NYC SUBWAY RIDERSHIP ANALYSIS

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Digital poster (pic from outfrontmedia.com)

CLIENT & OBJECTIVE

Client: OUTFROUNT Media, the company that handles transit advertising opportunities of NYC subway.

Objective: Find the optimal price positioning of advertising in NYC subway according to ridership analysis.

METHODOLOGY

Data Used:

MTA turnstile data focused on 2022 Q1 (Jan, Feb, Mar).

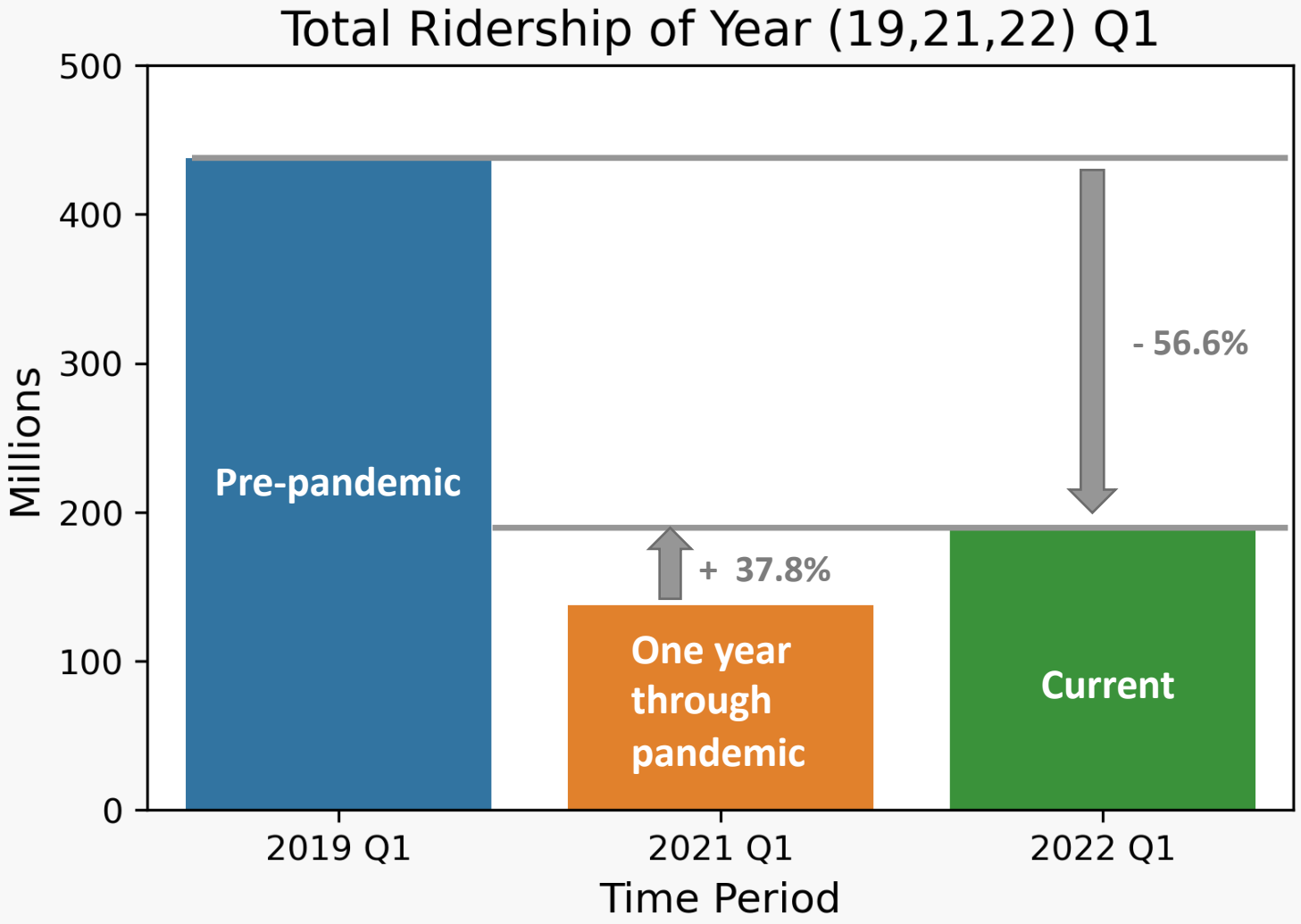
2019 Q1 and 2022 Q1 data for comparison.

Method:

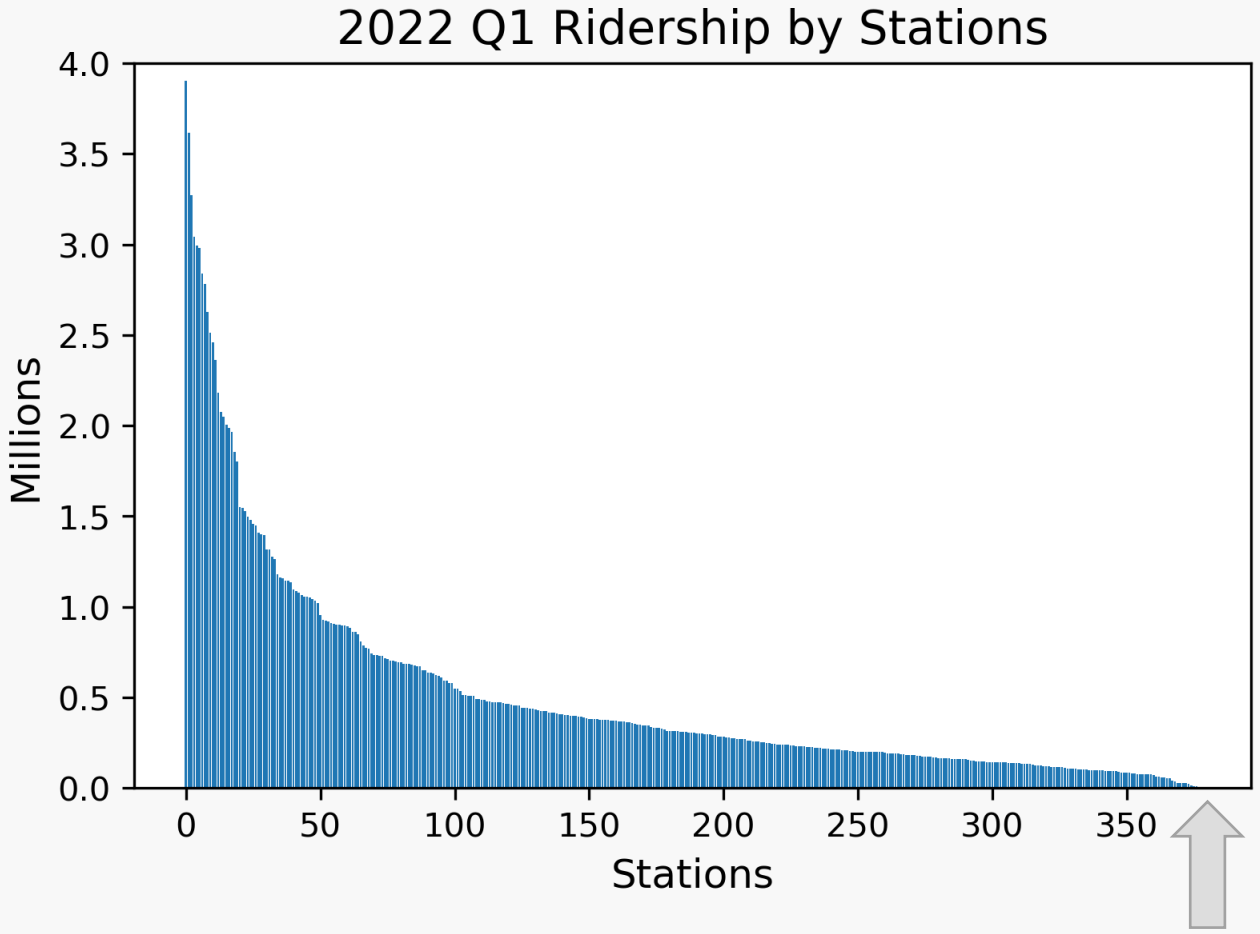
Two focuses: Location & Time.

Rank traffic volume by stations and time periods.

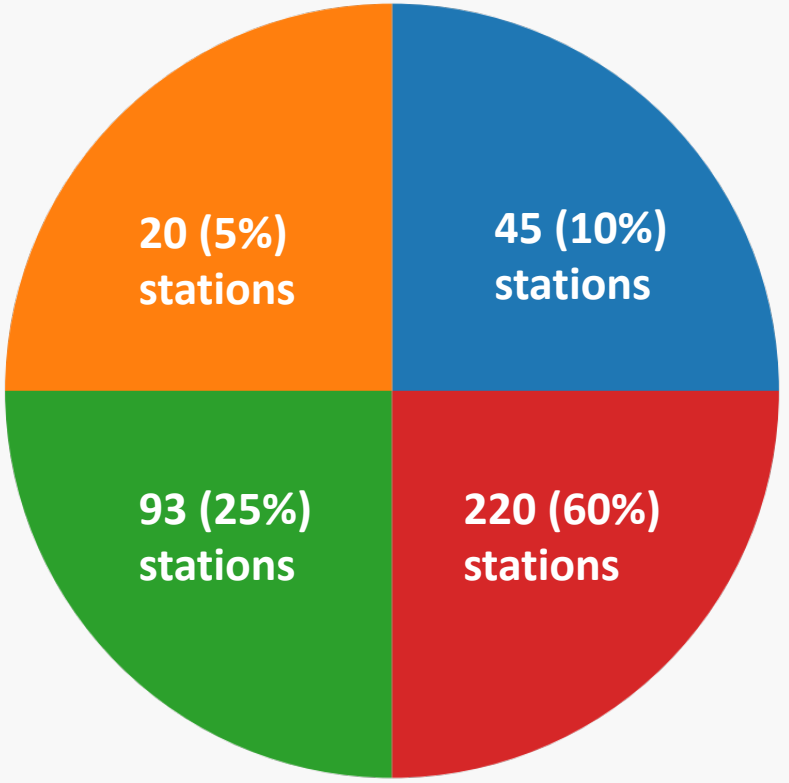
NYC Subway Traffic Volume Overview

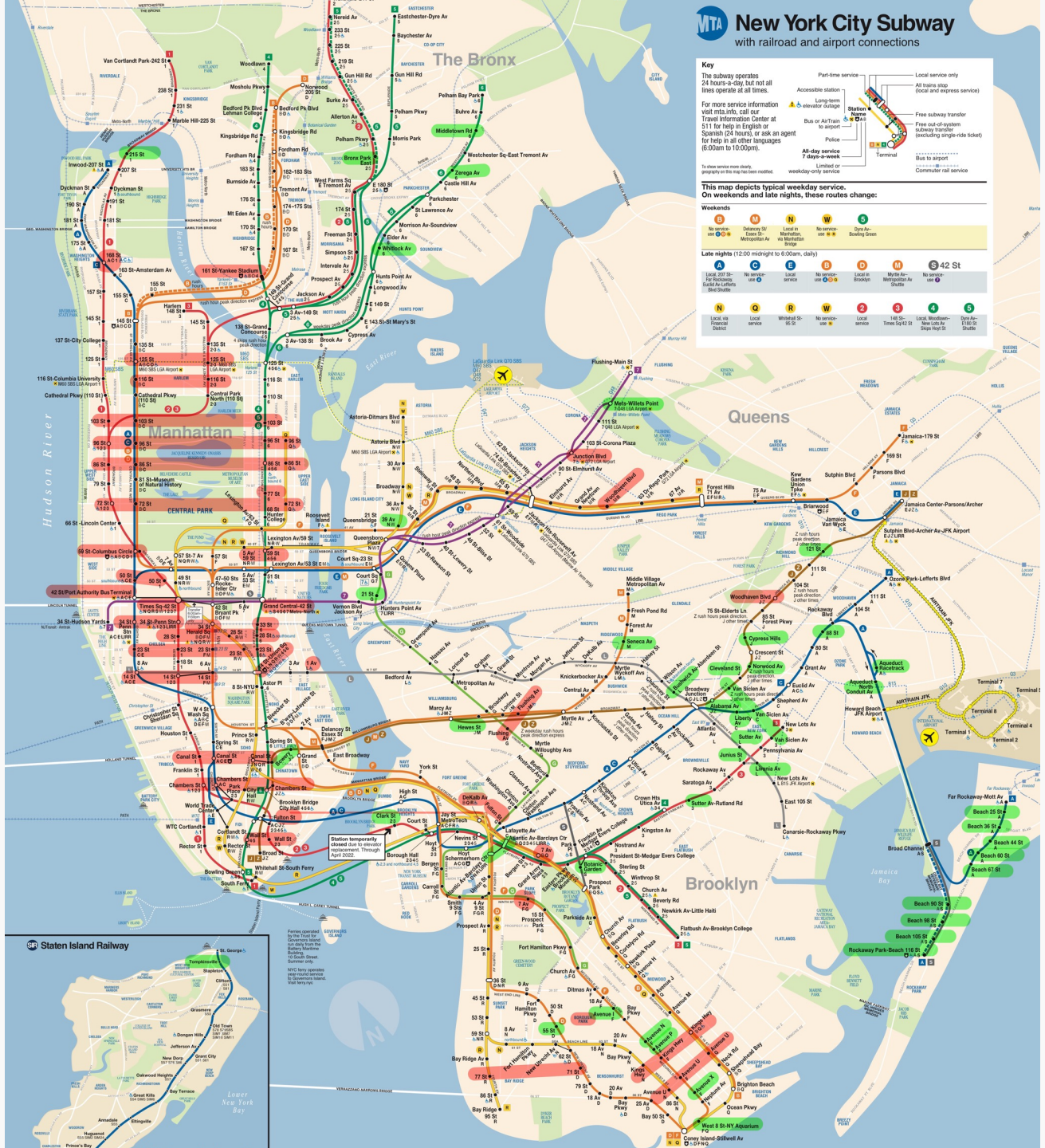


Ridership Distribution by Stations



Lowest: 2 Entries



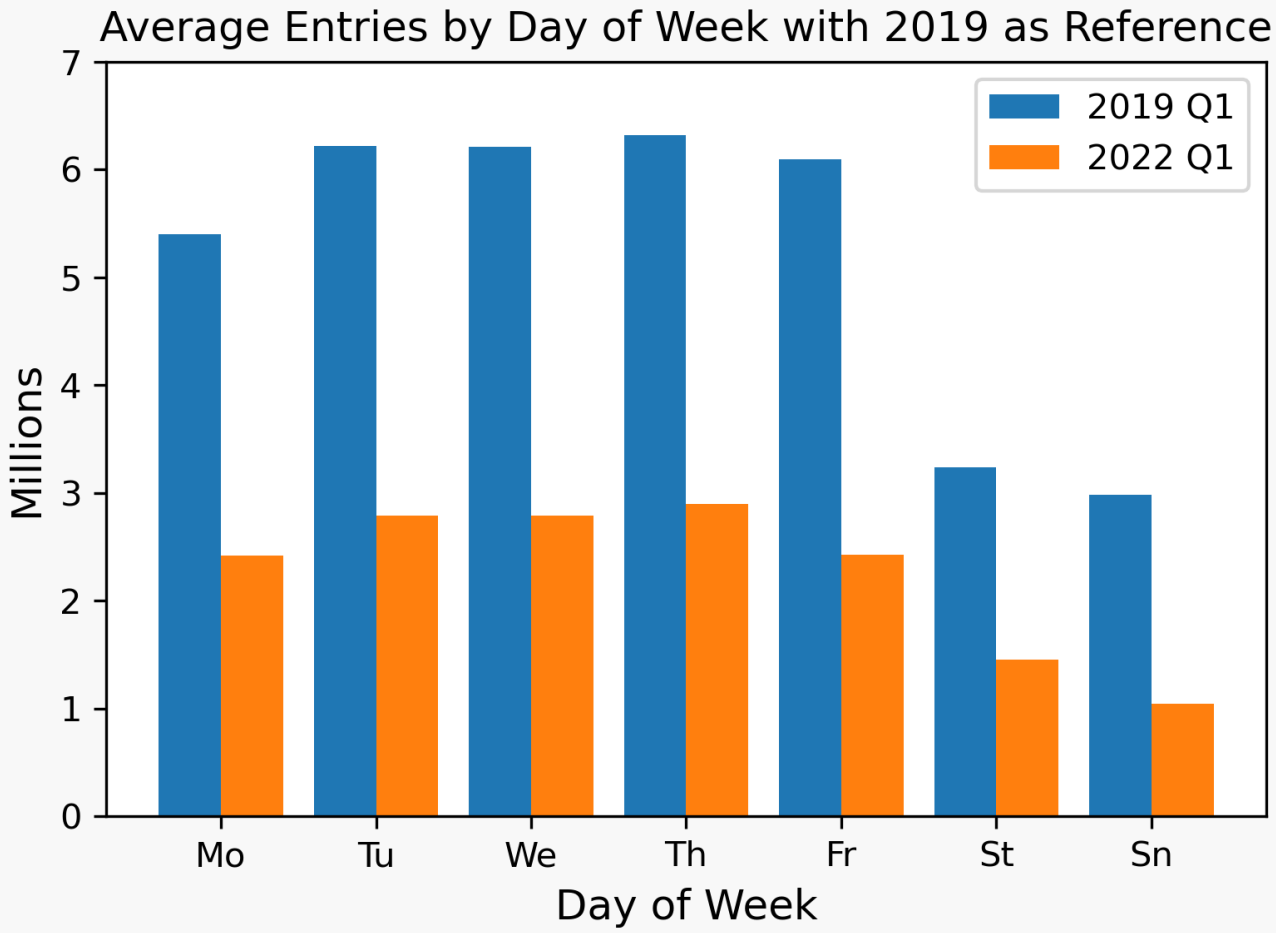


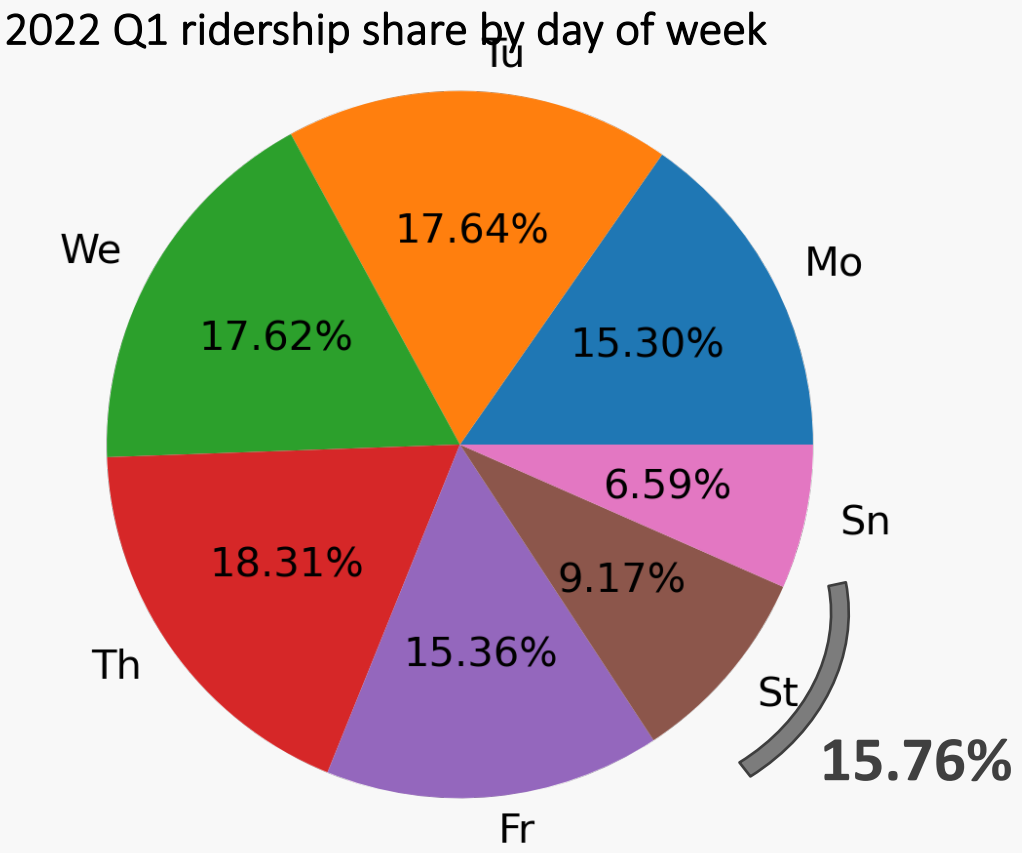
Most & Least Used Stations Location

Most used stations marked in red
least used stations marked in green

Traffic centered in Manhattan

Ridership Distribution by Day of Week



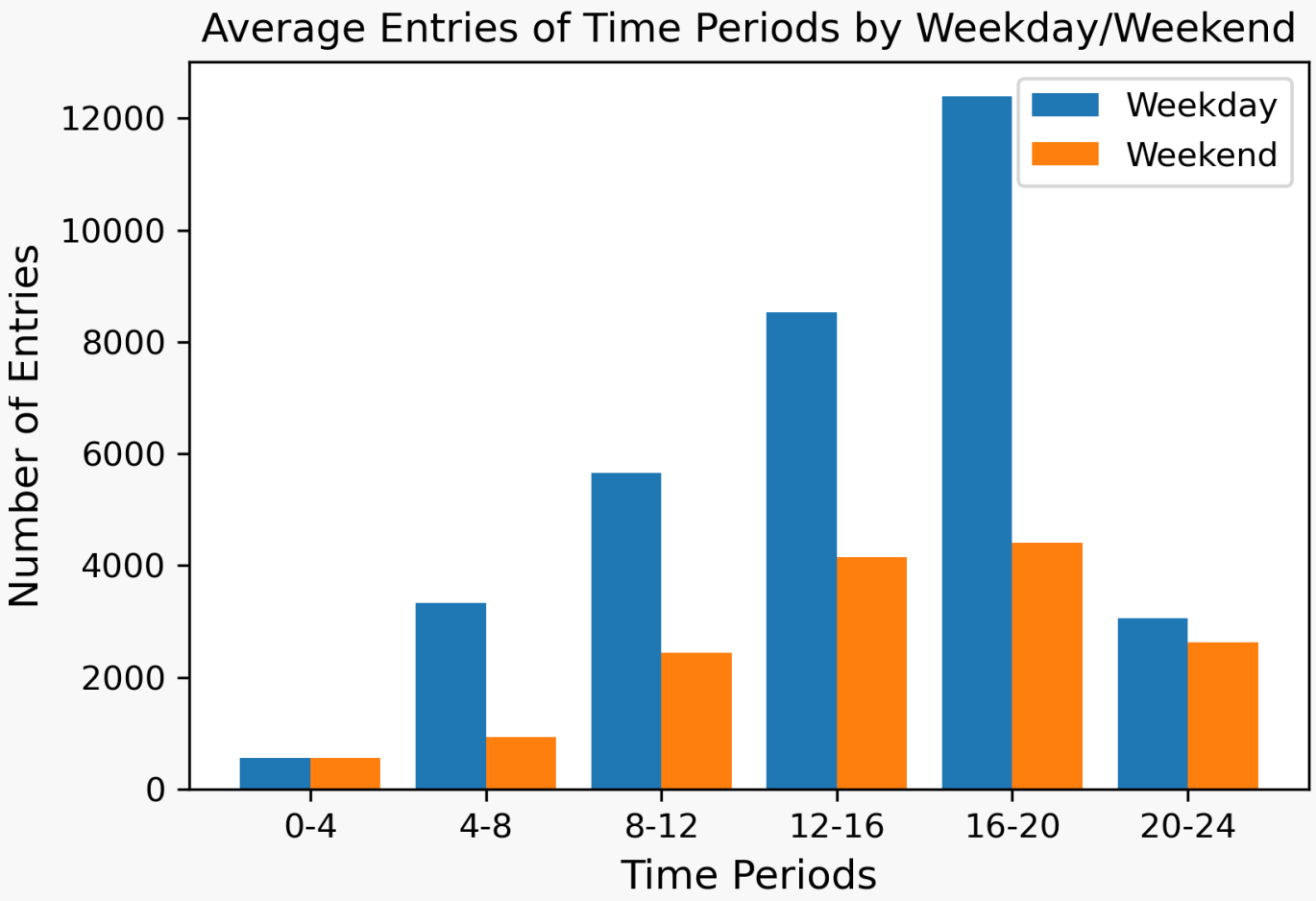


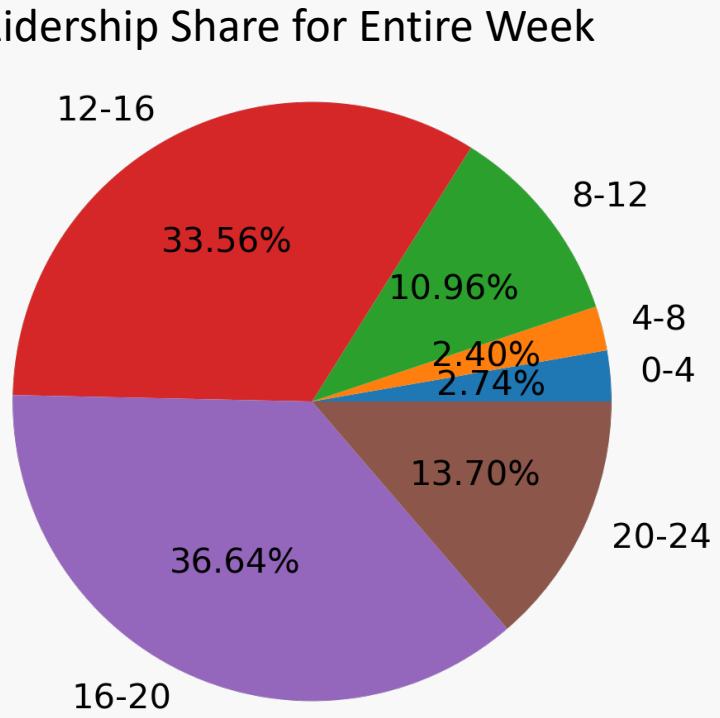
Pricing : Mo = Tu = We = Th = Fr = (St + Sn)

Ridership Distribution by Time Period of Day

(Station 59 ST in 3/21-3/28 one week data)

2022 Q1

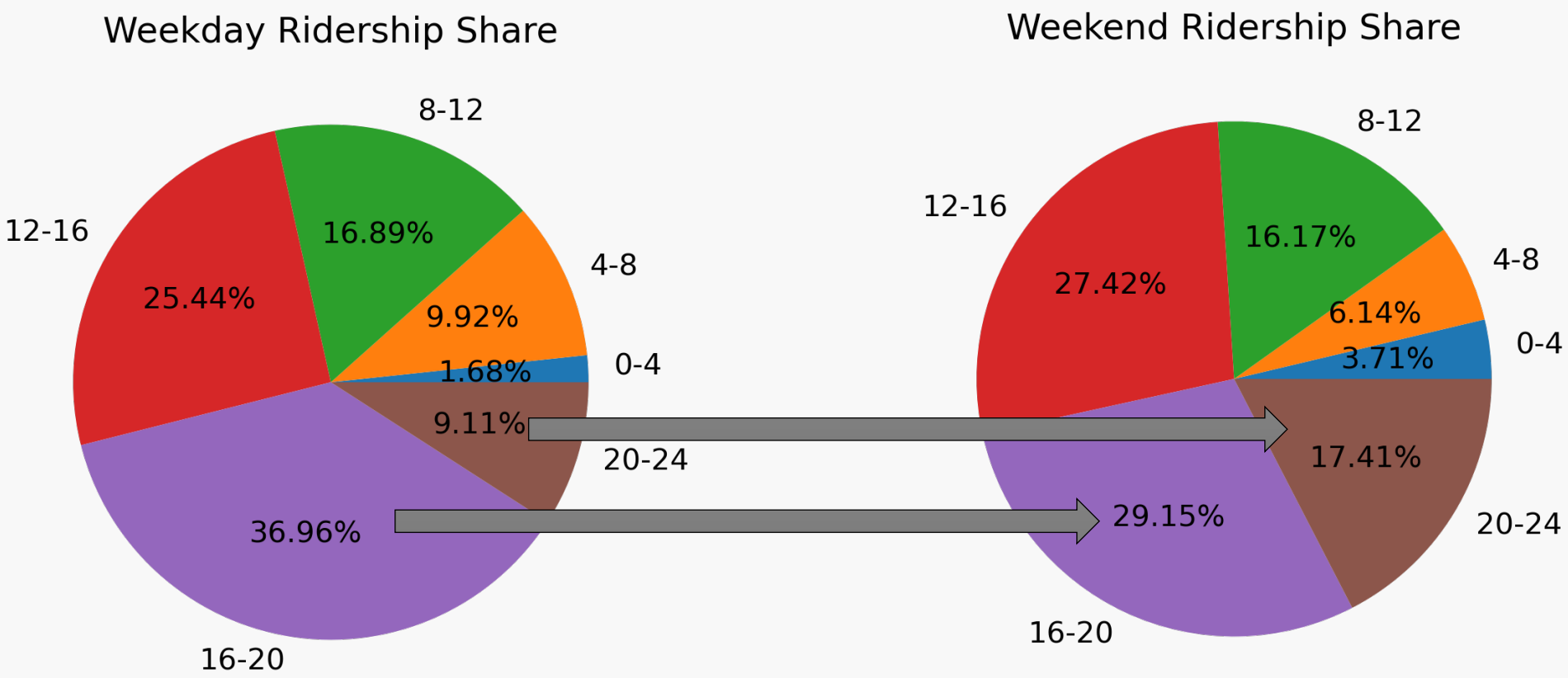




12 to 20 = 70% of total daily ridership

Ridership Distribution by Time Period of Day

(Station 59 ST in 3/21-3/28 one week data)



Advertising Pricing Strategy Wrap-up

Pricing Strategy:

A flexible tiered pricing list based on ridership share of stations, and more detailed pricing positioning based on ridership share per day of week and per time period of day.