WomenTechWomenYes

Campaign Recommendations

An analysis of NYC transit patterns to
optimize WTWY street team placement

WTWY's Goal

Build awareness & fundraise

- Maximize email collection
- Fill annual gala

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Our Objective

Optimize WTWY's street team work

- Stations with highest daily average entry
- Times when stations are most active

Methodology

Data

Weekly Turnstile Rotation data from MTA

April - June
2016-2017

Subway Station Location data from MTA

Data

Weekly Turnstile Rotation data from MTA

April - June
2016-2017

Subway Station Location data from MTA

Join Table

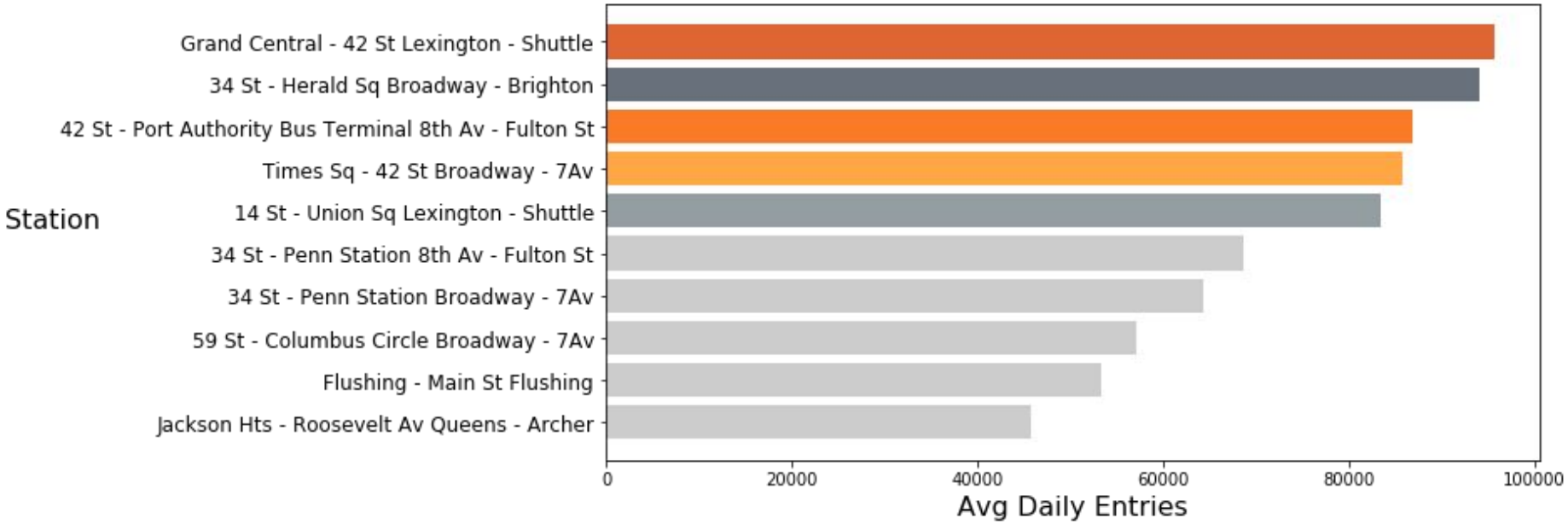
Connecting Turnstile Control Booths to Stations

Assumptions

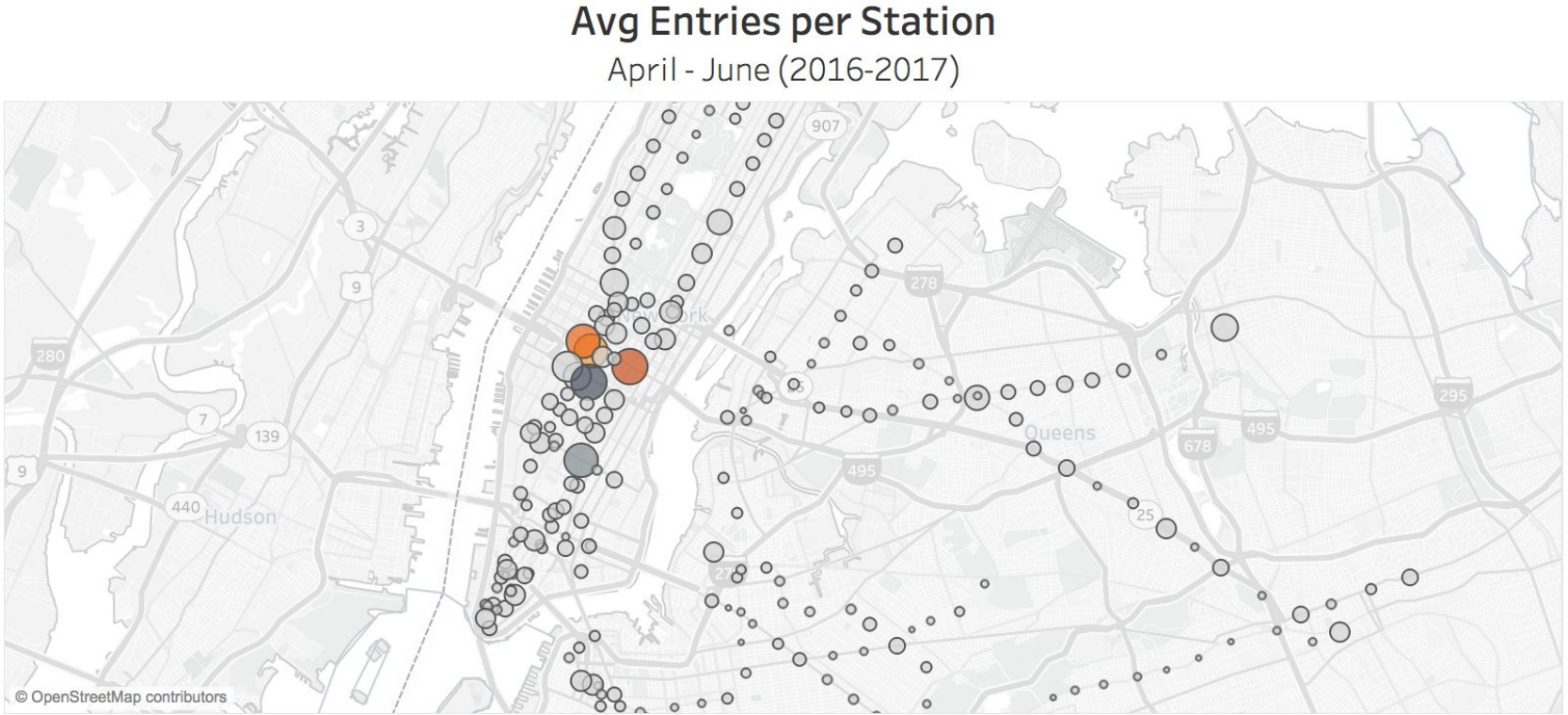
- Only entry counts
- Removed outliers and null values (~0.6%)
- Turnstile counter reverse constant
- 4 hour time blocks
- Old join table for turnstile - stations joining

Results

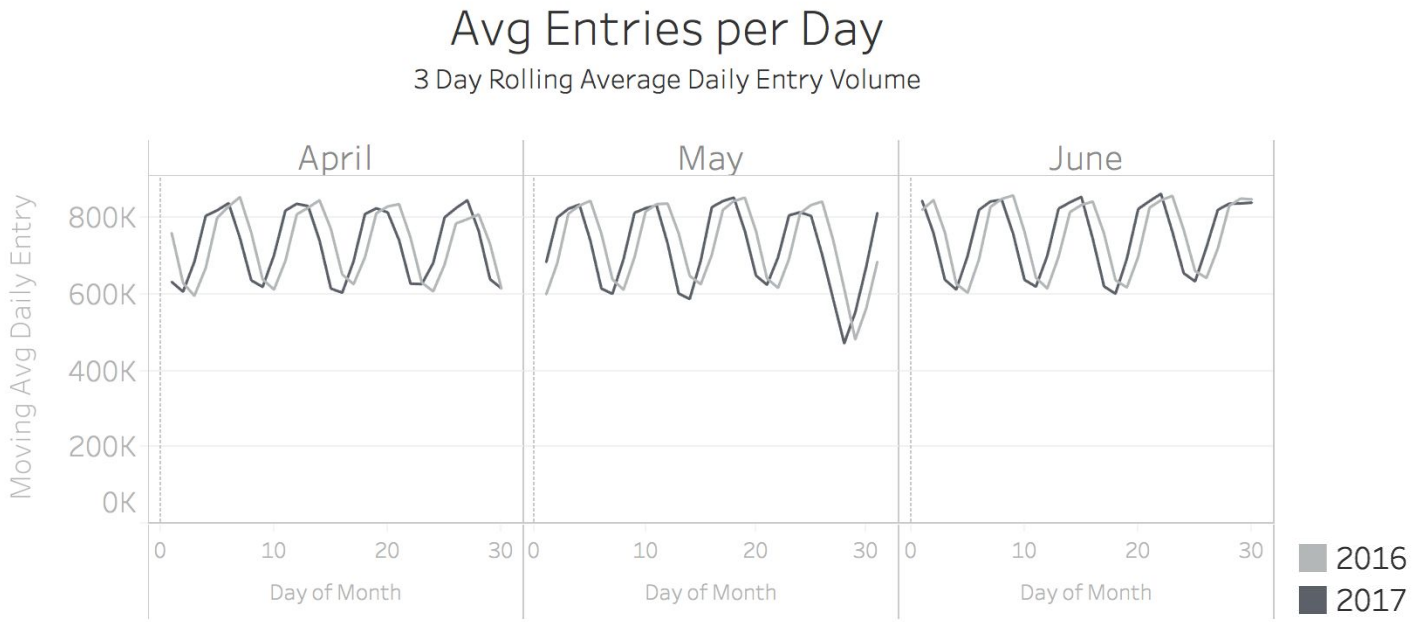
Locations - Stations with highest avg daily entry traffic



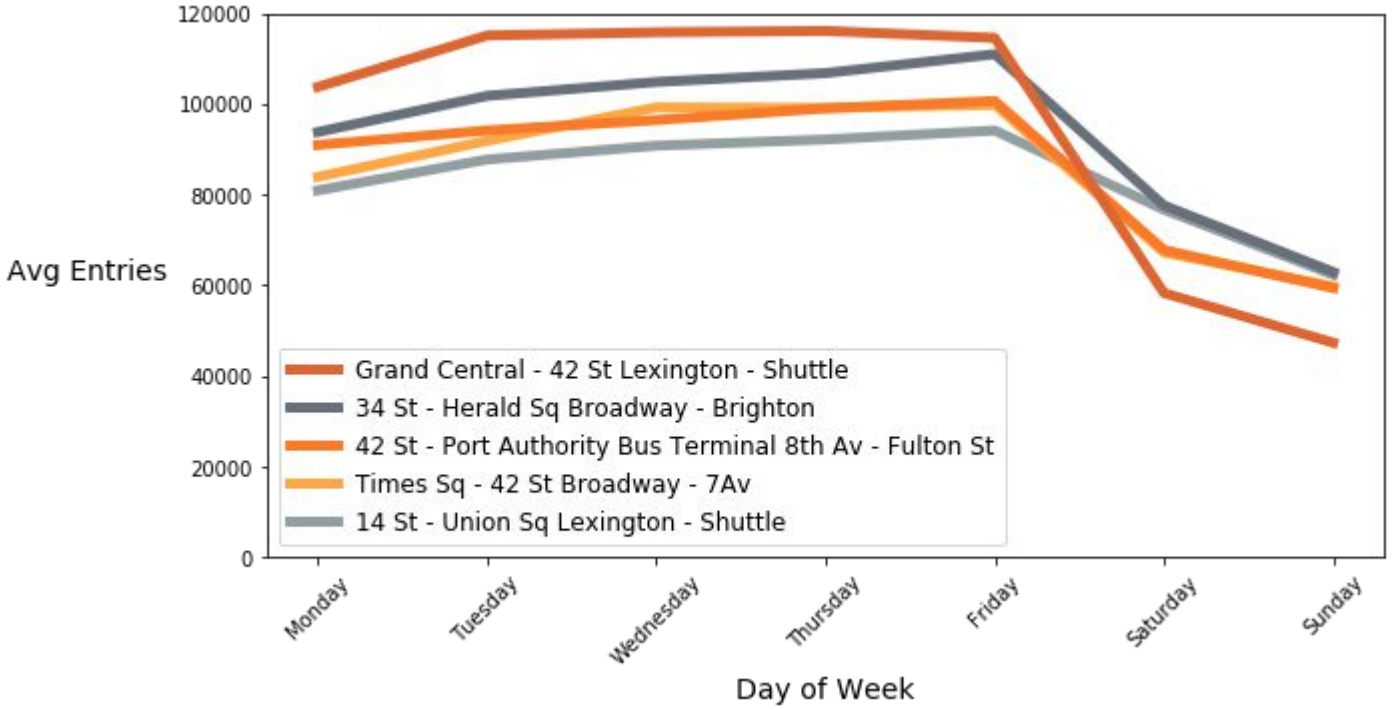
Locations - Stations with highest traffic are in Midtown



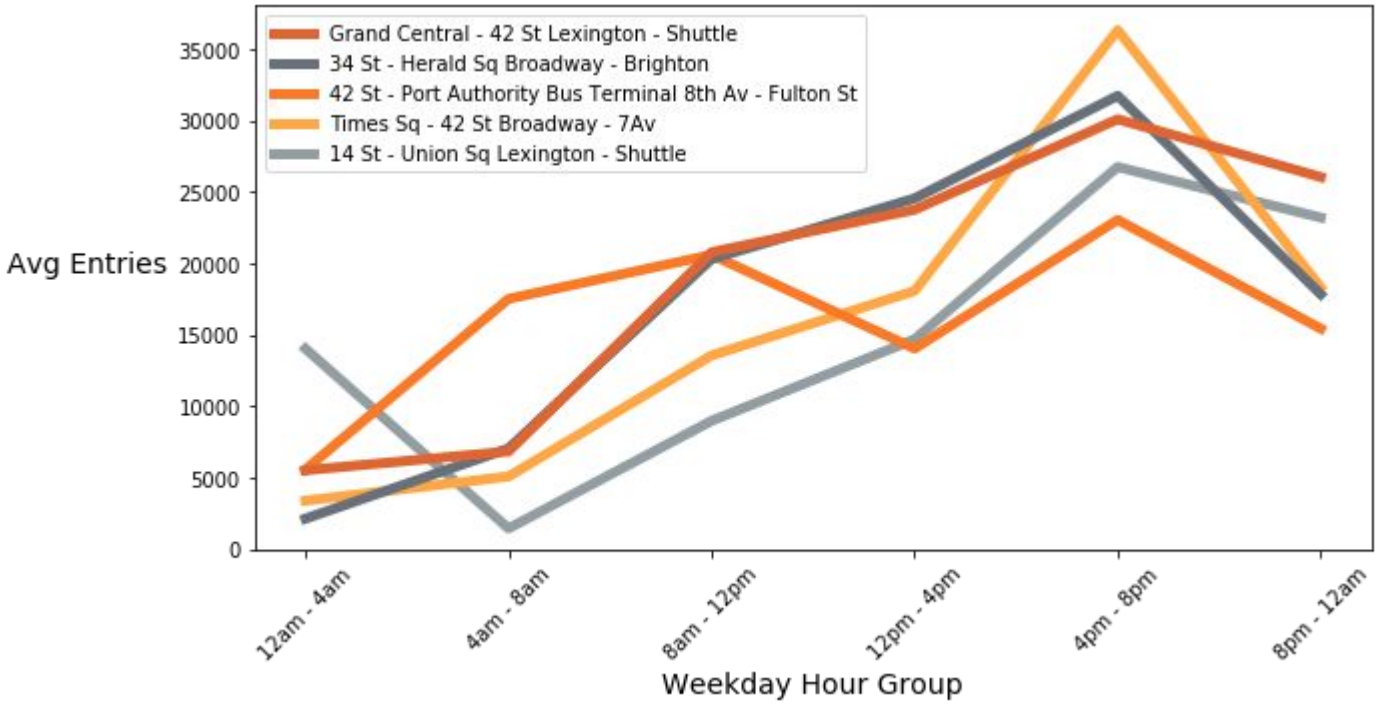
Timing - Weekly seasonality shows peak times on weekdays



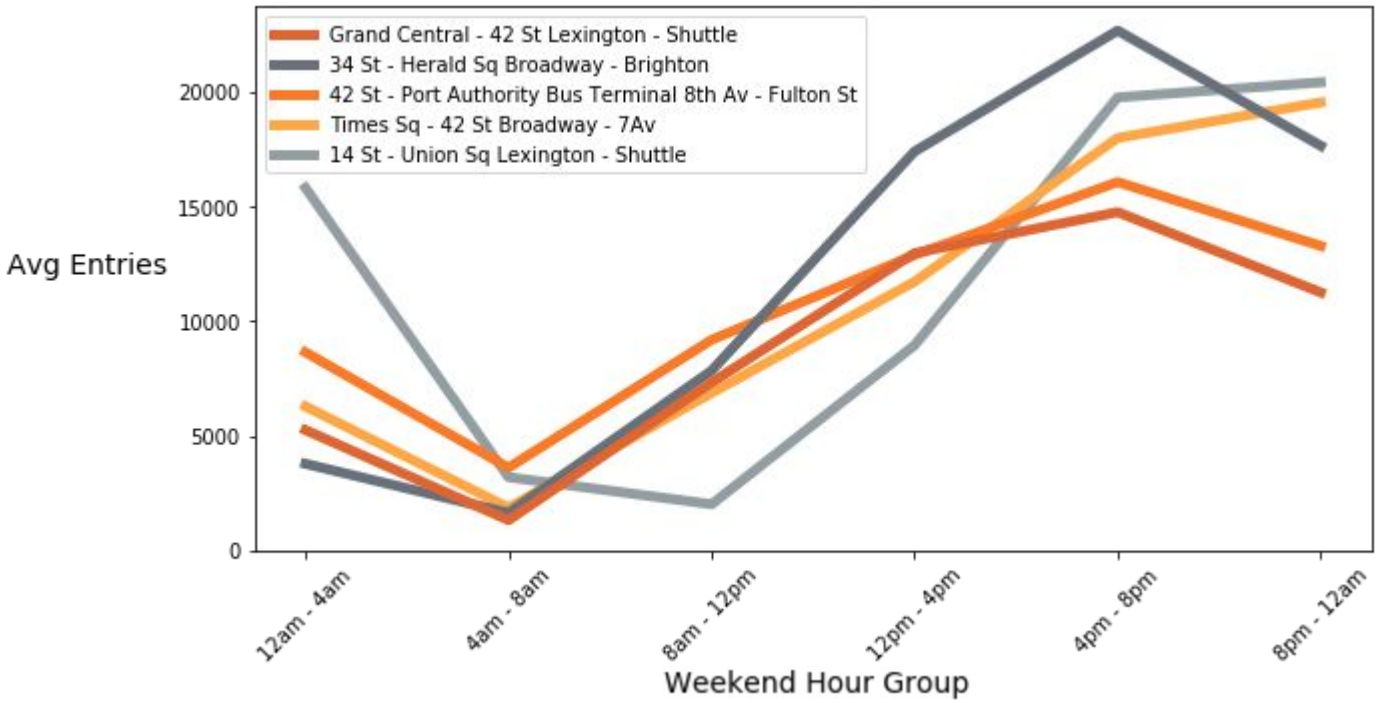
Timing - Days the stations are most active



Timing - Weekday hours the stations are most active



Timing - Weekend hours the stations are most active

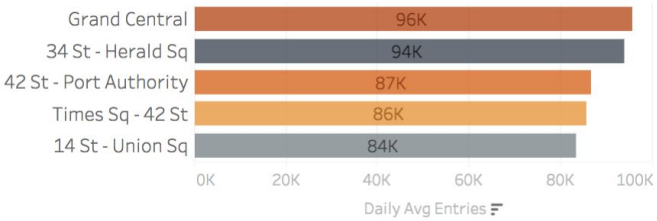


Recommendations

MTA Subway Traffic Patterns

Avg Entry Volume from April - June (2016-2017)

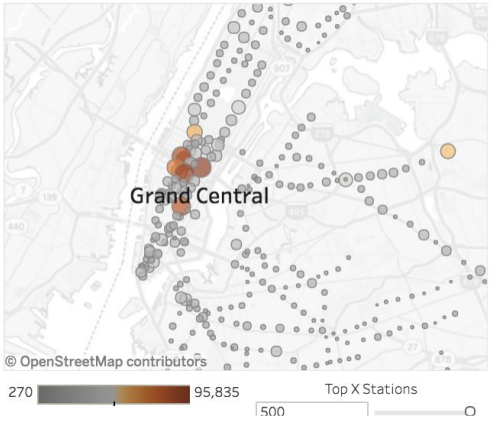
Top 5 Stations by Avg Daily Entries



Avg Entries per Station

Showing Top 500 Stations

Hover over the map to view corresponding time distributions

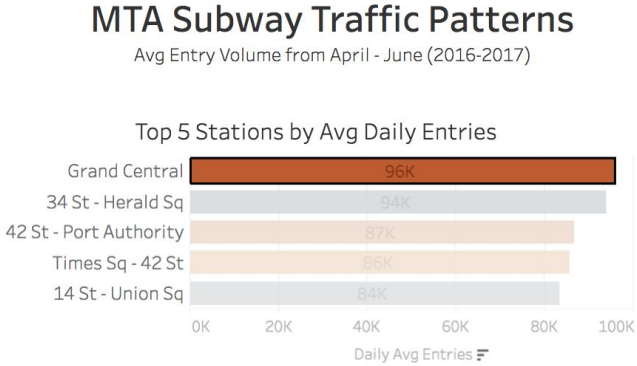


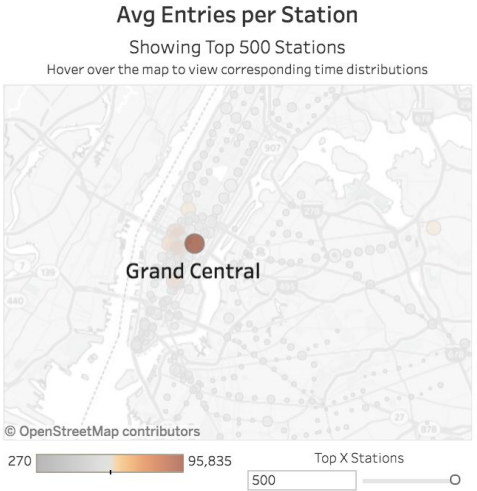
All

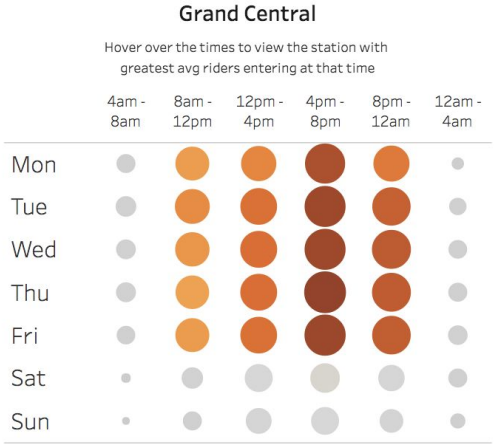
Hover over the times to view the station with greatest avg riders entering at that time

Weekdays - Grand Central

Grand Central Station
on a weekday evening

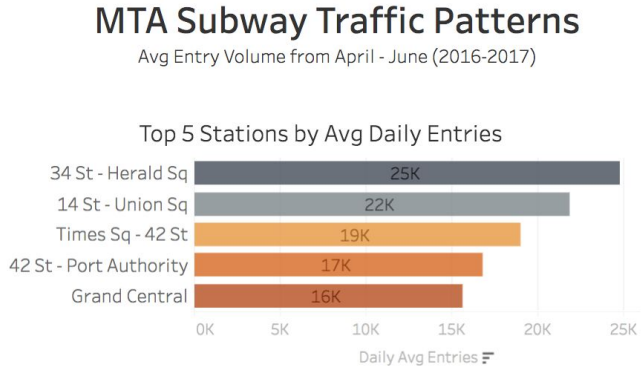


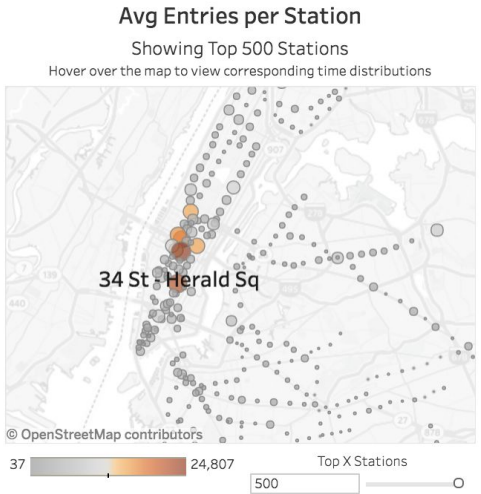


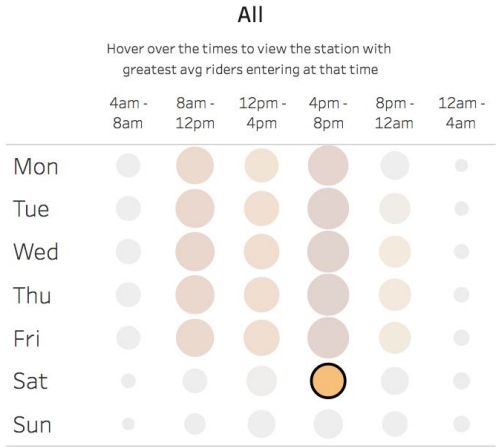


Weekends - 34th Herald

34th Herald Sq is best for evening canvassing on the weekends

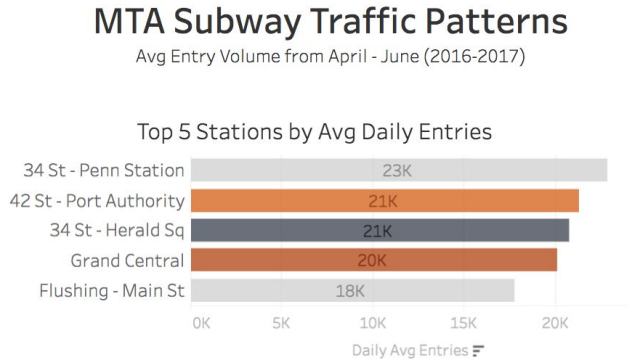


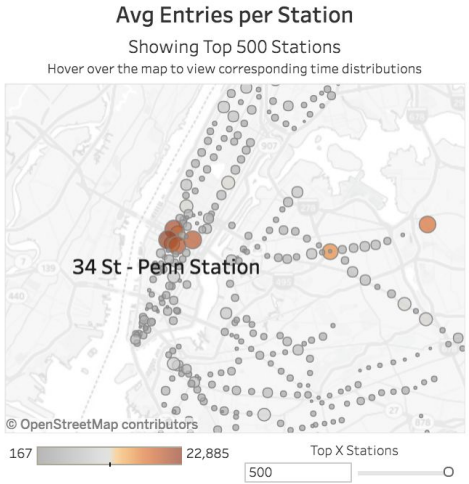


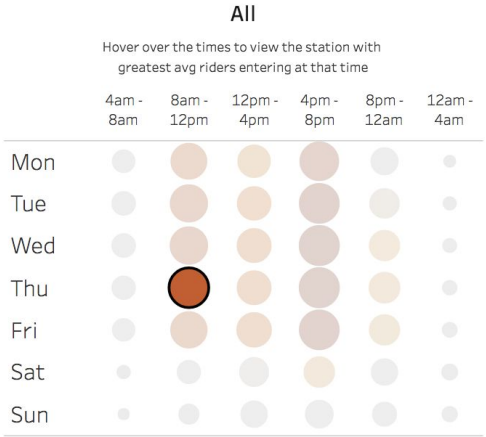


Mornings - 34th Penn

34th Penn Station is best for canvassing before noon on a weekday







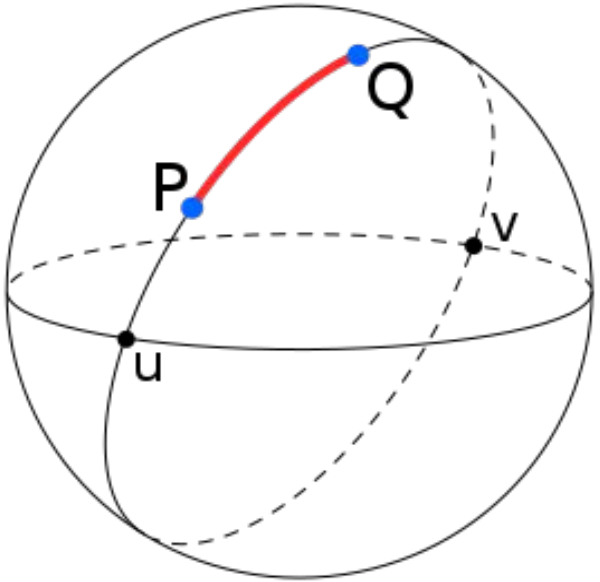
Next Steps

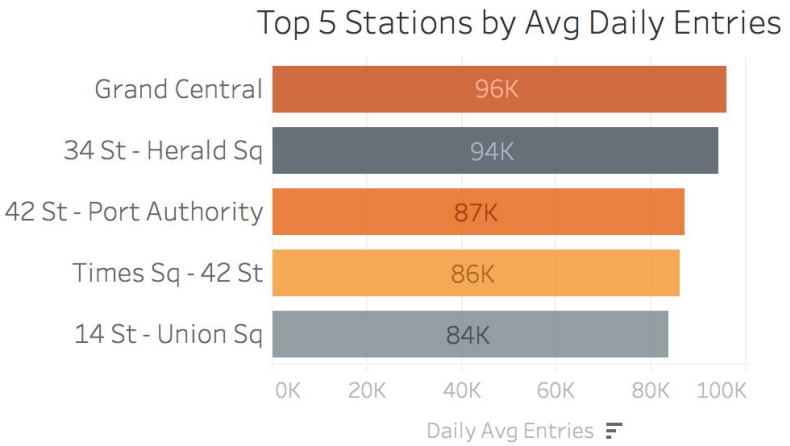
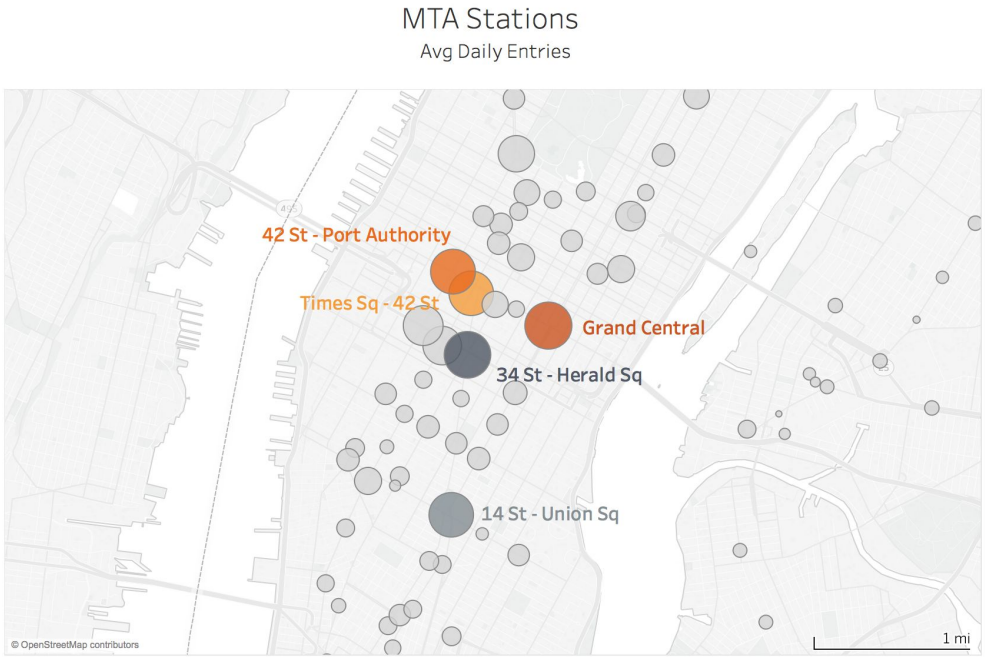
Geolocation Matching

Adjusting for tourist activity

Weighting for nearby stations

Density of tech companies



Appendix

Top 4 most active stations are within a mile of each other