

WomenTechWomenYes

Street Team Deployment Plan

Objective

- To reach the optimal amount of people who will join the **WomenTechWomenYes** e-mail list and donate to your cause!

- The DATA

MTA Turnstile Data

2016 - 2018 | May - June



Methodology

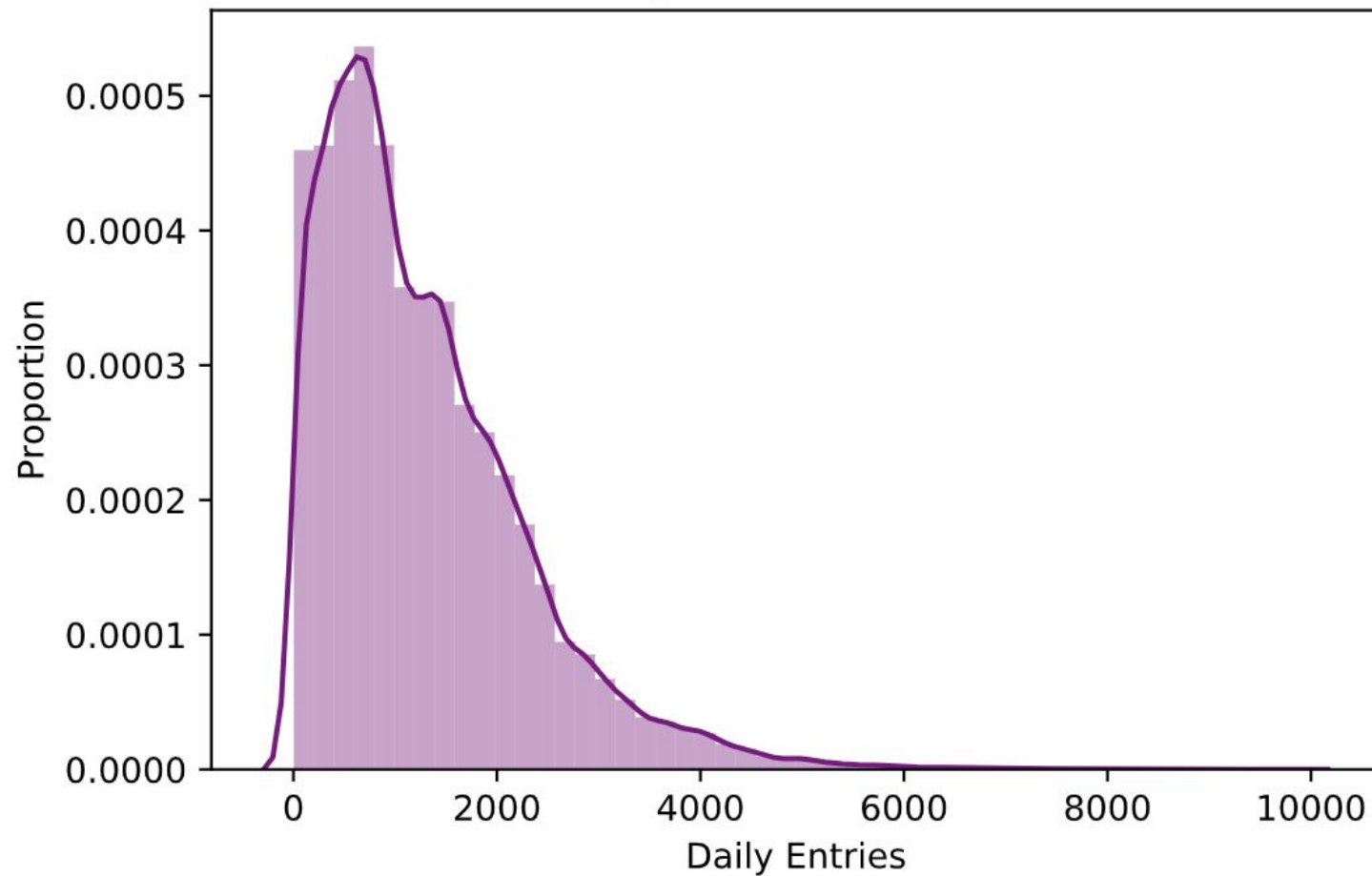
Data Cleaning

- Broken turnstiles
- Resets in counts
- Turnstiles transferred to different locations

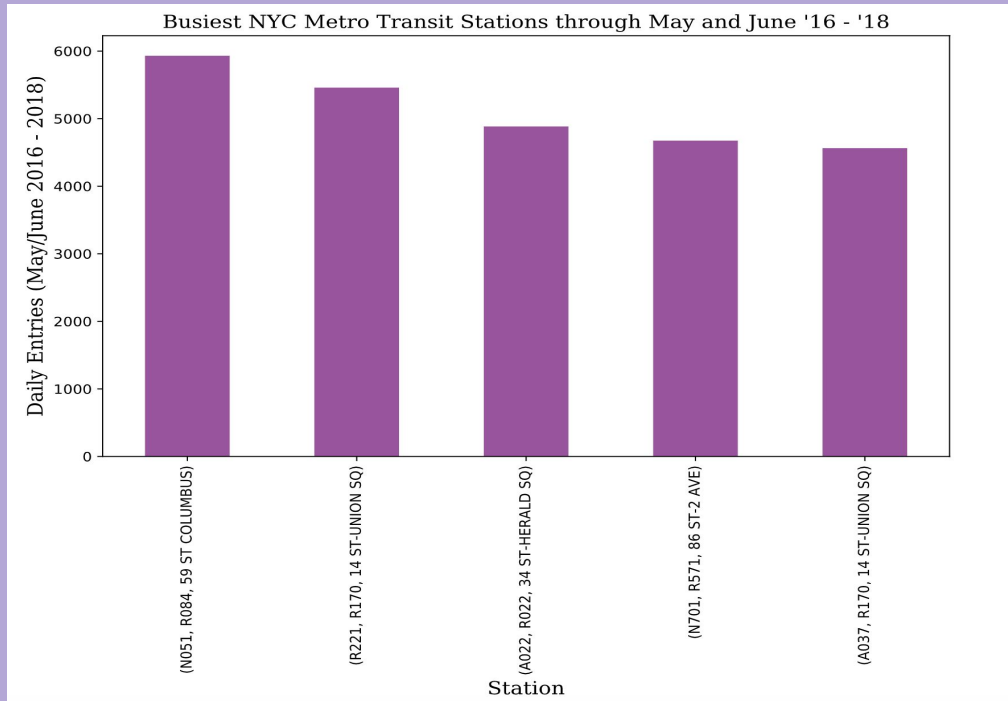
Questions Raised

- Will day of the week matter?
- What time of day is best?
- Are the people passing through Residents? Commuters? Visitors?

Distrubution of Daily Entries for all NYC MTA Stations



Results

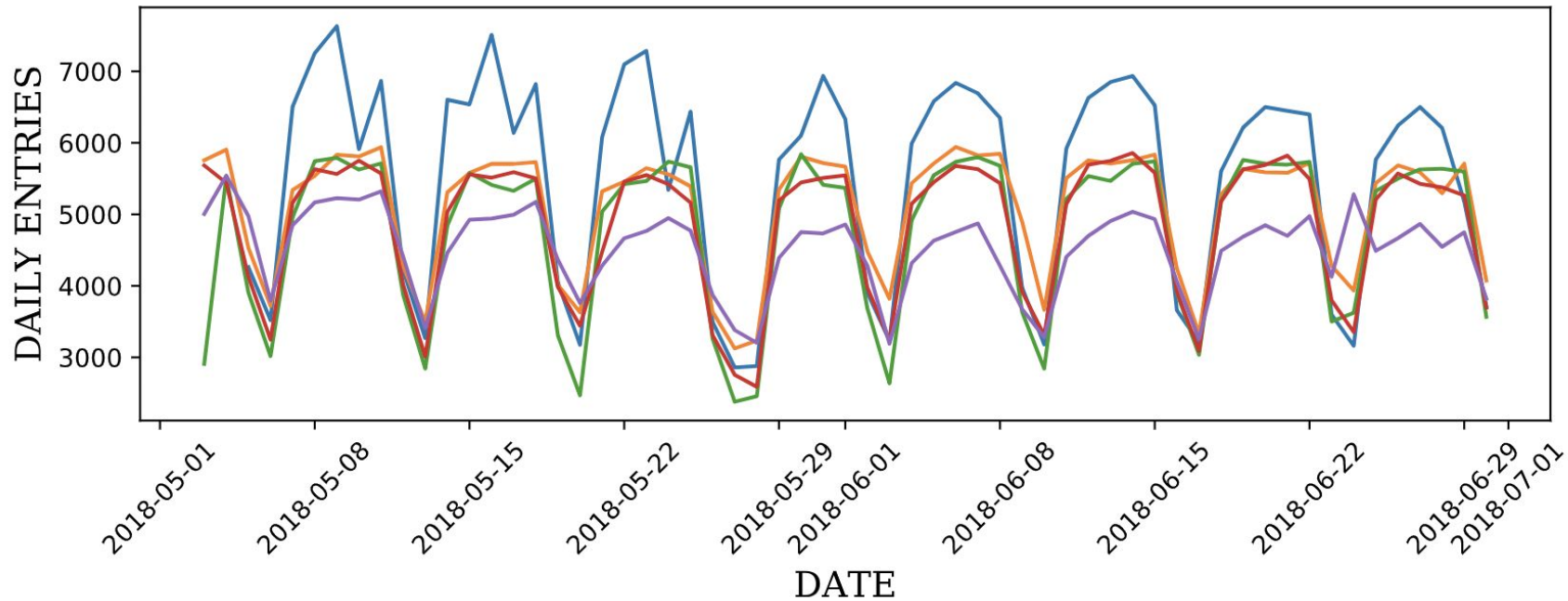


Legend:

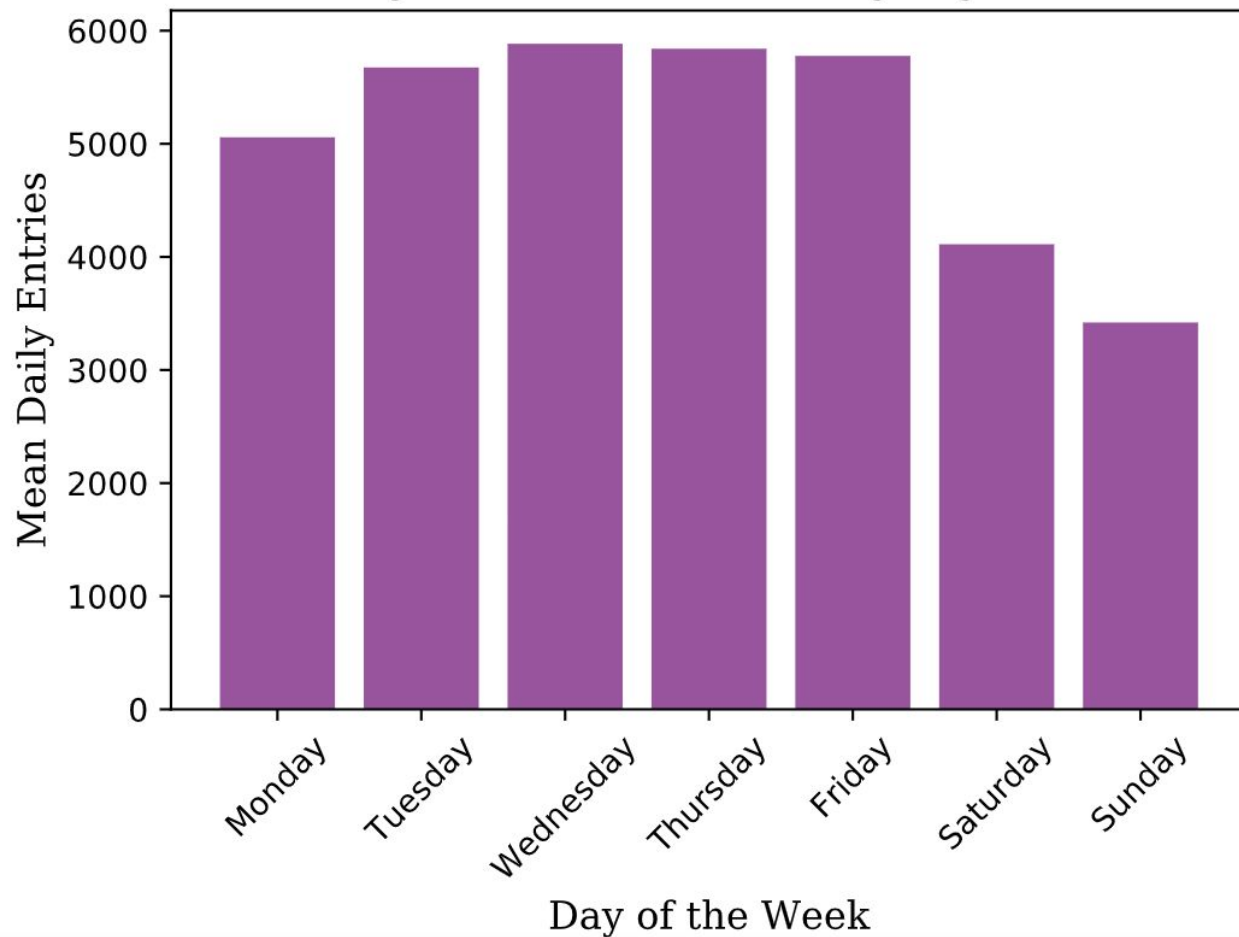
1. 59 ST Columbus
2. R221 Union Square
3. 34 ST Herald
4. 86 ST 2 AVE
5. A037 Union Square

Results

2018 DAILY ENTRIES BY STATION



Mean Daily Train Station Entries by Day of the Week



Conclusion & Key Takeaways

- Manhattan train station entrances
- Weekdays are greater than weekends
- Advise that **WomenTechWomenYes** deploy teams to location
- Keep track of the demographics for those that enroll

- Did the advice turn out well?
- Compare results with predictions
- Makes comparisons between demographics

Future Work

- Group by Time of Day
- Station Location Relative to NYC Tech Hubs
- Mean Difference Between Weekend vs. Weekdays
- Holidays and other Station Shutdowns