

Analysis for WomenTechWomenYes Annual Gala

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Problem Description

“WomenTechWomenYes (WTWY) has an annual gala every summer. For marketing purposes, they place street teams at entrances to subway stations to collect email addresses. Those who sign up are sent free tickets to the gala.”



Our Goal

“Use MTA subway data, to help optimize the placement of the teams, so that they can gather the most signatures of people who will attend and contribute to their cause”



Data Description

- [NYC MTA Turnstile Data](#)

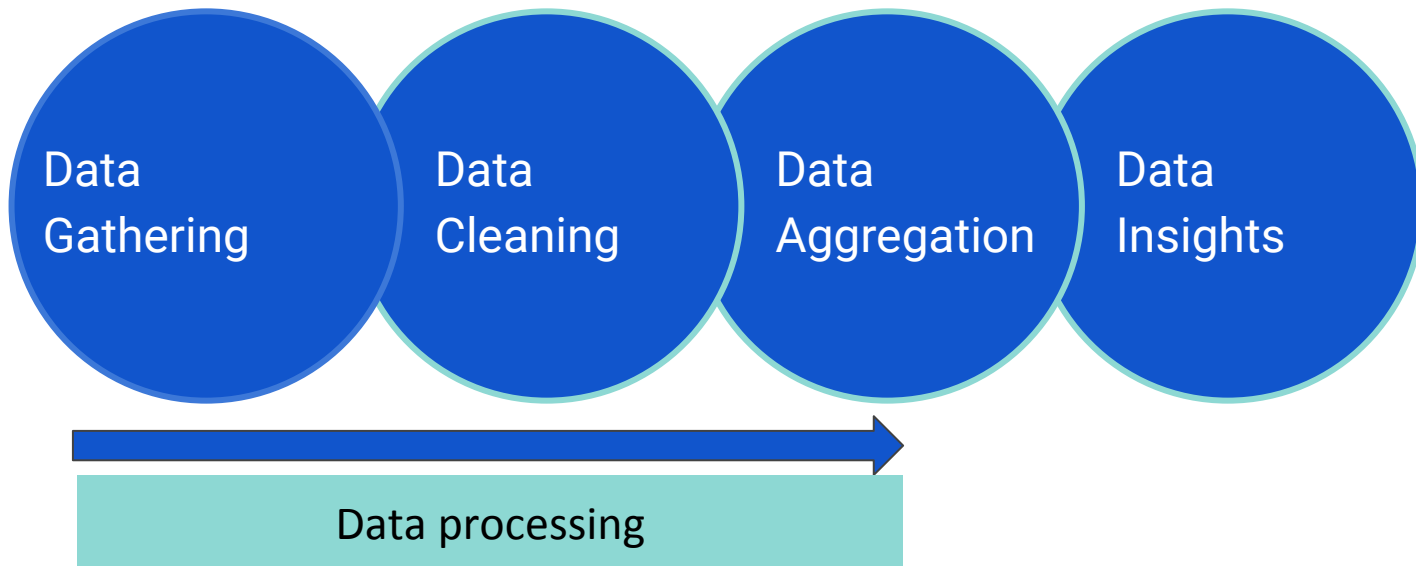


- [Mean and Median Household Income from Michigan
Population Studies Center](#)





Our Strategy





Data processing

- Downloaded about **800 Thousand rows** of MTA Data in the summer.
- Cleaned the data and created new columns such as **date and time** columns.
- Sorted the data by particular columns like **daily entries**.



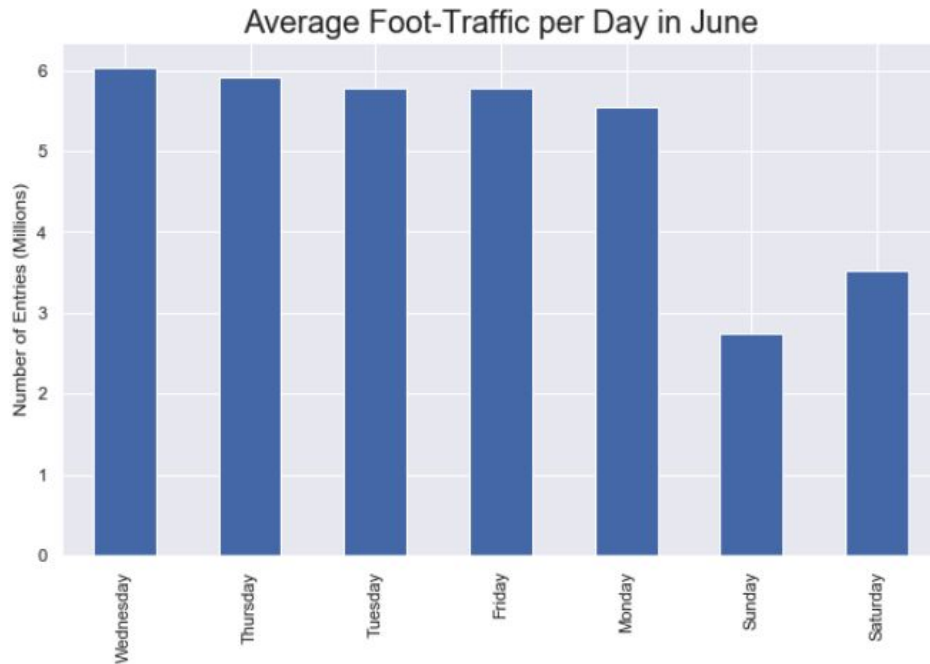
Data aggregating

- We aggregated the **MTA** data by stations to calculate the busiest stations per day.
- We joined the **MTA** data to **NYC's median income** data to better target our audience.

Insights - Busiest Day of the Week

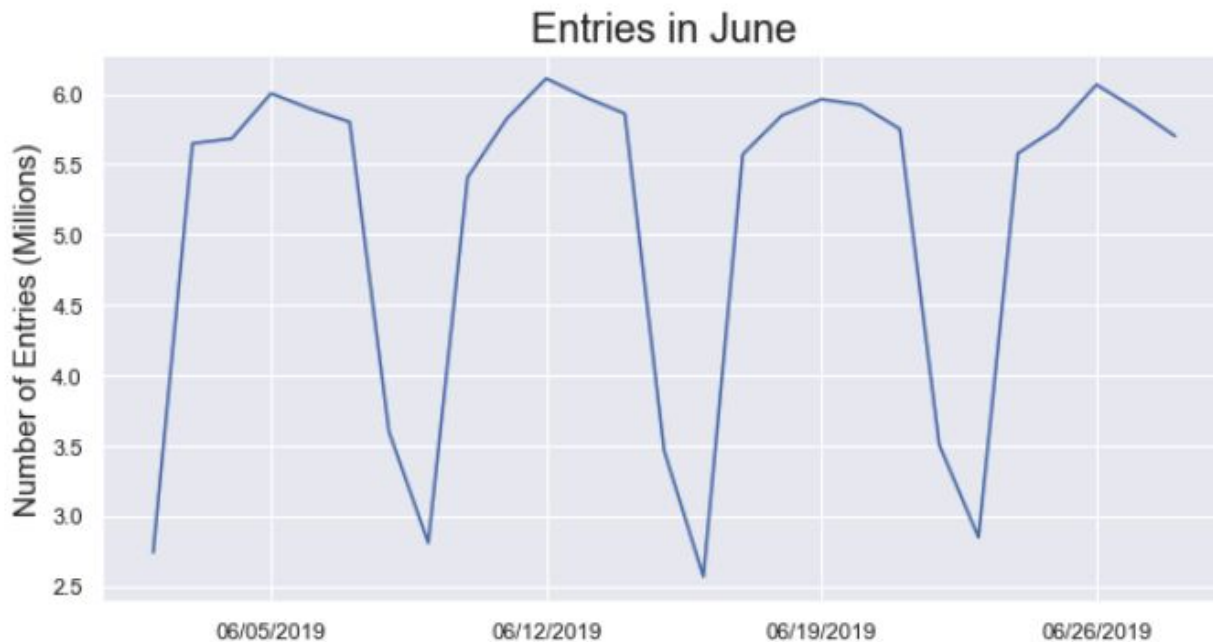
The busiest day of the week is **Wednesday**

The least busy day of the week is **Sunday**





Insights - Foot-Traffic by Date in June





Insights - Busiest Station (Top 5)

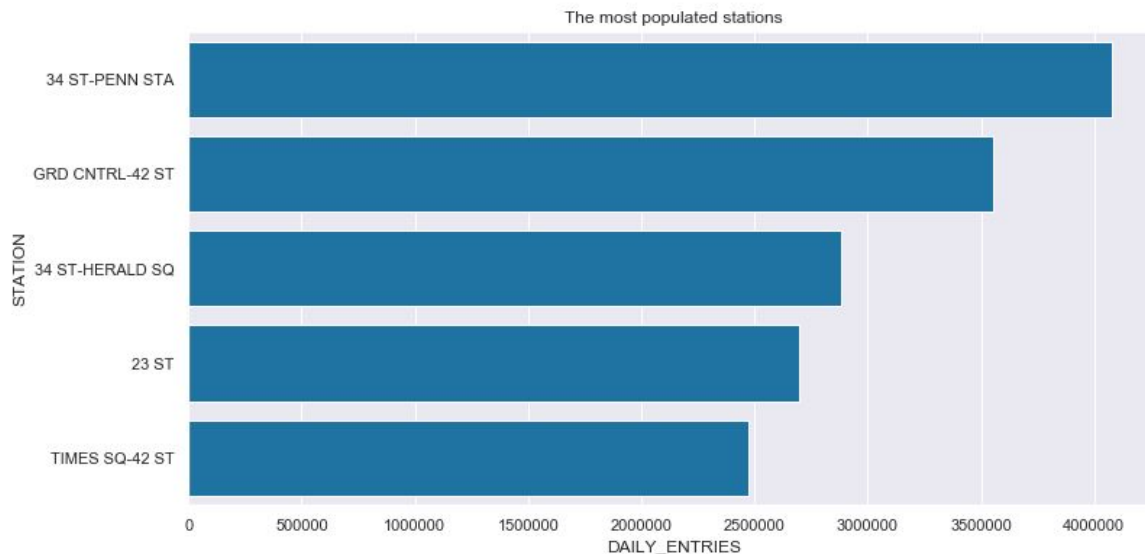
34th St - Penn Station

42nd St - Grand Central

34th St - Herald Square

14th St - Union Sq

42nd St - Times Sq

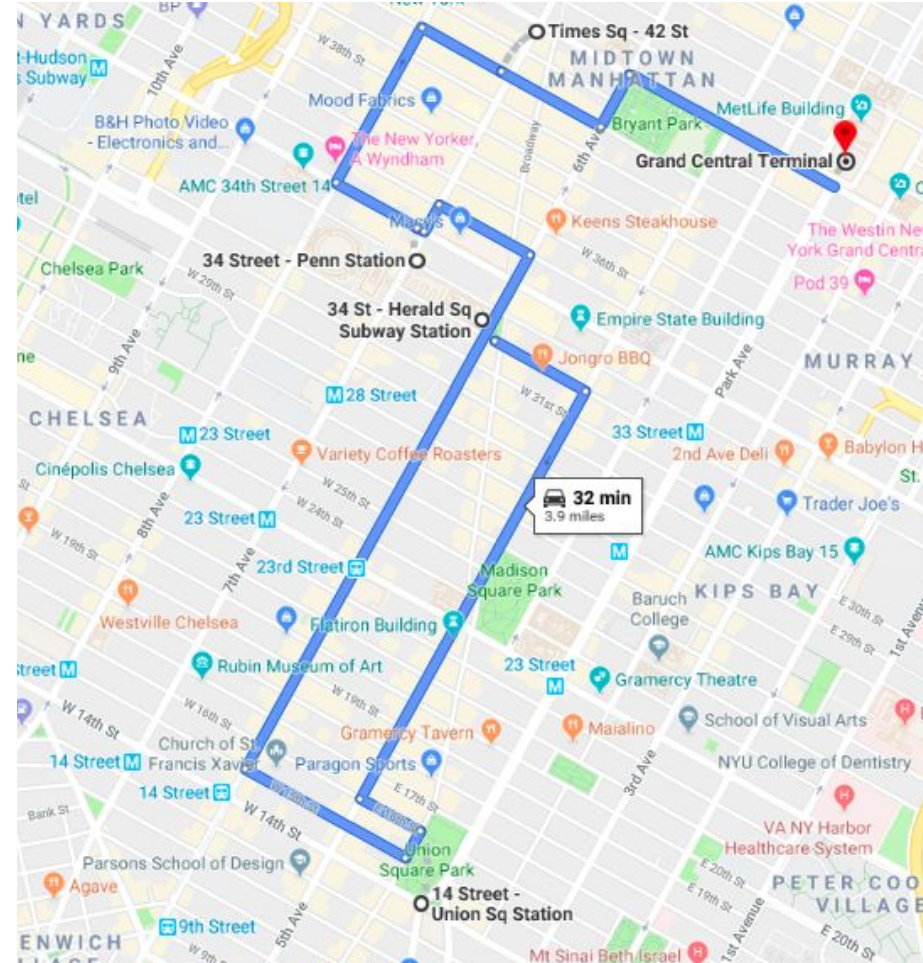


Why ?

The stations are located near the center of New York (Midtown Area).

Major restaurants, Landmarks , Colleges and Companies are around this area.

It will be ideal to target people for the events

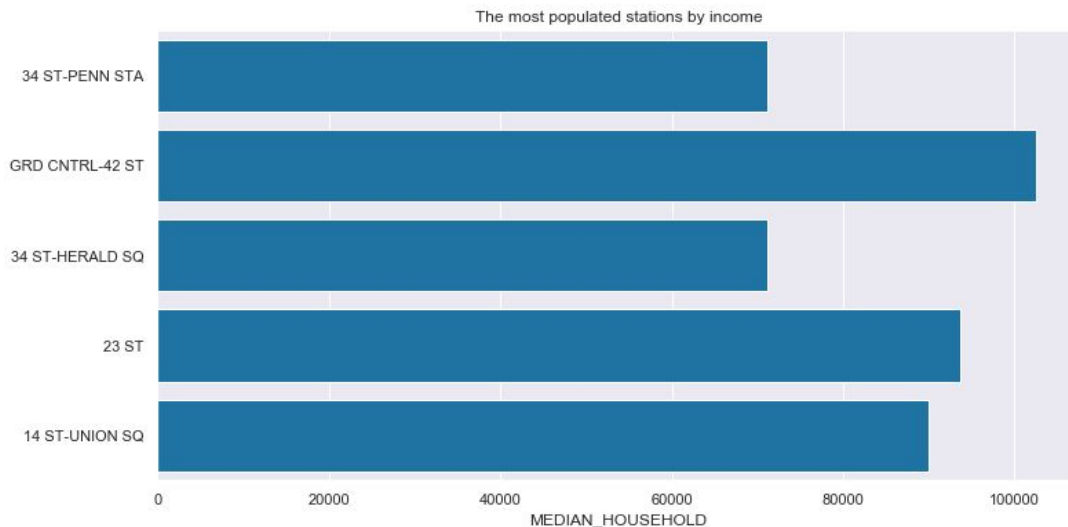




Insights - Busiest Station by Median Income

When we join the data to income data and filter for those making above \$70,000.

We notice that Grand Central station has the highest income.





Recommendations

“From our analysis we recommend that WomenTechWomenYes deploy street teams on **Wednesdays** to **34 ST Penn Station** and **42nd Grand Central** to best target their appropriate audience.”



Thank You

