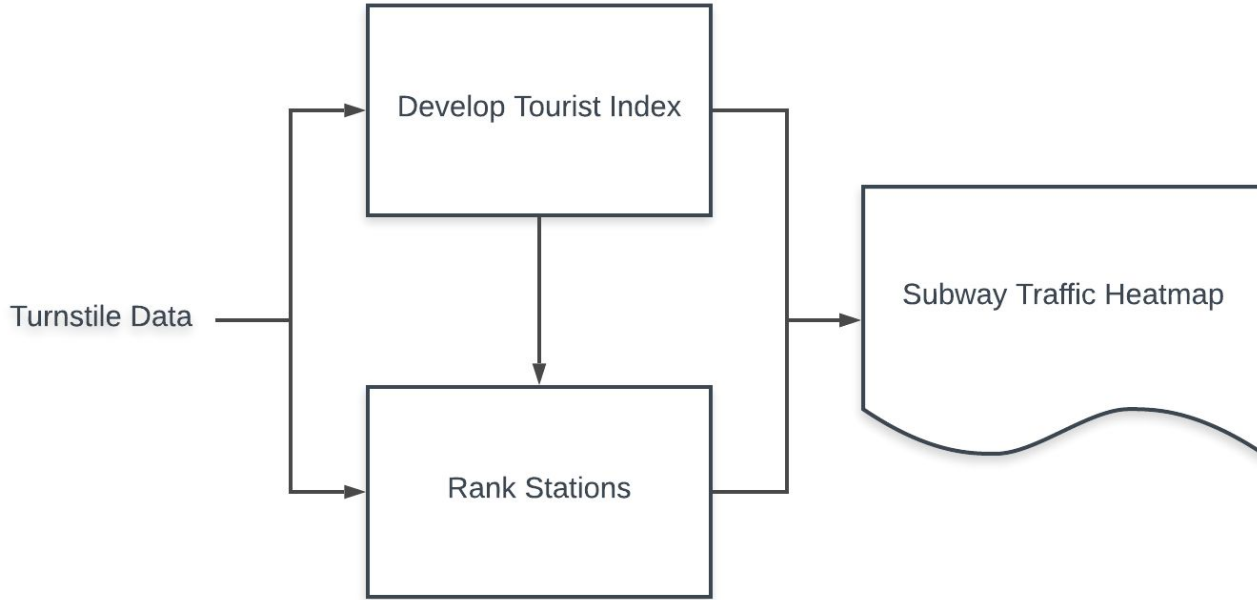
Obstacles

Varying turnstile audit schedules

Additional random audits

Counter resets

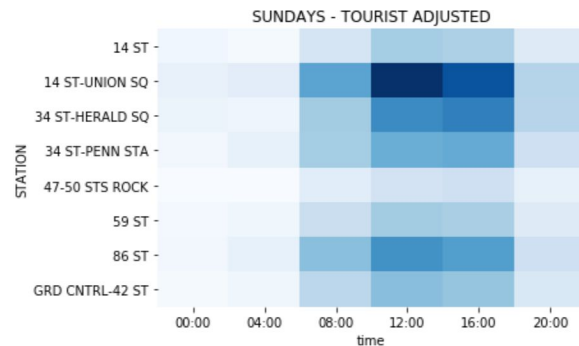
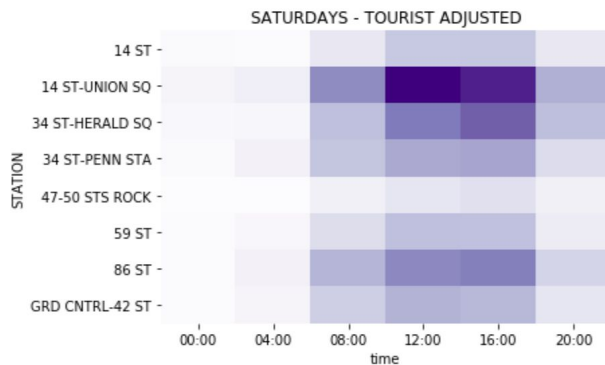
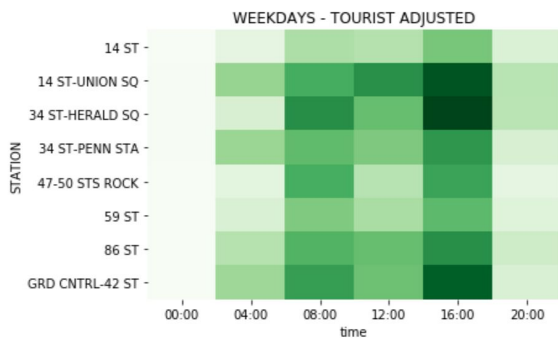
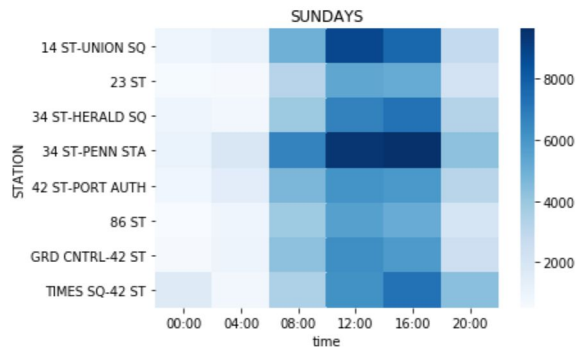
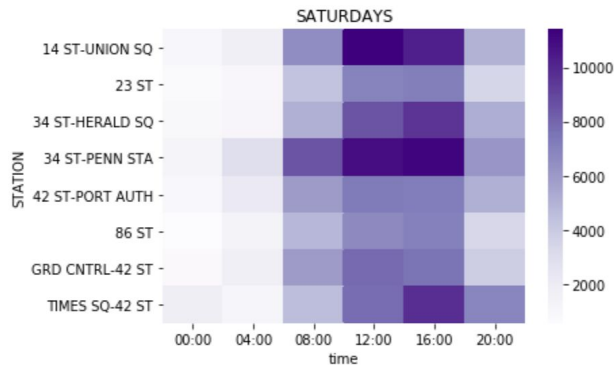
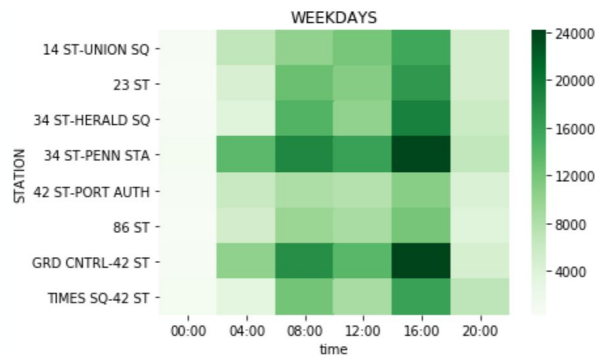
Methodology

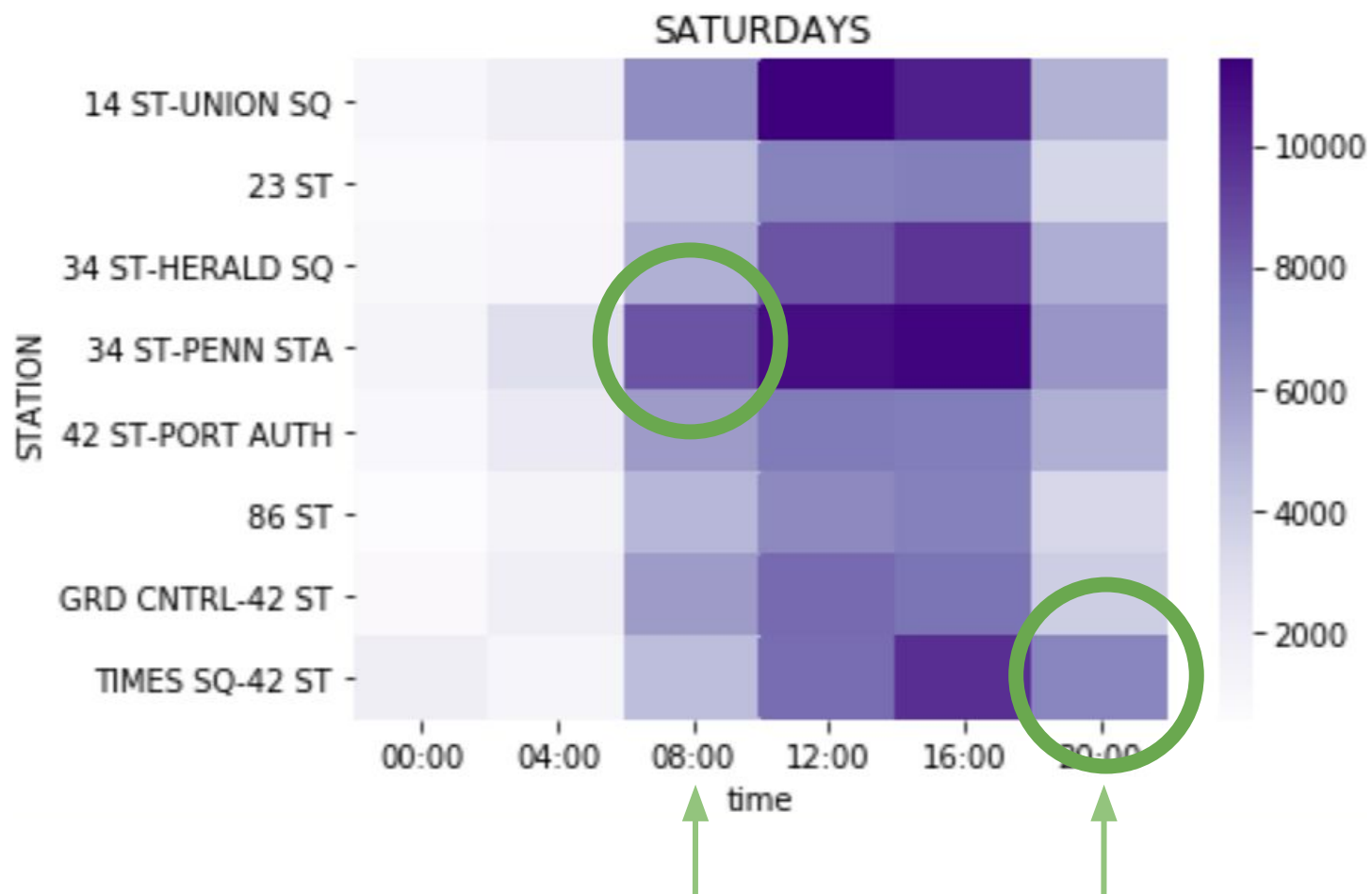


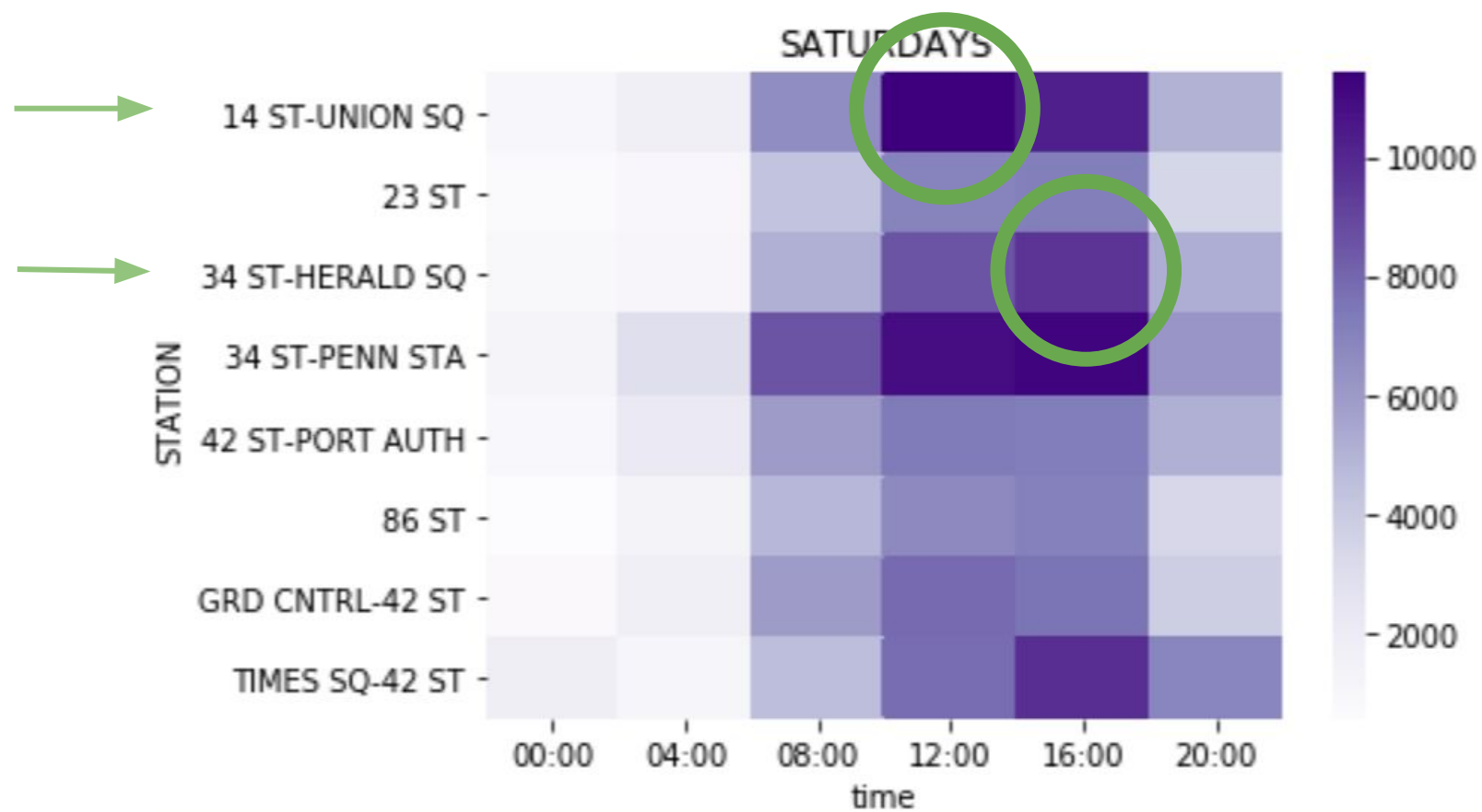
$$\text{Tourist Index} = \frac{\text{Weekend Traffic}}{\text{Weekday Traffic}}$$



Subway Traffic Heatmap







Future Considerations

Entries vs Exits

Outside data

Station demographics

Station proximity

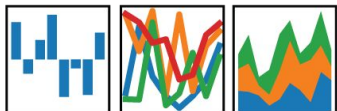
Weather

Collect live street team data

Thank You!

pandas

$$y_{it} = \beta' x_{it} + \mu_i + \epsilon_{it}$$



matplotlib