Next Stop: A Bustling Gala

WomenTechWomenYes

Awesome Analytics

The Objective
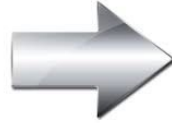
- Get charitable and tech-interested women to the gala
- Resource-conscious targeting

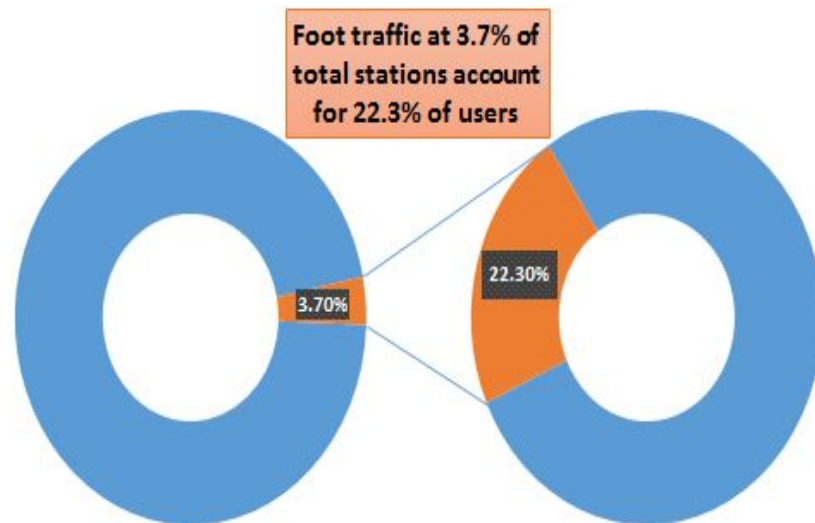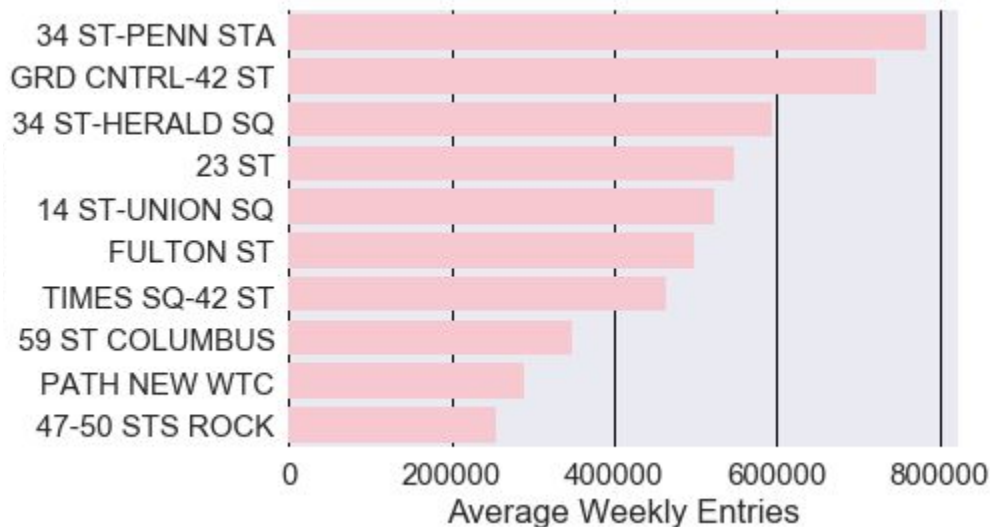# Data Sources

- **New York Transportation Authority (MTA) Turnstile Data**
  - Station entry traffic May - June 2018
  - Noon - 9 PM

- **Foursquare check-in data**
  - 10 months from April 2012 to February 2013
  - Points of Interest to affluent women

Station Traffic Analysis

Top 10 Stations,
Ranked by Average Weekly Entries

Top Ten Station Locations

- Broad Coverage across central Manhattan

Top 10 Stations

Station
- 14 ST-UNION SQ
- 23 ST
- 34 ST-HERALD SQ
- 34 ST-PENN STA
- 47-50 STS ROCK
- 59 ST COLUMBUS
- FULTON ST
- GRD CNTRL-42 ST
- PATH NEW WTC
- TIMES SQ-42 ST
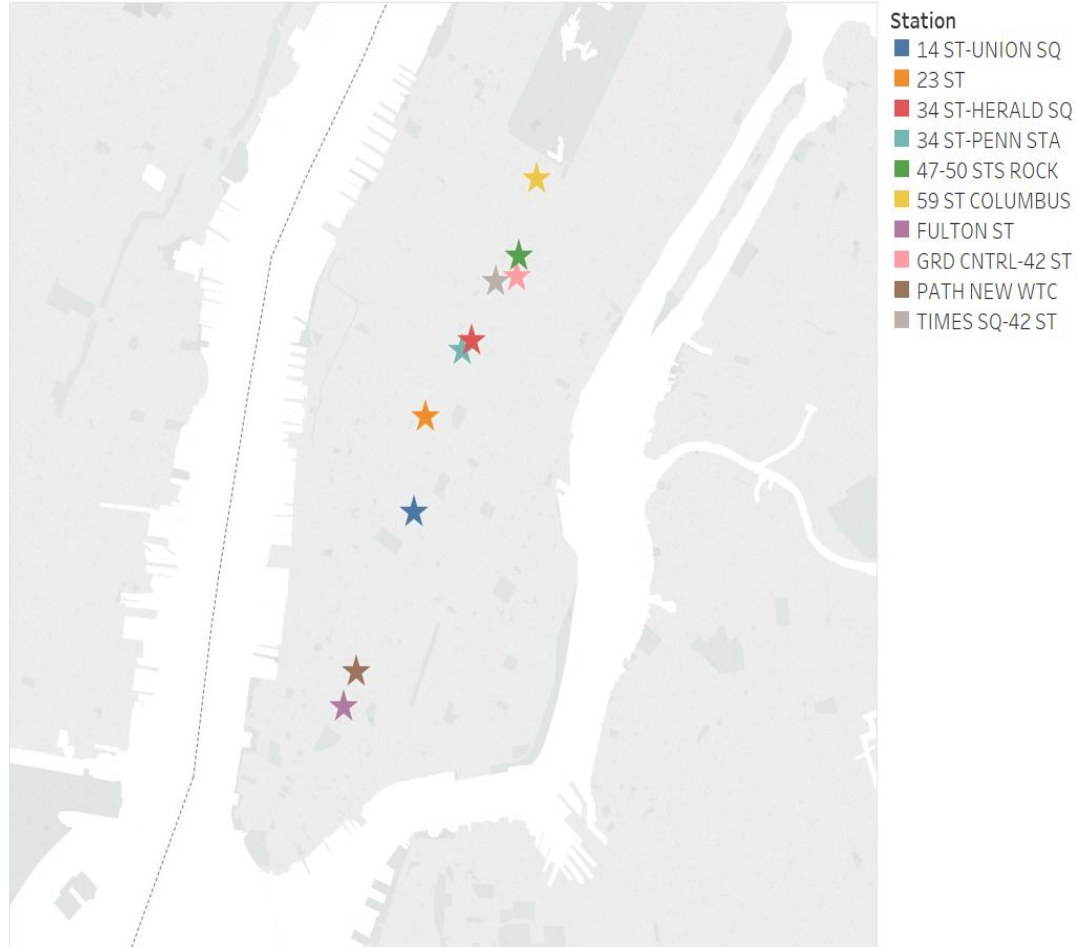
Nearby Points Of Interest Analysis

Businesses Reflect Local Foot Traffic Demographics

Nearby Points Of Interest Analysis

Points Of Interest Analysis

- Calculated distance to each relevant POI for the top 10 stations identified from MTA data

- Filtered down to POIs within one mile of a station

Top 10 Stations, Ranked by Average Weekly Entries

POI Category
- Antique Shop
- Bridal Shop
- Clothing Store
- Cosmetics Shop
- Cupcake Shop
- Gastropub
- Gluten-free Restau..
- Jewelry Store
- Nail Salon
- Salad Place
- Salon / Barbershop
- Spa / Massage
- Sushi Restaurant

Entry Ranking
- 34 ST-PENN STA
- GRD CNTRL-42 ST
- 34 ST-HERALD SQ
- 23 ST
- 14 ST-UNION SQ
- FULTON ST
- TIMES SQ-42 ST
- 59 ST COLUMBUS
- PATH NEW WTC
- 47-50 STS ROCK

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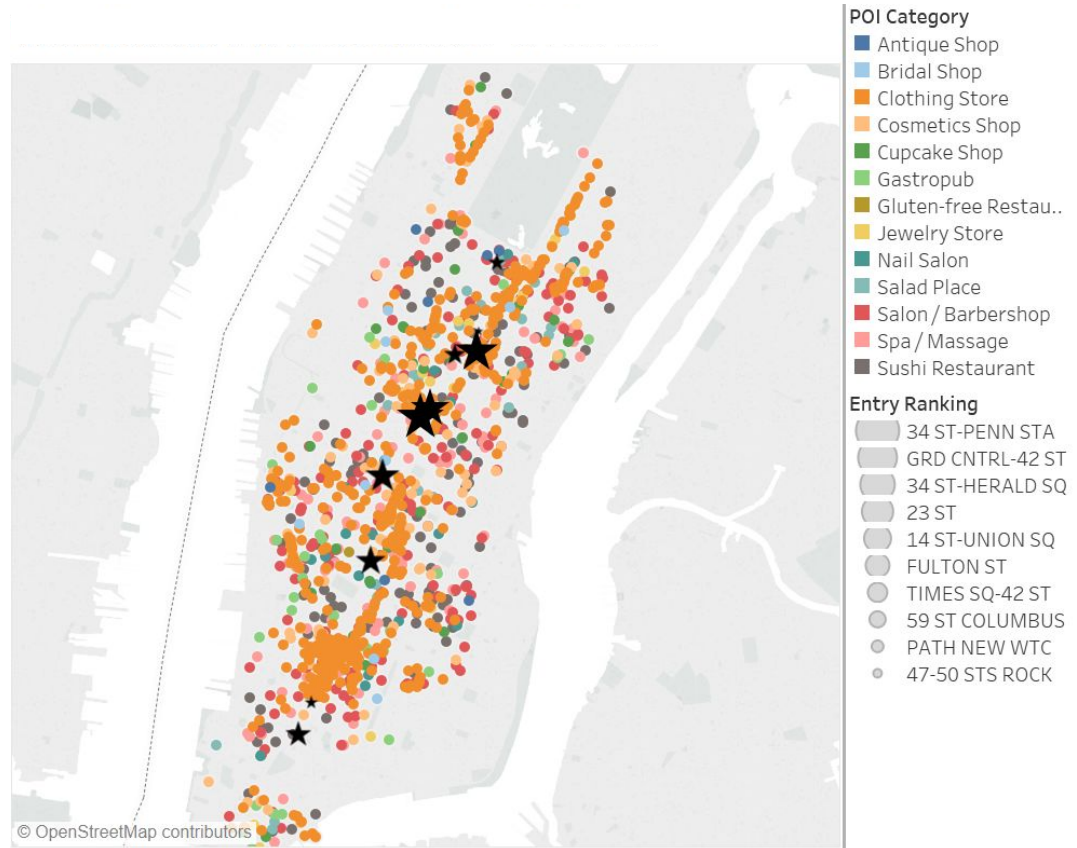
Points Of Interest Analysis

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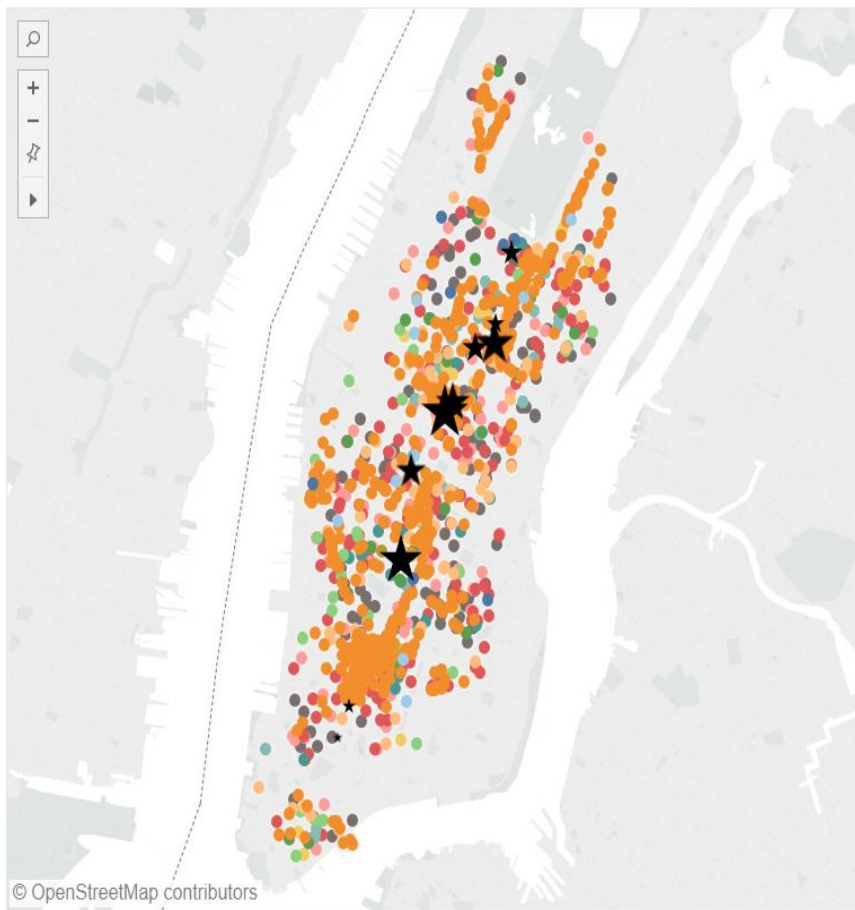- Filtered down to POIs within one mile of a station

Top 10 Stations, Ranked by Local POI Density

Rank	% Total Entries Rank	Station	Nearby POIs	% Total Nearby POIs
1	5	Union Square - 14th St	673	15.50%
2	4	23rd Street	566	13.03%
3	3	Herald Square - 34th St	506	11.65%
4	1	Penn Station - 34th St	498	11.47%
5	10	Rockefeller - 47th-50th St	484	11.14%
6	2	Grand Central - 42nd St	483	11.12%
7	7	Times Square - 42nd St	468	10.78%
8	8	Columbus Circle - 59th St	318	7.32%
9	9	PATH World Trade Center	218	5.02%
10	6	Fulton St	129	2.97%

Reordering Top 10 by POIs and Entries

- Took percentage for both station entries and POIs near it
- Defined new ranking based on the average mean of these values

Visualization with weighted mean of Entries and POIs

POI Category
- Antique Shop
- Bridal Shop
- Clothing Store
- Cosmetics Shop
- Cupcake Shop
- Gastropub
- Gluten-free Restaur..
- Jewelry Store
- Nail Salon
- Salad Place
- Salon / Barbershop
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POI and Entry Ranking
- 34 ST-PENN STA
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- 59 ST COLUMBUS
- 47-50 STS ROCK
- PATH NEW WTC
- FULTON ST

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Recommendations

- We took arithmetic mean of share of POIs nearby and Entries at each station
- The numbers shown provide a great resource allocation scheme

Top 10 Stations, Ranked by Combined % Total Top 10 Station Entries and % POI Density

Rank	Station	Combined % Total	With 30 Total Team Members:
1	Penn Station - 34th St	13.60	4
2	Union Square - 14th St	12.80	4
3	Grand Central - 42nd St	13.03	4
4	Herald Square - 34th St	11.81	4
5	23rd St & 5th Ave	11.44	3
6	Times Square - 42nd St	10.06	3
7	Rockefeller - 47th-50th St	8.18	2
8	Columbus Circle - 59th St	7.16	2
9	Fulton St	6.45	2
10	PATH World Trade Center	5.42	2

Further Collaboration

- Customize POIs of interest to better suit WTWY's population of interest

- Analyze WTWY's former donor lists to better target stations in neighborhoods where more potential donors live and work

- Break down station entry traffic into smaller time periods to identify best times and dates to send representatives to stations

Thank You for Listening,
WomenTechWomenYes

We hope you hop on board with
Awesome Analytics!