



WomenTechWomenYes (WTWY)

STREET TEAM PLACEMENT RECOMMENDATIONS 2021

BY CHERYL MCGOWAN 9/17/2021

Project Goals

- ▶ Provide recommendations on the best subway stations to place WTWY street teams at in order to gather email addresses of people interested in attending the annual gala and/or donating to the organization
- ▶ Identify NYC area MTA subway stations with the most traffic
- ▶ Compare those stations Big Tech companies and tech start ups to find additional stations where our target audience may be
- ▶ Provide insight into the minimum, maximum and average number of volunteers needed to cover these stations



Photos by ABC7NY.com and Paula Silva on Unsplash

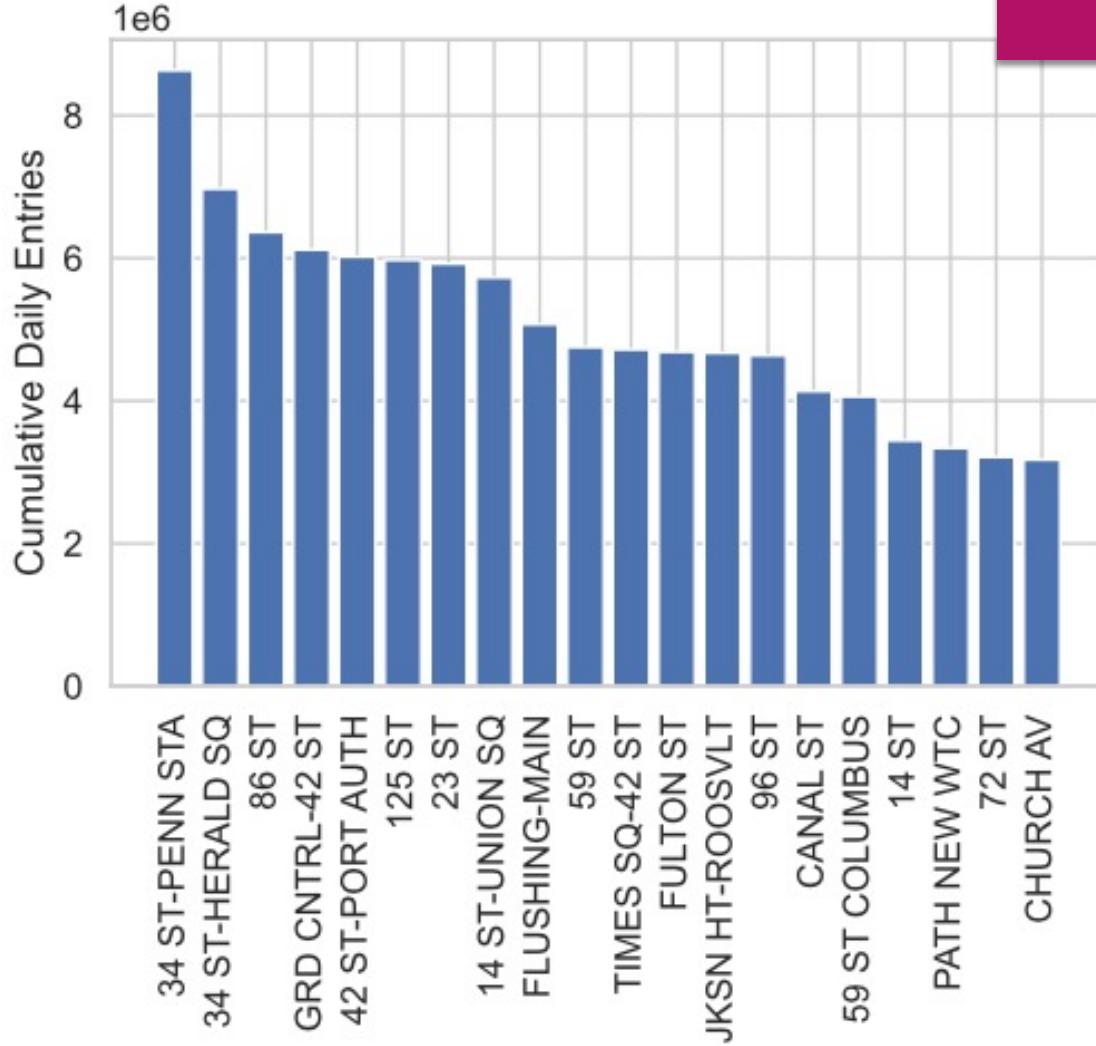
Data Sources and Tools

- ▶ SQLAlchemy, Pandas and matplotlib were used to analyze, clean, filter, sort and visualize the data.
- ▶ MTA public ally available data set on daily entries and exits from turnstiles
- ▶ One feature that describes the data is cumulative daily entries per turnstile and station YTD 9/3/2021.

C/A	UNIT	SCP	STATION	DATE	ENTRIES	PREV_DATE	PREV_ENTRIES	DAILY_ENTRIES
1	A002	R051	02-00-00	59 ST	01/02/2021	7511996	01/01/2021	7511647.0
2	A002	R051	02-00-00	59 ST	01/03/2021	7512214	01/02/2021	7511996.0
3	A002	R051	02-00-00	59 ST	01/04/2021	7512754	01/03/2021	7512214.0
4	A002	R051	02-00-00	59 ST	01/05/2021	7513300	01/04/2021	7512754.0
5	A002	R051	02-00-00	59 ST	01/06/2021	7513790	01/05/2021	7513300.0

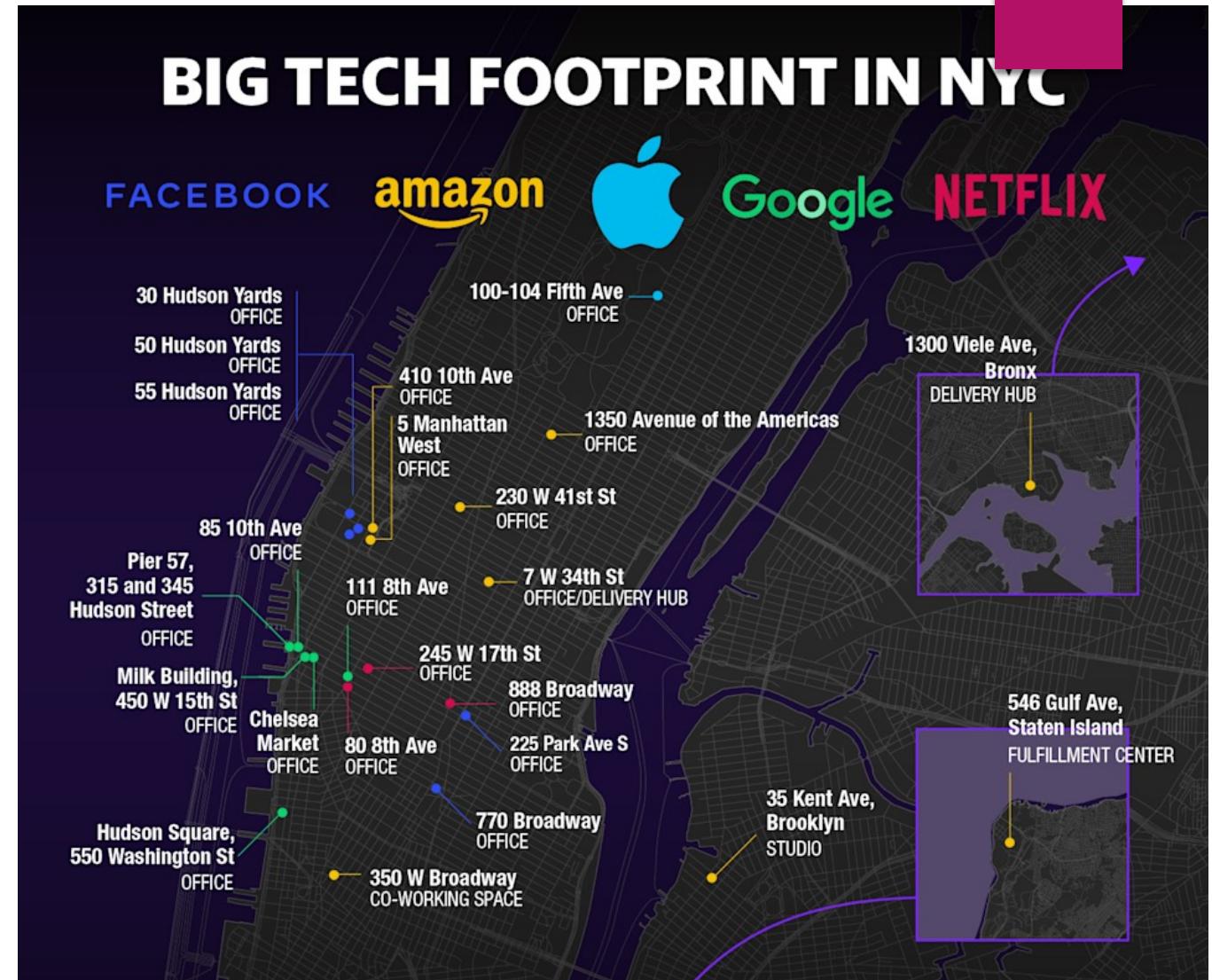
Station Traffic

- ▶ Highest volume station is the 34th Street Penn Station.
- ▶ Positioning volunteers at this station will be important to capturing people interested in supporting women in technology
- ▶ Facebook leased office space at the post office complex next to Penn Station (1)



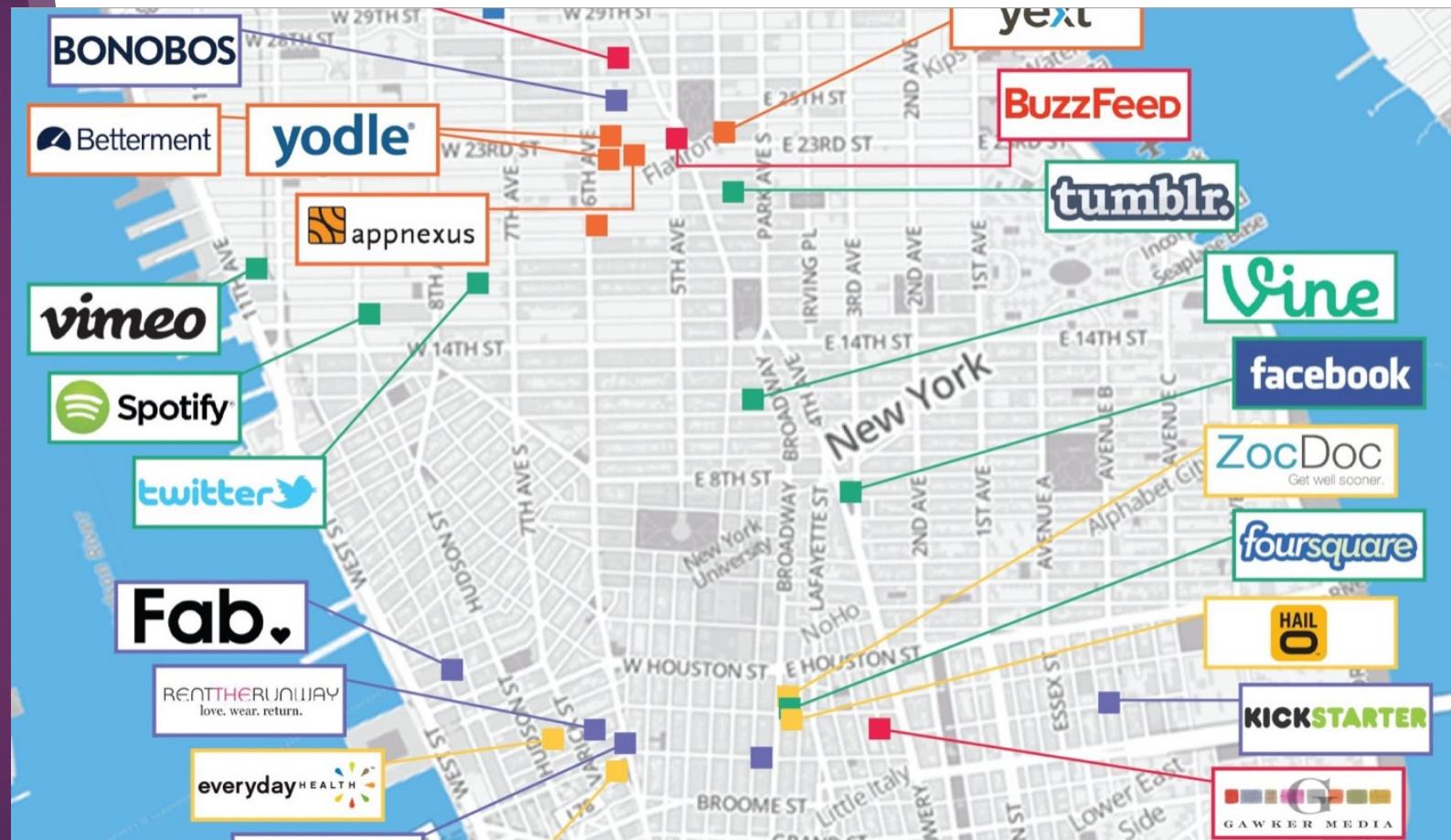
Big Tech Co Locations

- ▶ Yahoo Finance article by Sarah Paynter and Krystal Hu from January 5, 2020:
- ▶ Why America's tech giants are flocking to one part of NYC
- ▶ Shows a concentration of tech workers in Manhattan



Tech Start Ups

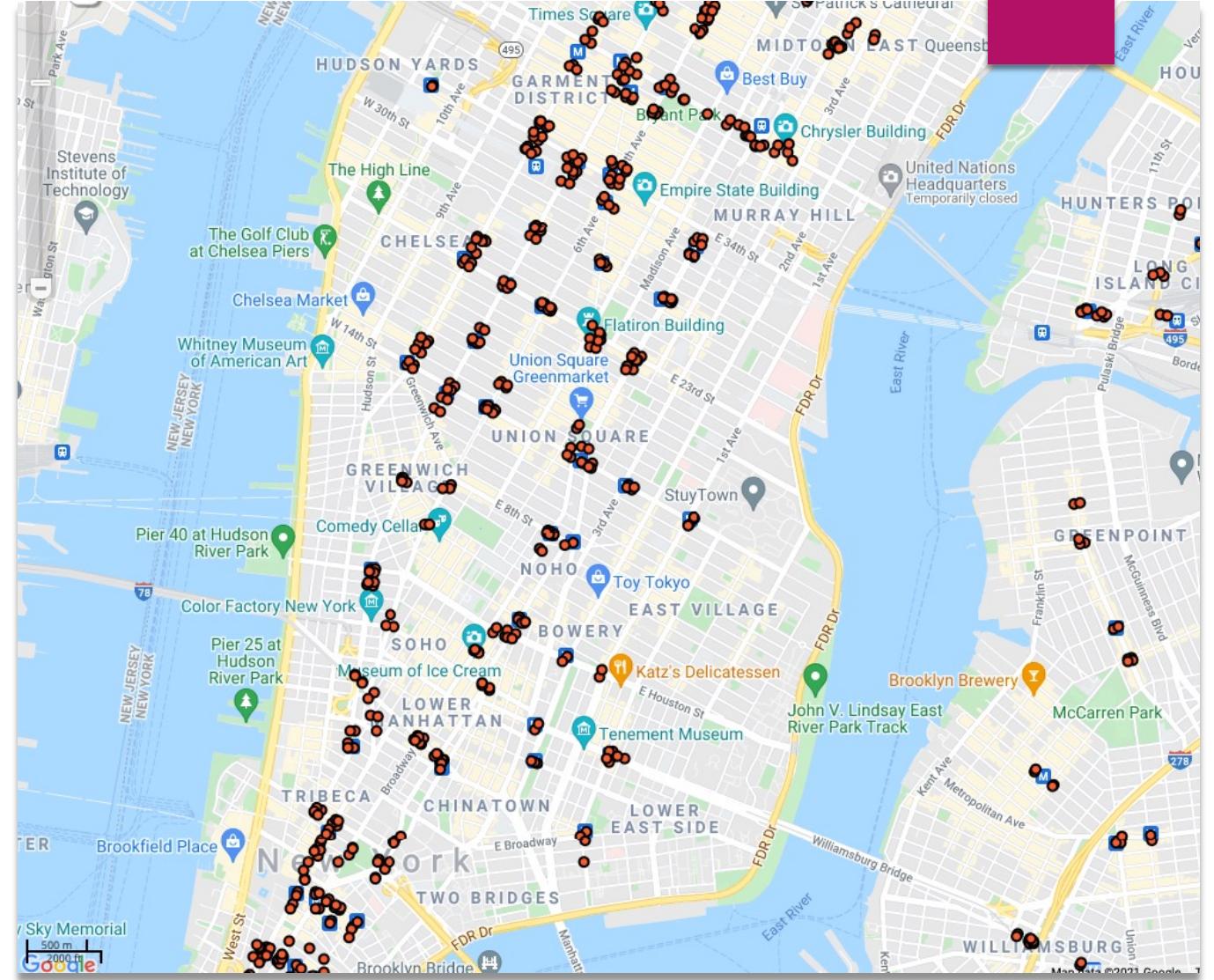
- ▶ FINSMES Article published Sep 5, 2018
- ▶ The End of 2018 Marks A Diverse New York Startup Ecosystem
- ▶ “NYC stands out as one of the most diverse business scenes in the world: 19% of founders are women, compared to the 16% global average, and 25% are immigrant founders, compared to the 19% global average.”



Source: FINSMES – Real Time VC and Private Equity Deals and News
<https://www.finmes.com/2018/09/the-end-of-2018-marks-a-diverse-new-york-startup-ecosystem.html>

Recomendations





Further Analysis to Improve Outcomes

Entries/Exits Times

Day/Months

Add Census Data

1. <https://www.nytimes.com/2020/10/13/nyregion/big-tech-nyc-office-space.html>
2. <https://finance.yahoo.com/news/why-americas-tech-giants-are-flocking-to-one-part-of-nyc-130830663.html>
3. <https://data.cityofnewyork.us/Transportation/Subway-Entrances/drex-xx56>

Appendix