
WomenTechWomenYes Annual Gala

Let's gather emails and fill the event!

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Jan 8th, 2020

Goal

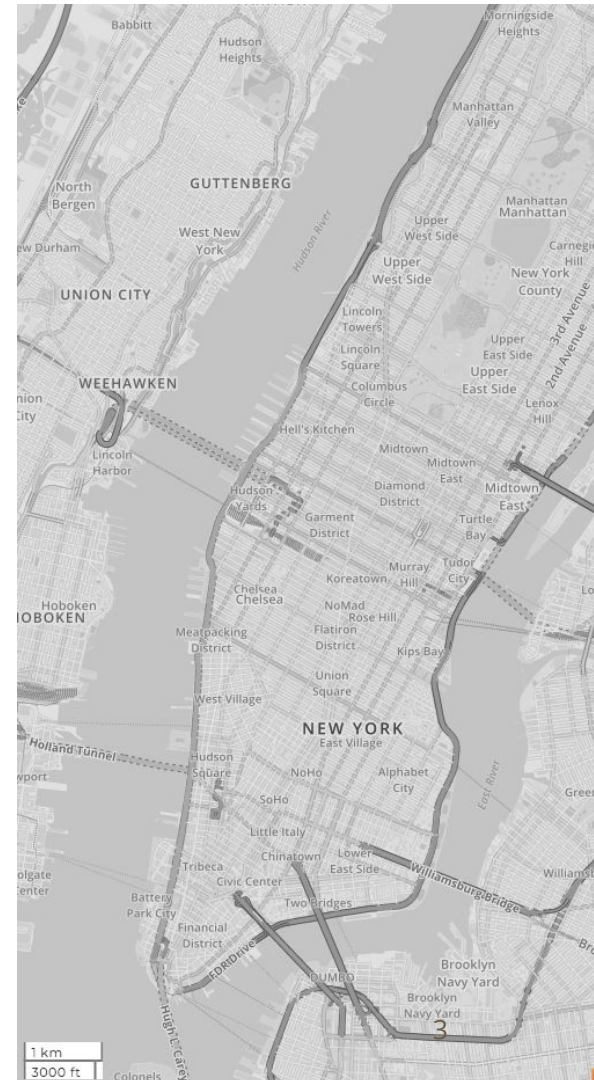
1. Build up email list
2. Gather engaged audience



Methodology

Where?

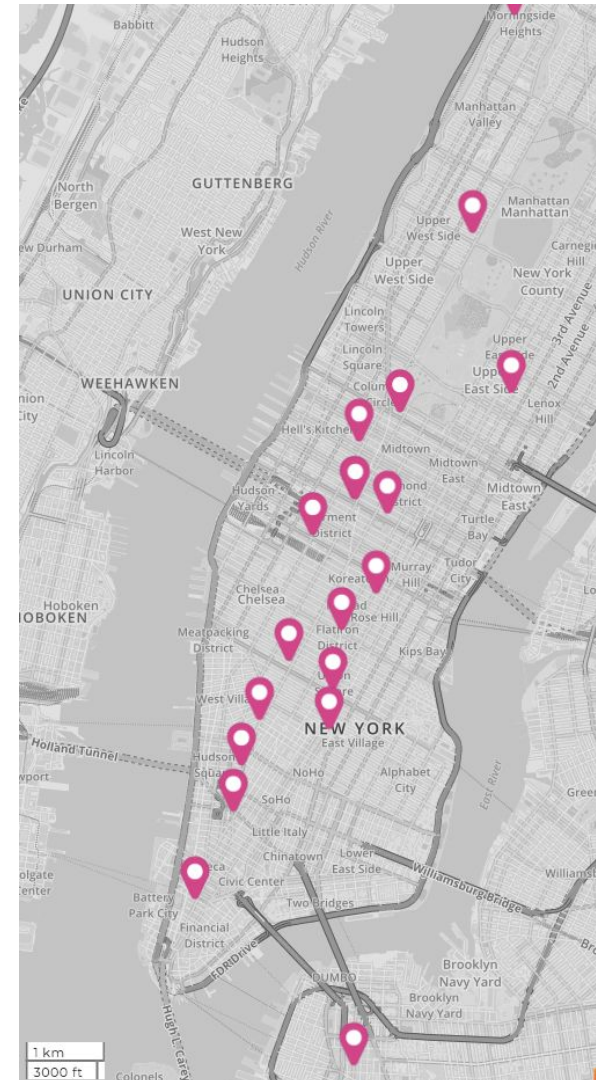
When?



Methodology

Where?

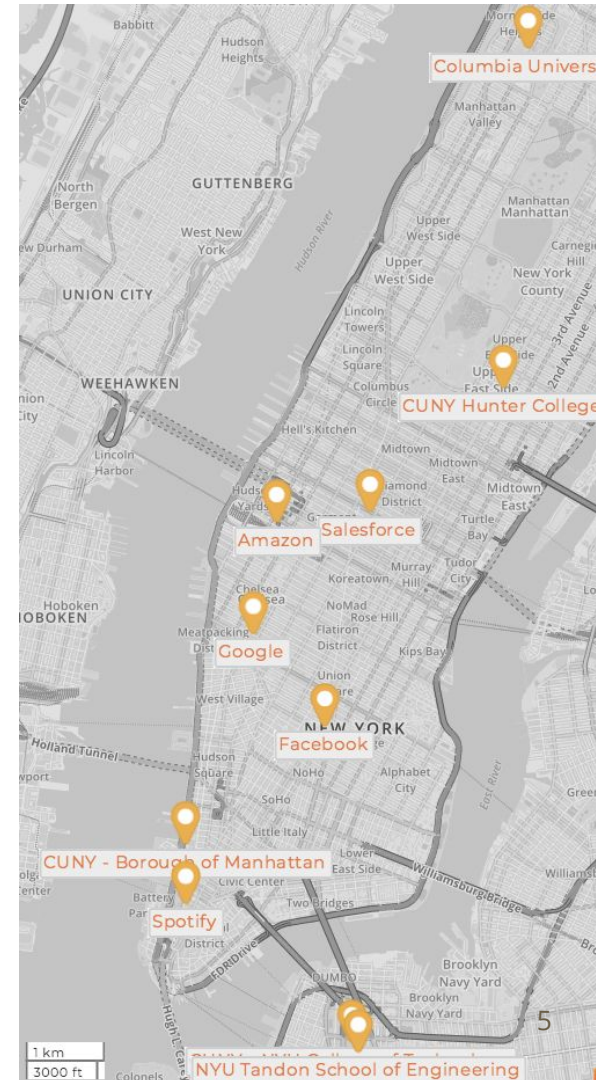
- High traffic stations
- Closest to tech companies and universities



Who loves tech?



HUNTER



Methodology

Where?

- High traffic stations
- Closest to large tech companies and universities

When?

- The busiest days
- The busiest times of day

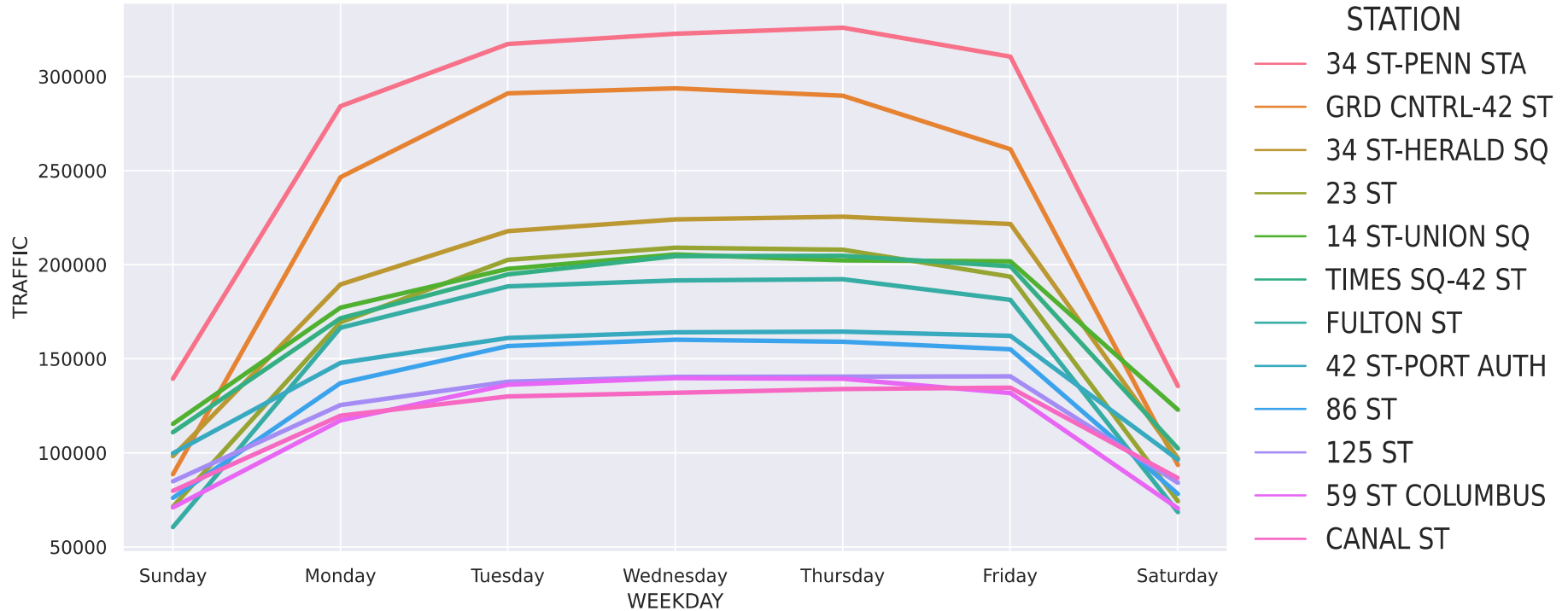
Traffic of MTA Stations

- MTA turnstile data for May and June

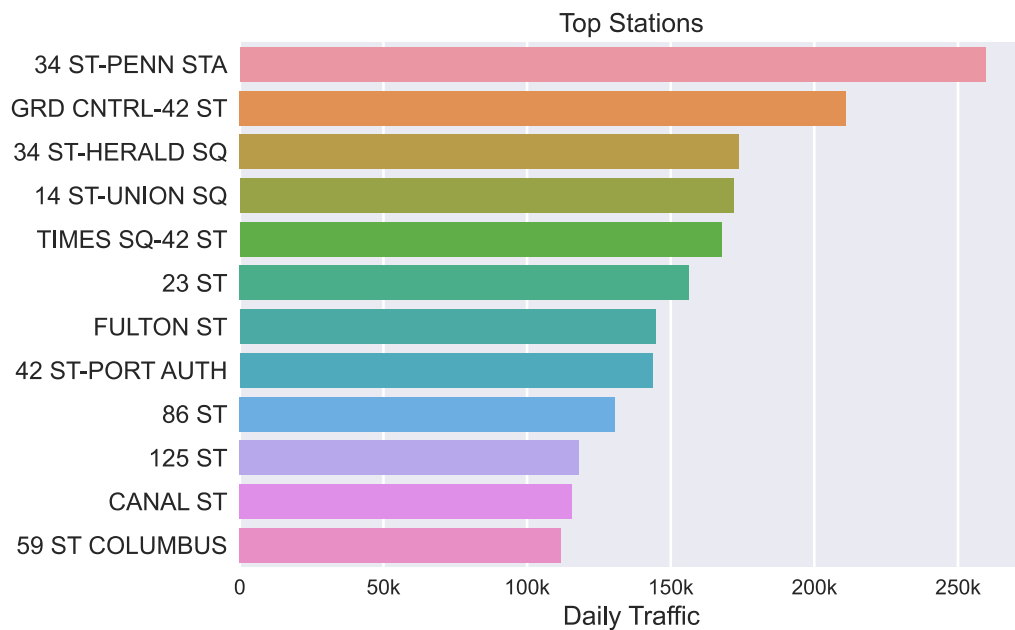


Traffic = Entries + Exits

Top busy stations



Top busy stations

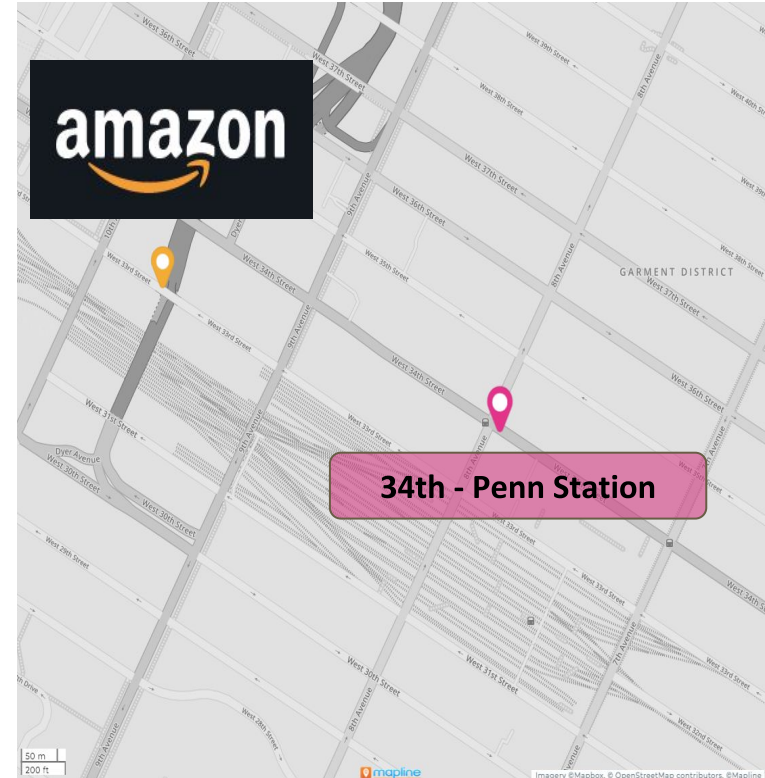
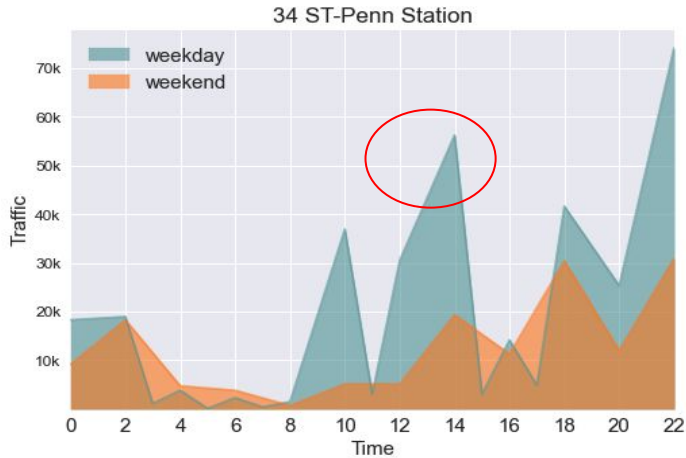


Our recommendations

34th St - Penn Station

Tuesday to Thursday
11:30am - 1:30pm

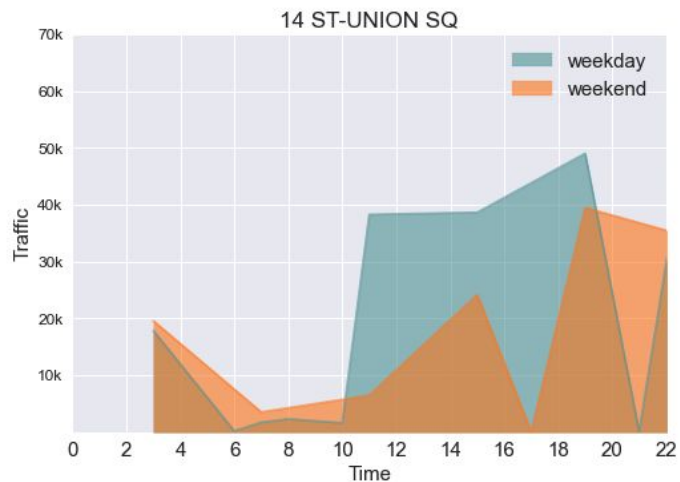
- High Traffic
- Multiple Amazon locations nearby
- Social lunch crowd



14 St - Union Square

Tuesday to Friday
3:00pm - 7:00pm

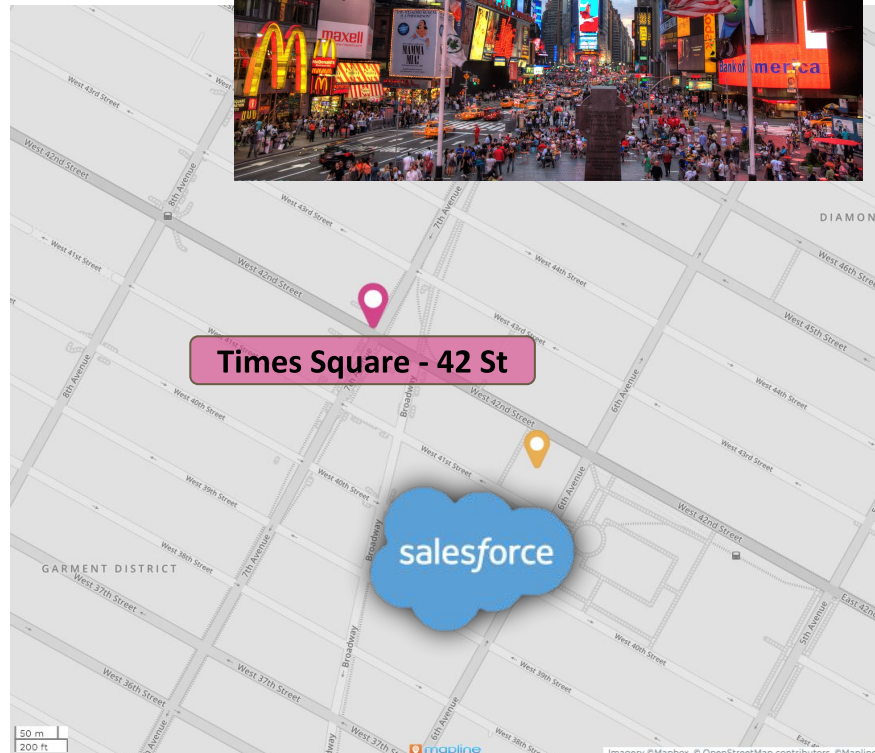
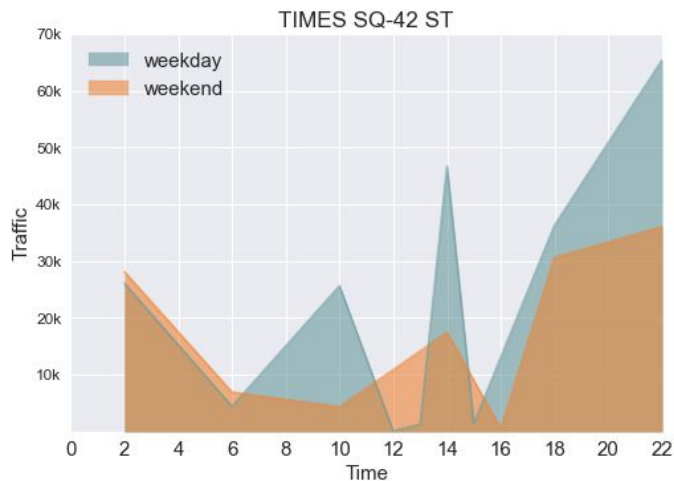
- High Traffic
- Multiple tech companies nearby



Times Square - 42 St

Tuesday to Friday
3:00pm - 7:00pm

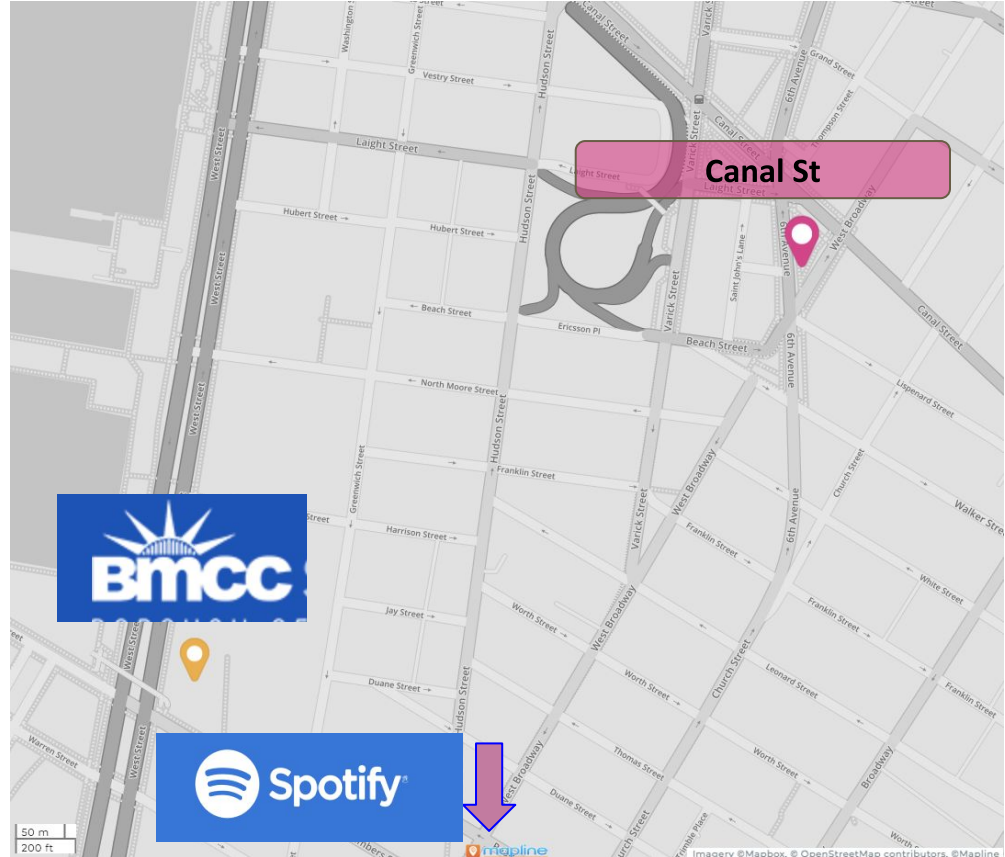
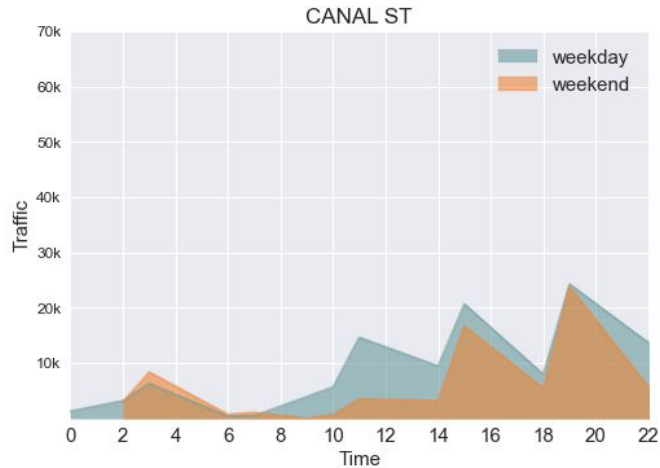
- High Traffic
- Multiple tech companies nearby



Canal St

Thursday or Friday
5:00pm - 9:00pm

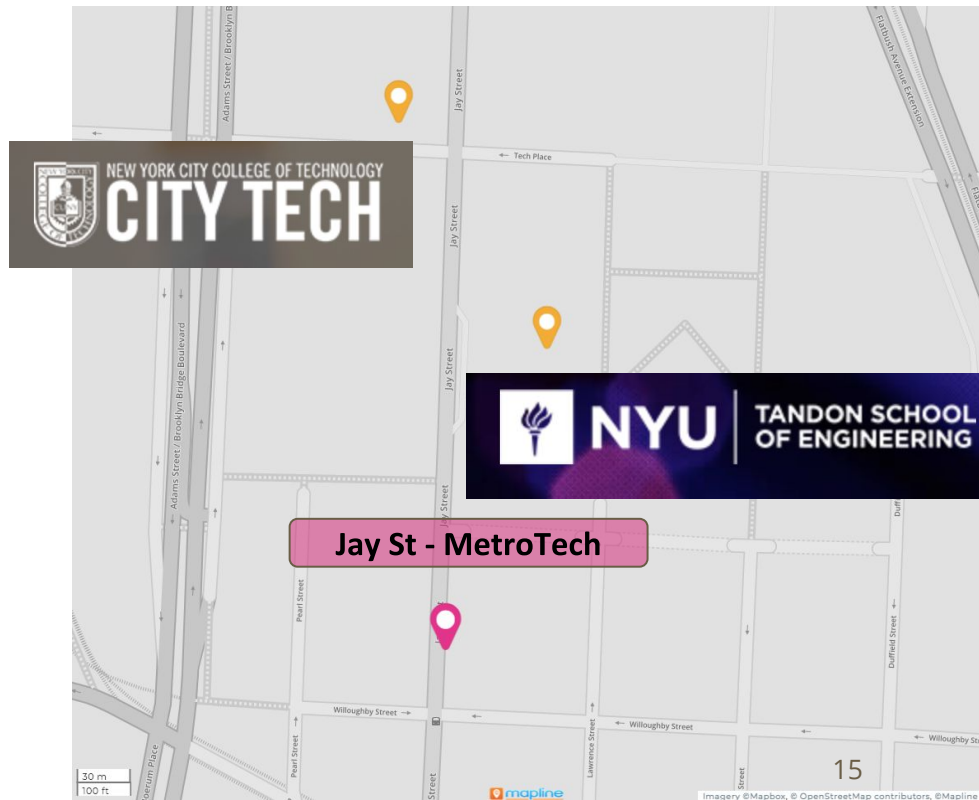
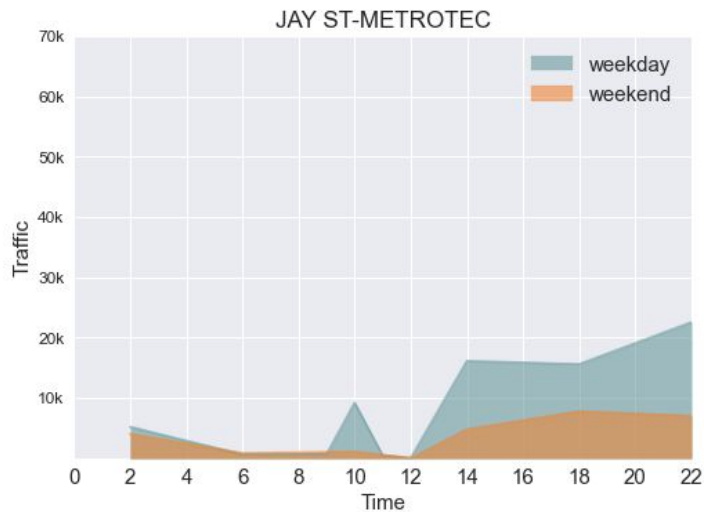
- Multiple tech companies nearby
- CUNY - Borough of Manhattan



Jay St - MetroTech

Wednesday or Thursday
4:00pm - 8:00pm

- City Tech: 17K students
- NYU Tandon: 5K students

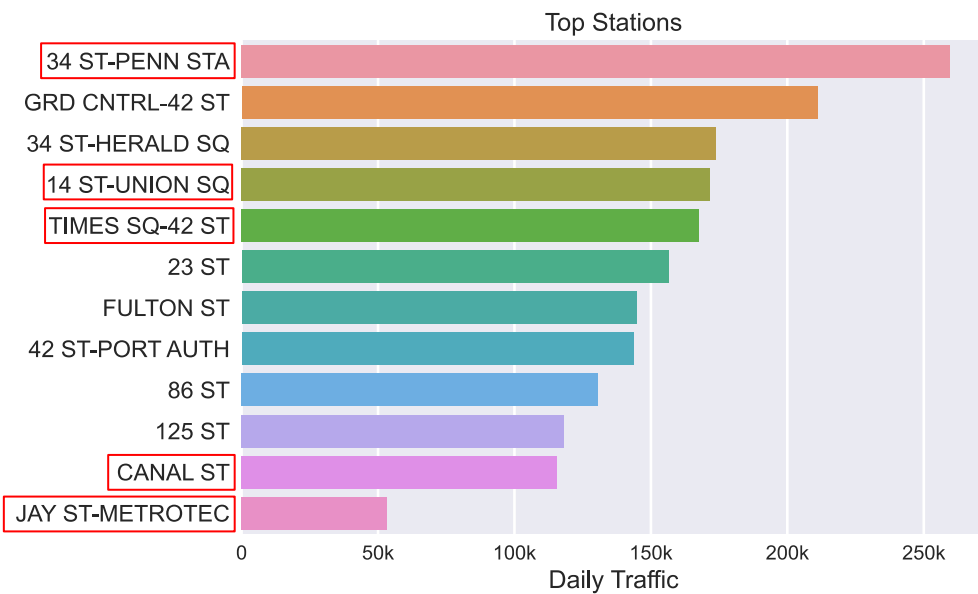


Conclusion

Station Name	Nearby	Street Team
34th St - Penn Station	Amazon	TU, W, TH: Noon - 2pm
14 St - Union Square	Google, Facebook, Adobe, Microcore, Cognito, FlatIron Software, Econify	TU, W, TH, F: 3pm - 7pm
Time Square - 42 St	Salesforce, SoftwareONE, Apple, Gramercy Tech, Domani Tech	TU, W, TH, F: 3pm - 7pm
Canal Street	CUNY - Borough of Manhattan, Spotify and other tech companies	TH, F: 5pm - 9pm
Jay St - MetroTech	NYU Tandon School of Engineering CUNY - NYU College of Technology	W, TH: 4pm - 8pm

Conclusion

● Narrow down to 5 stations near target crowd



Thank you!

Appendix

Data Sources

- MTA Turnstile Data for May and June 2018
 - <http://web.mta.info/developers/turnstile.html>
- MTA Station Information
 - <http://web.mta.info/developers/data/nyct/subway/Stations.csv>
- MTA Turnstiles-Remote Complex Lookup
 - https://qri.cloud/nyc-transit-data/remote_complex_lookup
- Locations of mta stations and tech companies/universities
 - Google Maps, Mapline
- IRS Individual Income Tax Statistics
 - <https://www.irs.gov/statistics/soi-tax-stats-individual-income-tax-statistics-2018-zip-code-data-soi>

Conclusion

Station Name	Entrances	Nearby	Street Team
34th St - Penn Station	2	Amazon	TU, W, TH: Noon - 2pm
14 St - Union Square	3	Google, Facebook, Adobe, Microcore, Cognito, FlatIron Software, Econify	TU, W, TH, F: 3pm - 7pm
Time Square - 42 St	4	Salesforce, SoftwareONE, Apple, Gramercy Tech, Domani Tech	TU, W, TH, F: 3pm - 7pm
Canal Street	6	CUNY - Borough of Manhattan, Spotify and other tech companies	TH, F: 5pm - 9pm
Jay St - MetroTech	2	NYU Tandon School of Engineering CUNY - NYU College of Technology	W, TH: 4pm - 8pm

Nearest NY MTA Station Stops to Selected

Tech Company	Station Name	Borough
Spotify	Canal St	M
Facebook	Astor Place	M
Salesforce	Times Square	M
Amazon	34 St-Penn Station	M
Google	14 St	M

University	Station Name	Borough
NYU Tandon School of Engineering	Jay St-MetroTech	Bk
CUNY - NYU College of Technology	Jay St-MetroTech	Bk
CUNY - Borough of Manhattan	Canal St	M
CUNY Hunter College	68 St-Hunter College	M
Columbia University	116 St-Columbia University	M

Subset of Aggregated Federal Tax Returns Filed

- We considered income brackets of residents near MTA station stops
- Extra income for a night out and to make a voluntary monetary contribution
- This a portion of our total aggregated table

Zip Code	Returns Filed > 75K *	Number of Stations	Borough
10023	21,990	1	M
11201	20,820	6	Bk
10025	20,660	4	M
10128	19,380	1	M
10016	19,140	2	M
10011	18,970	5	M
10024	18,600	4	M
11215	17,710	5	Bk
10003	17,270	12	M

*Data Source: <https://www.irs.gov/statistics/soi-tax-stats-individual-income-tax-statistics-2018-zip-code-data-soi>