

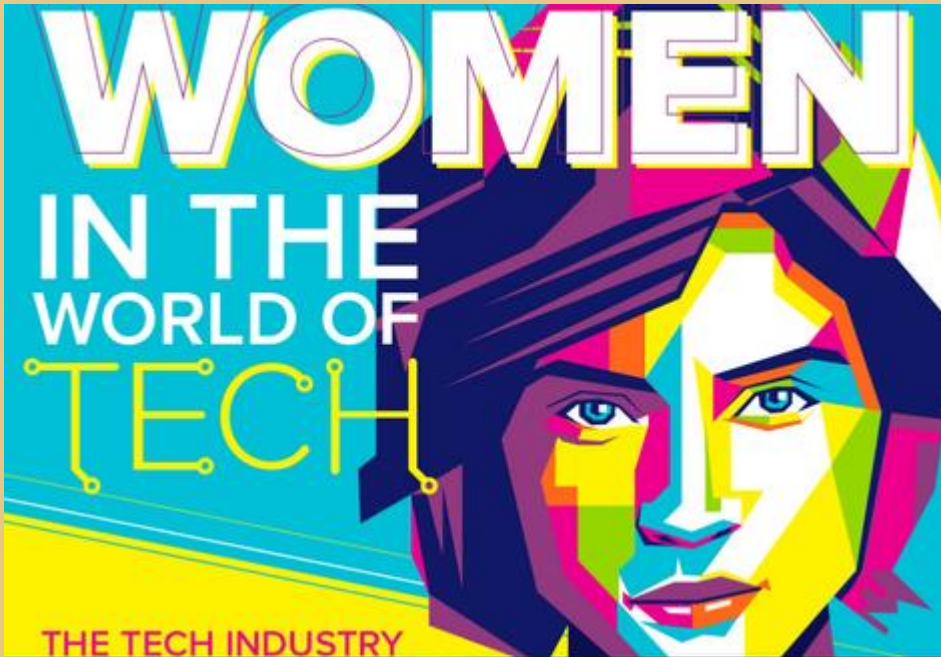
# **WOMENTECH WOMENYES**

## **Campaign Recommendations**

An analysis of NYC subway transit  
patterns to optimize WTWY Street Team  
Placements

# WTWY's GOAL

- Build Awareness & Fundraise
- Optimizing Street Placements



# Methodology

**WEEKLY  
TURNSTILE ROTATION  
DATA FROM MTA**

**MAR – JUN 2019**



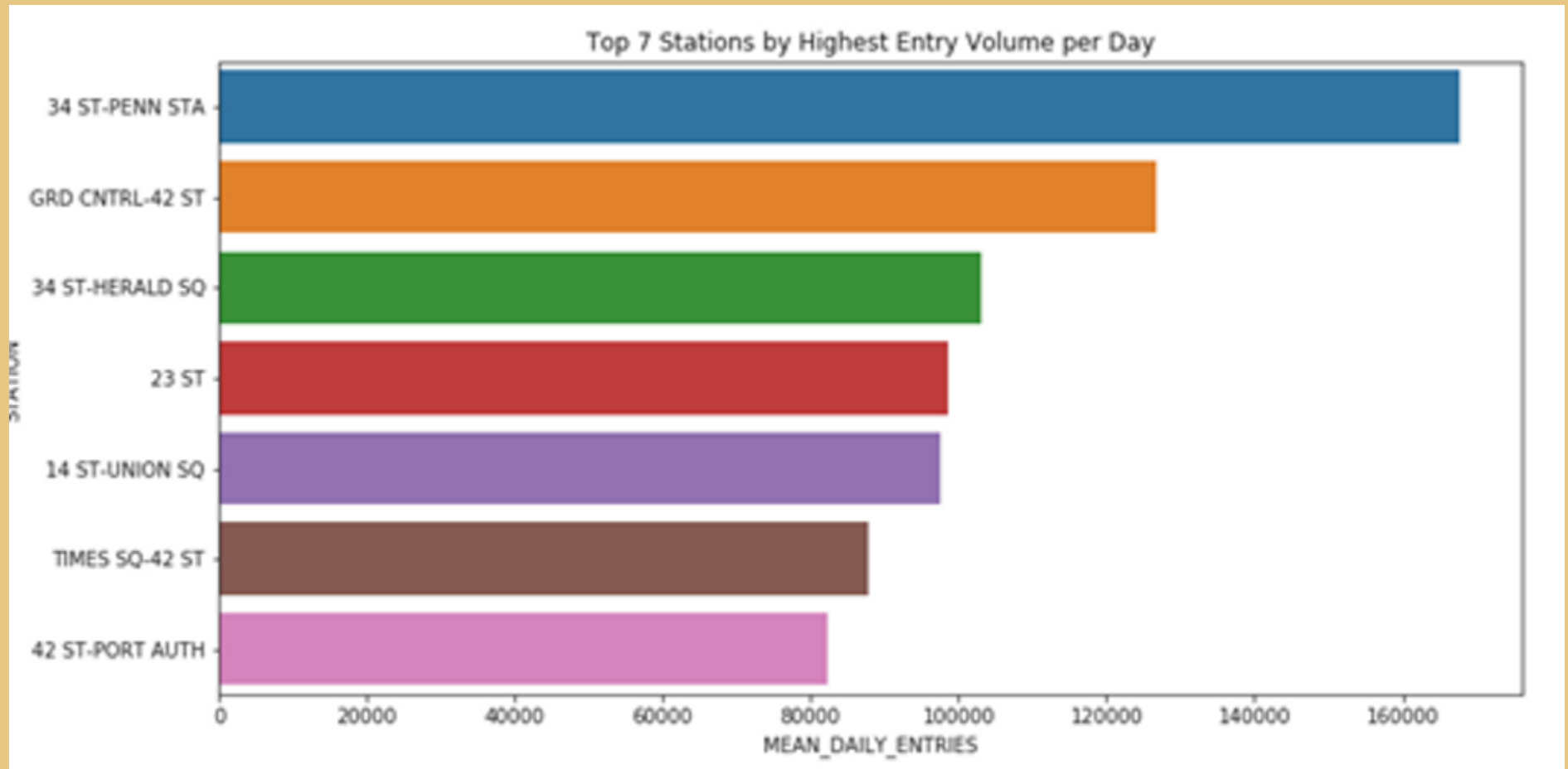
**CONNECT TURNSTILE  
UNITS INTO STATIONS**

- Only entry counts
- Removed outliers and null values

# RESULTS

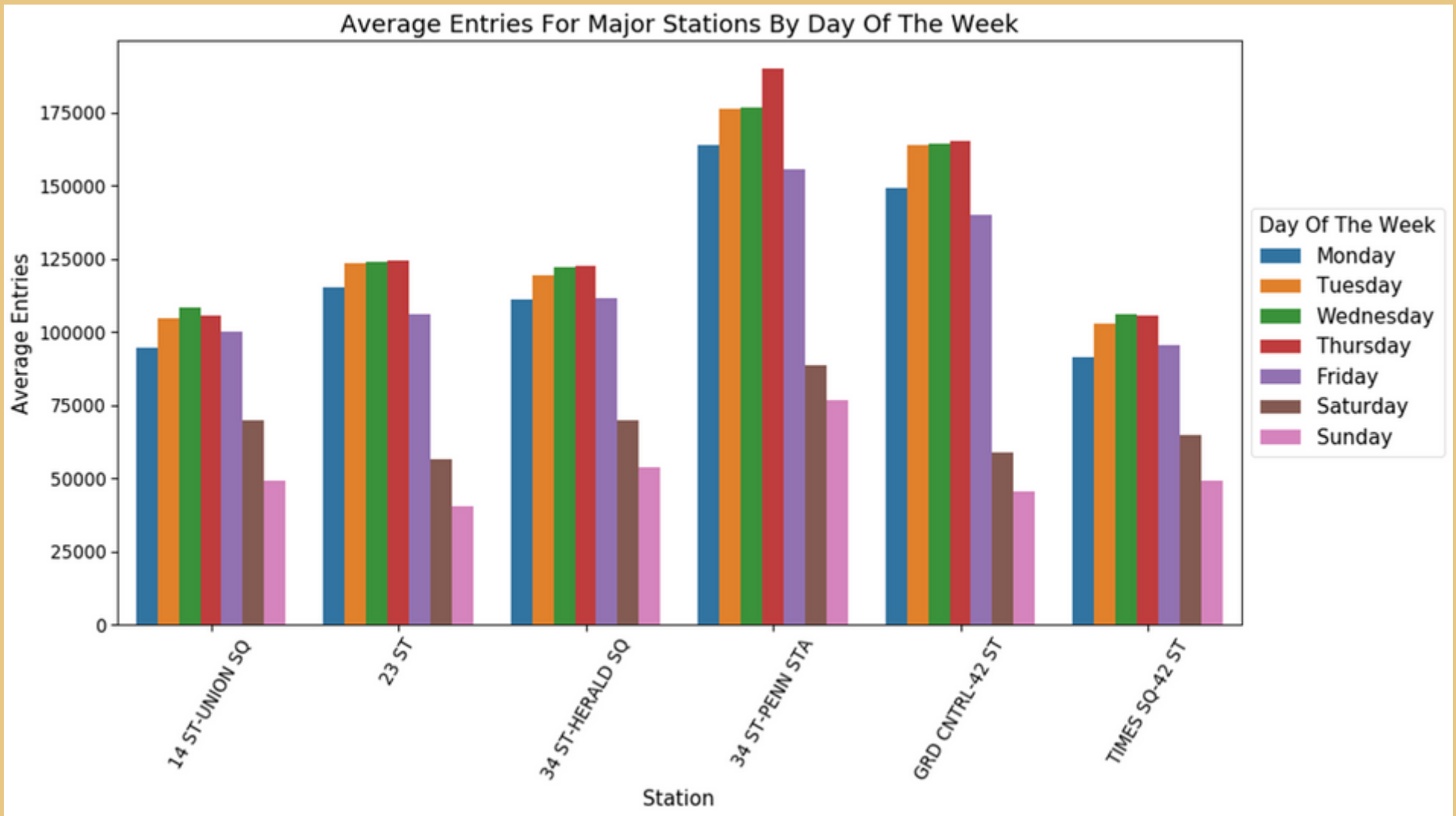
# Locations

Stations with highest avg daily entry traffic



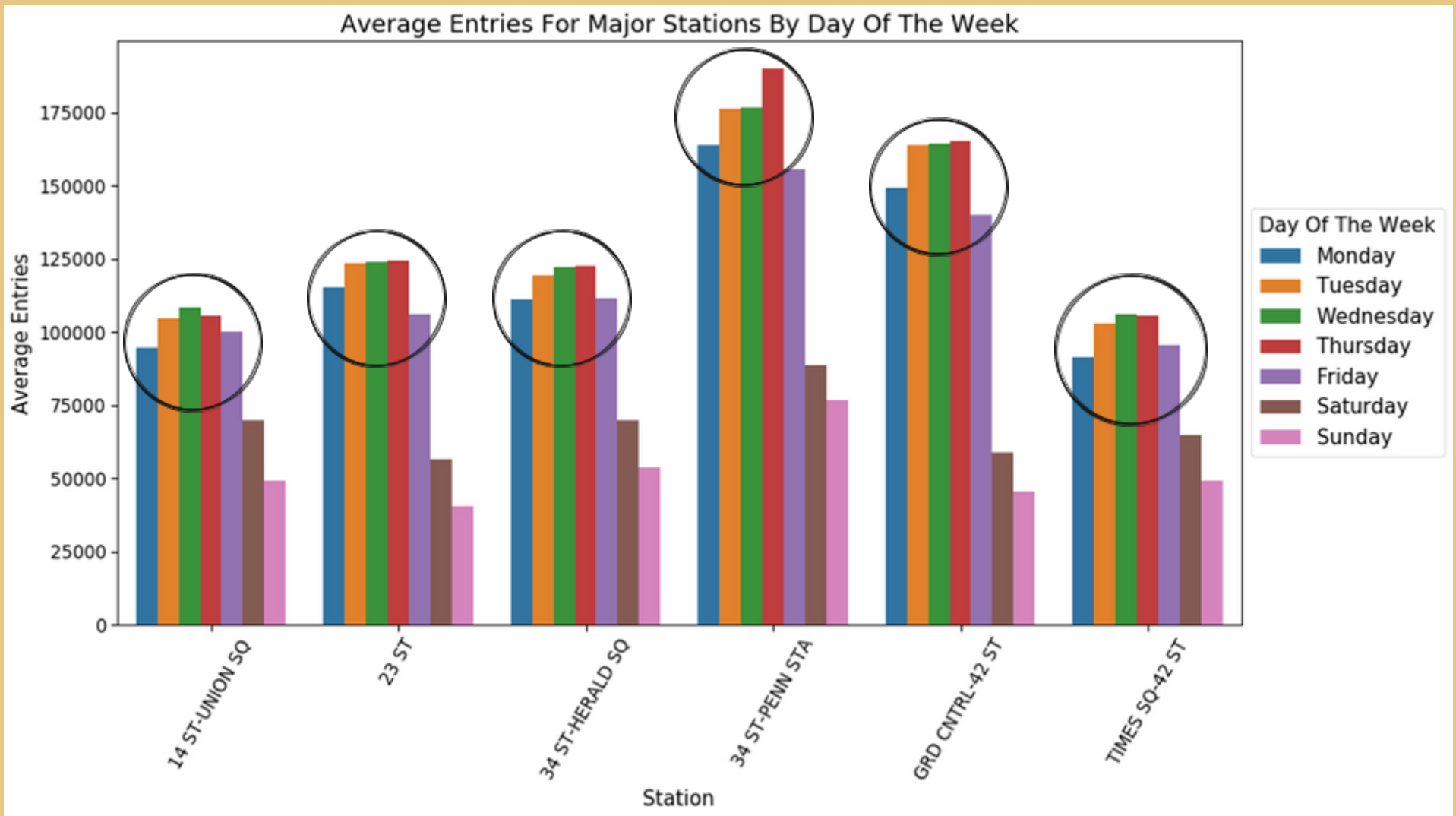
# Locations

Stations with highest avg daily entry traffic by day of week



# Locations

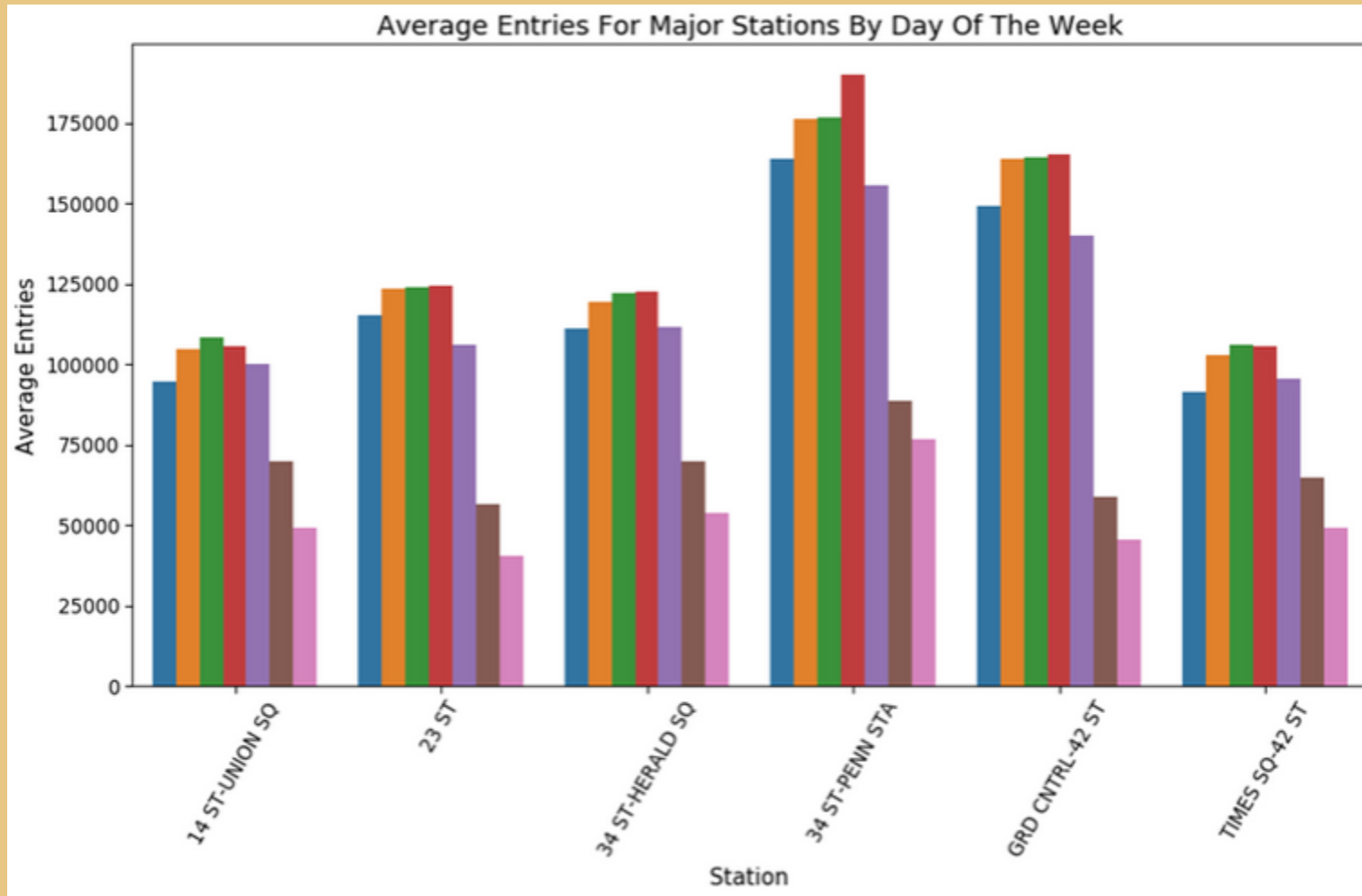
Stations with highest avg daily entry traffic



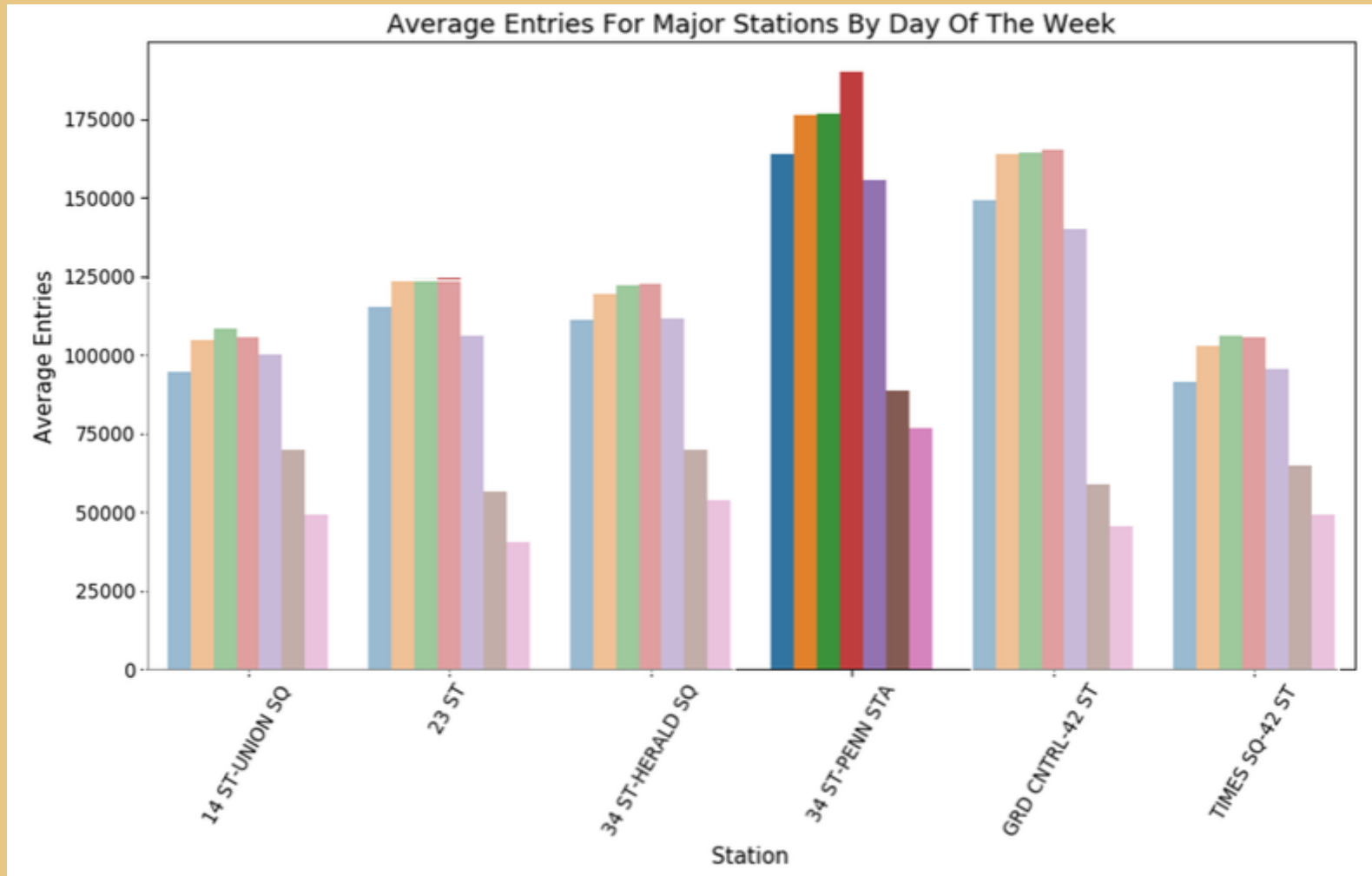
**RECOMMENDATIONS**



# Weekdays - 34 St Penn Station

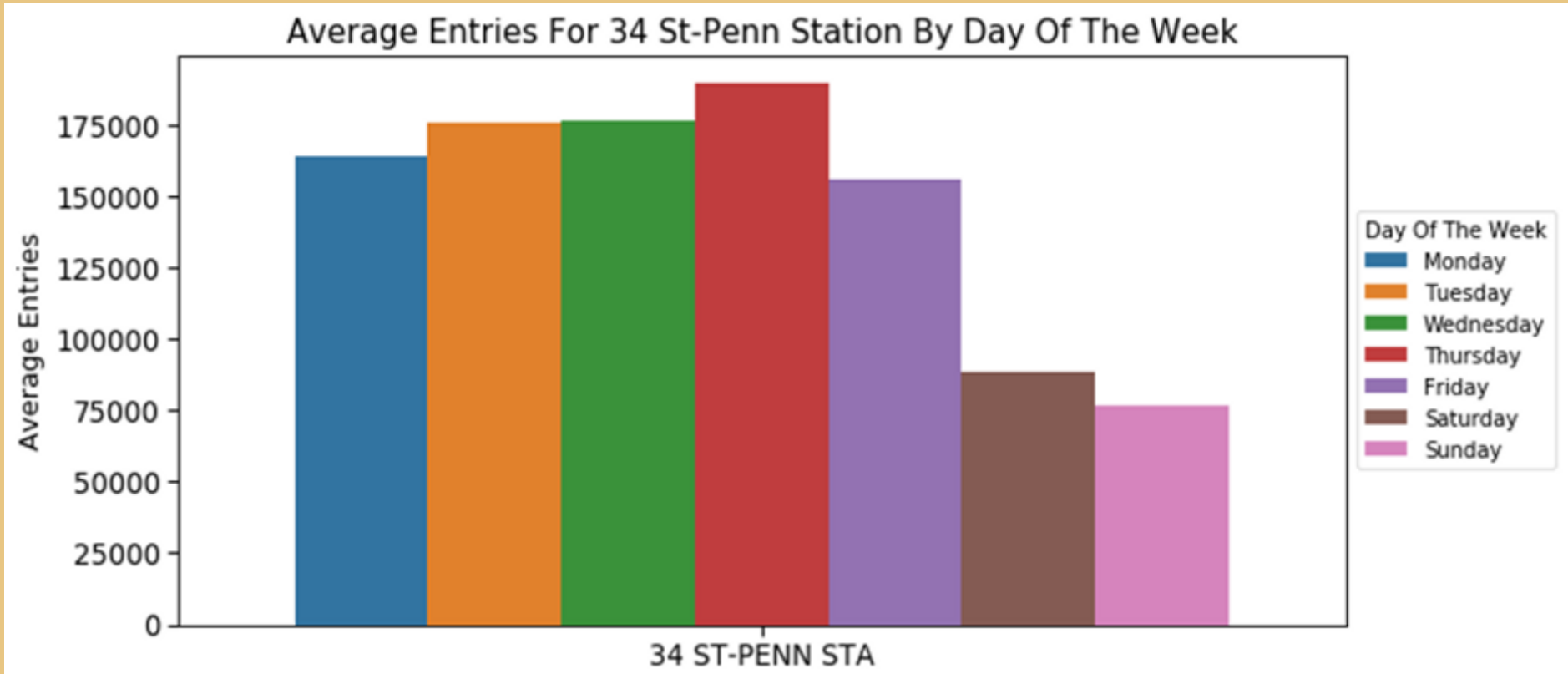


# Weekdays - 34 St Penn Station

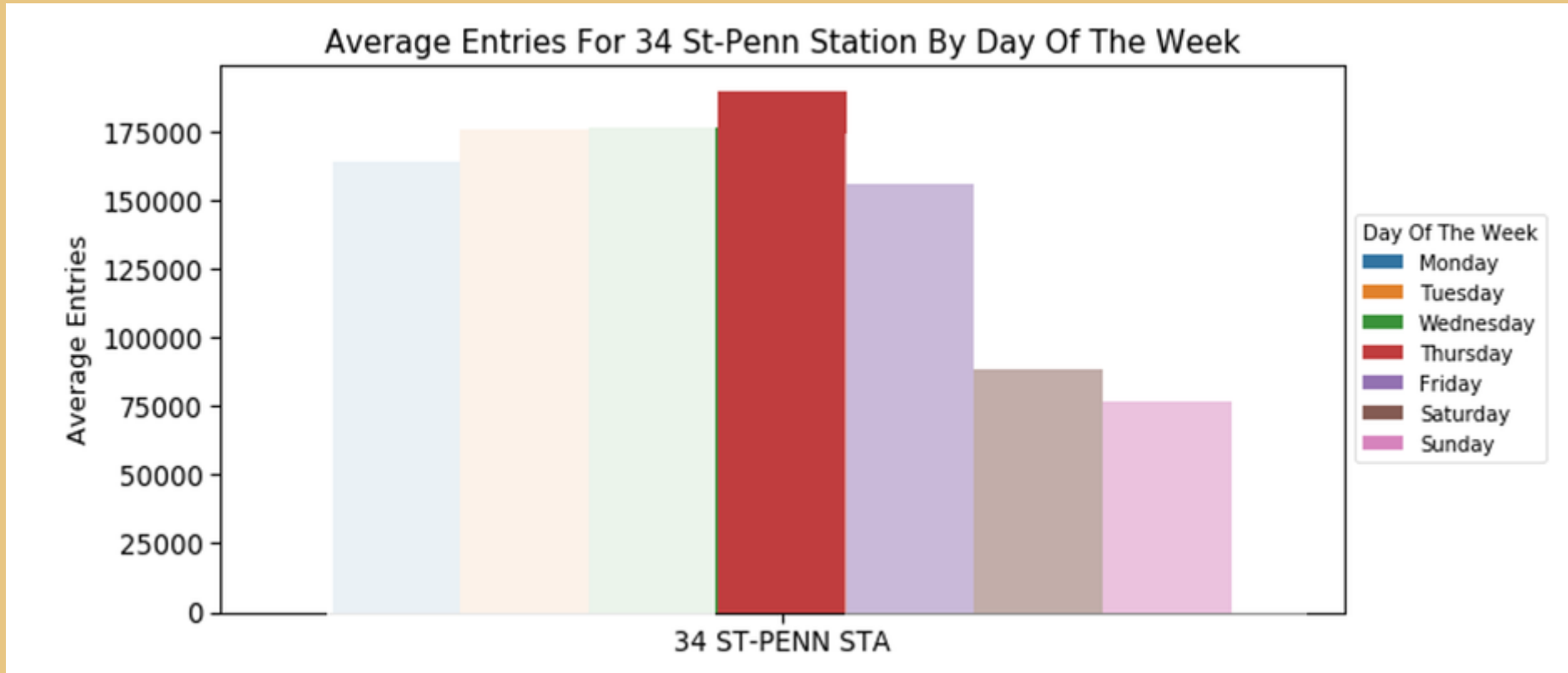


Highest average of all major stations

# Weekdays - 34 St Penn Station

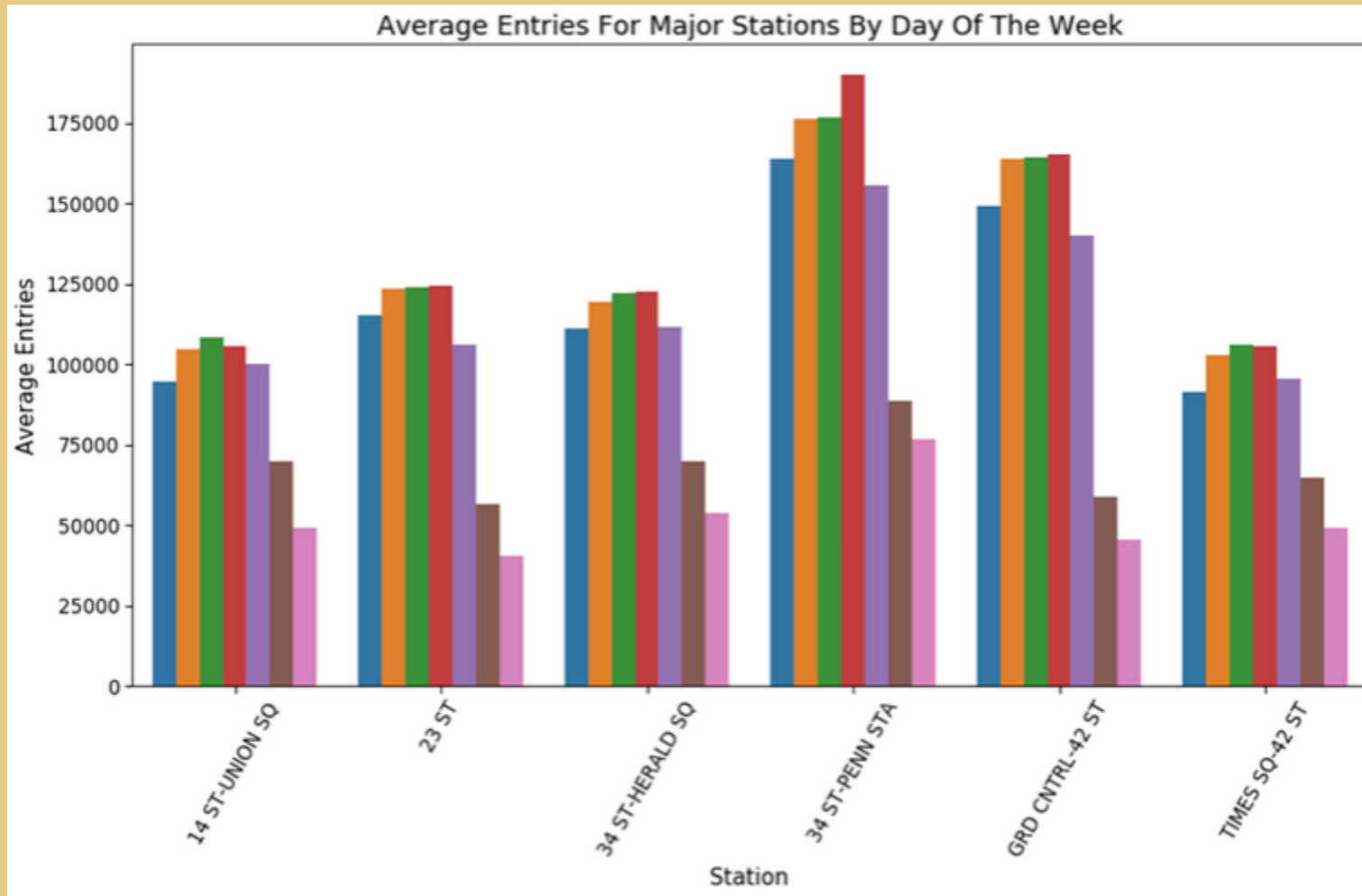


# Weekdays - 34 St Penn Station

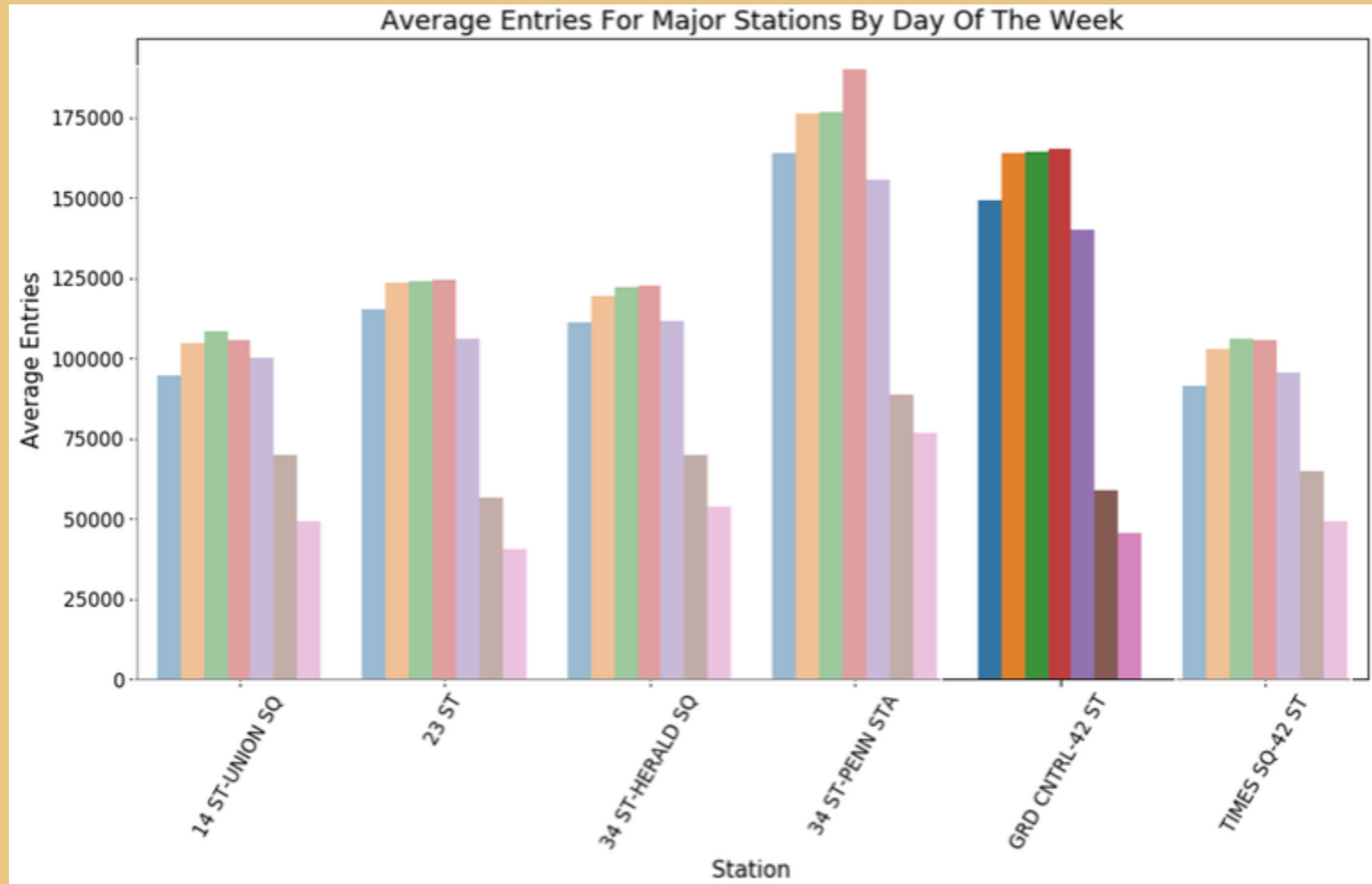


Thursday

# Weekdays - 42 St Grand Central

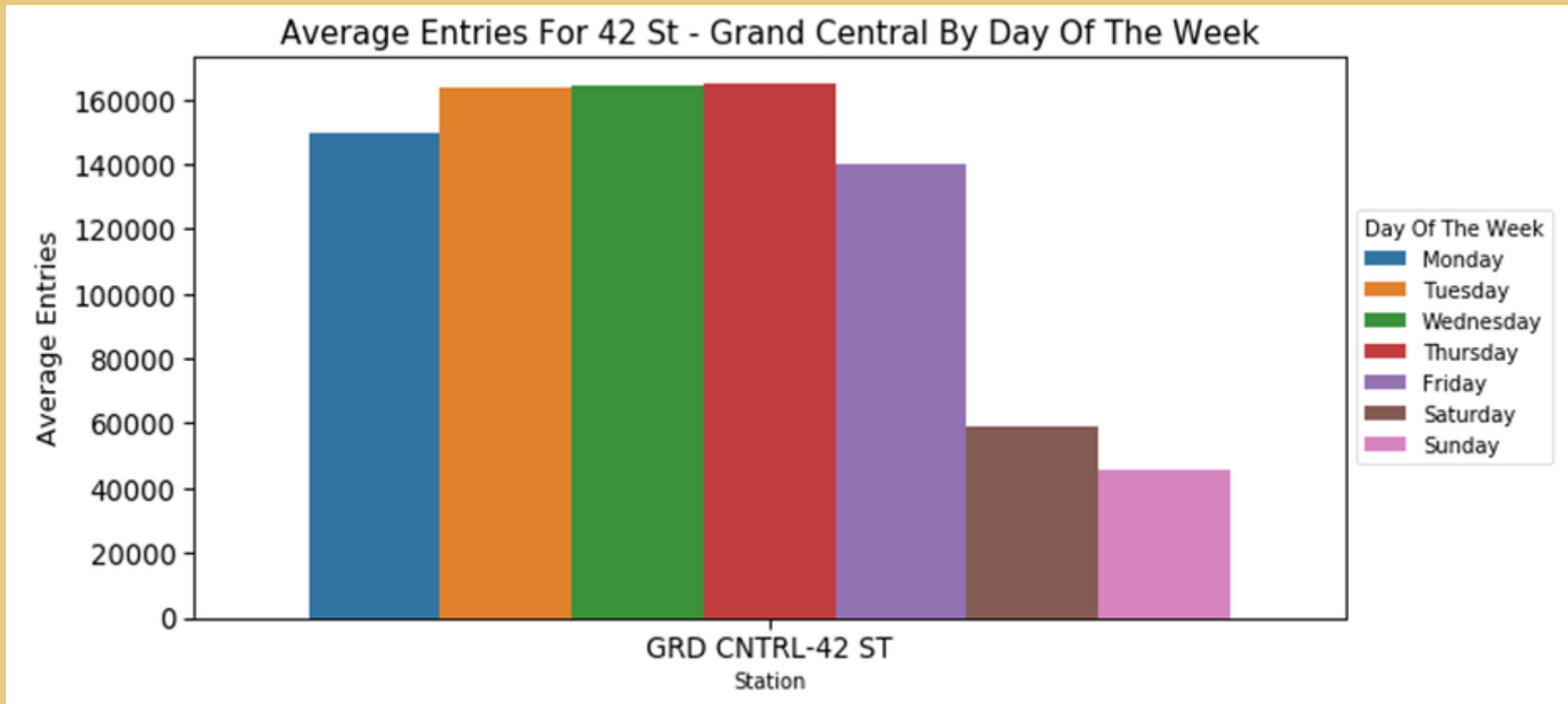


# Weekdays - 42 St Grand Central

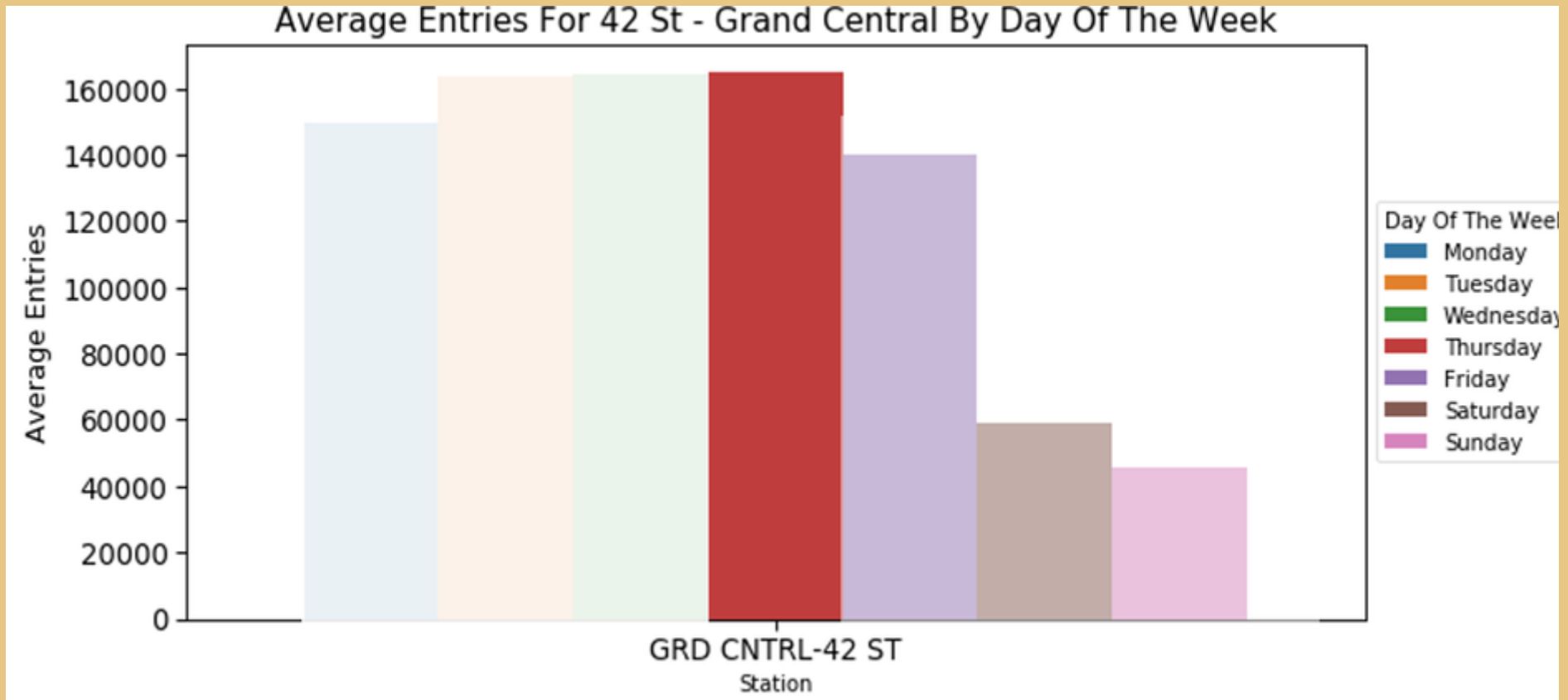


2nd highest average of all major stations

# Weekdays - 42 St Grand Central



# Weekdays - 42 St Grand Central



Thursday



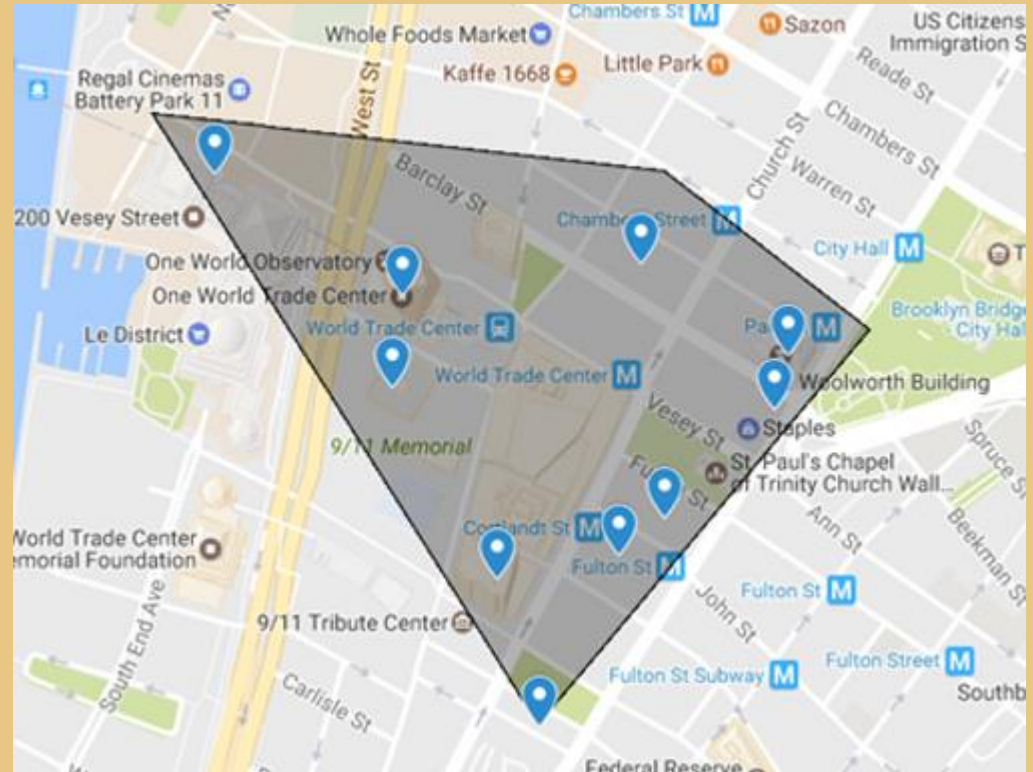
**NEXT STEPS**

# Further Analysis by Time of Day



# Geographical Location Mapping

- High Density of Tech Companies
- Account for Tourist Activity



**QUESTIONS?**