



Optimal Locations and Times for WomenTechWomen Street Teams

By: Edward Kerr

Introduction

- * **Motivation:** The purpose is to present information of placing street teams to get the most emails for events and meetups.
- * **Objectives:** Presenting visual evidence will illustrate why these are optimal locations.
- * **Goals:** The goal is to present data to support the decisions as to where to place the street teams



Methodology

- * **Data:** The data used for this projects was collected from the MTA turnstile database.
- * **Model:** Used the largest number of entries at turnstiles to determine where would be the best placement of the street teams.



Methodology

- * Metrics:

- * SQLAlchemy to query the data

- * Pandas and Numpy to aggregate the data and get the highest count of turnstile entries

- * Matplotlib to create the graphs

- * Tools:

- * Matplotlib

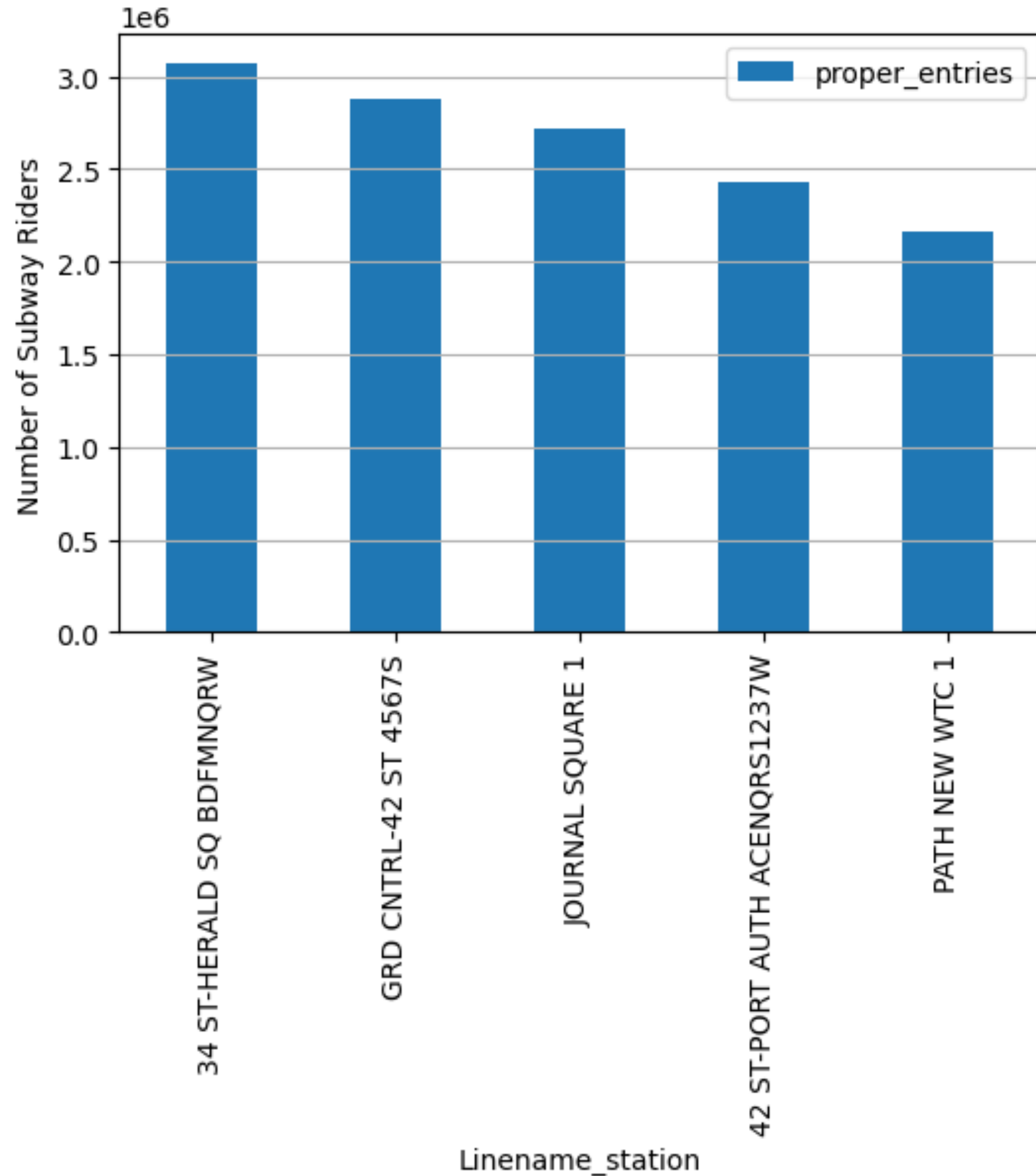
- * Pandas and Numpy

- * Datetime

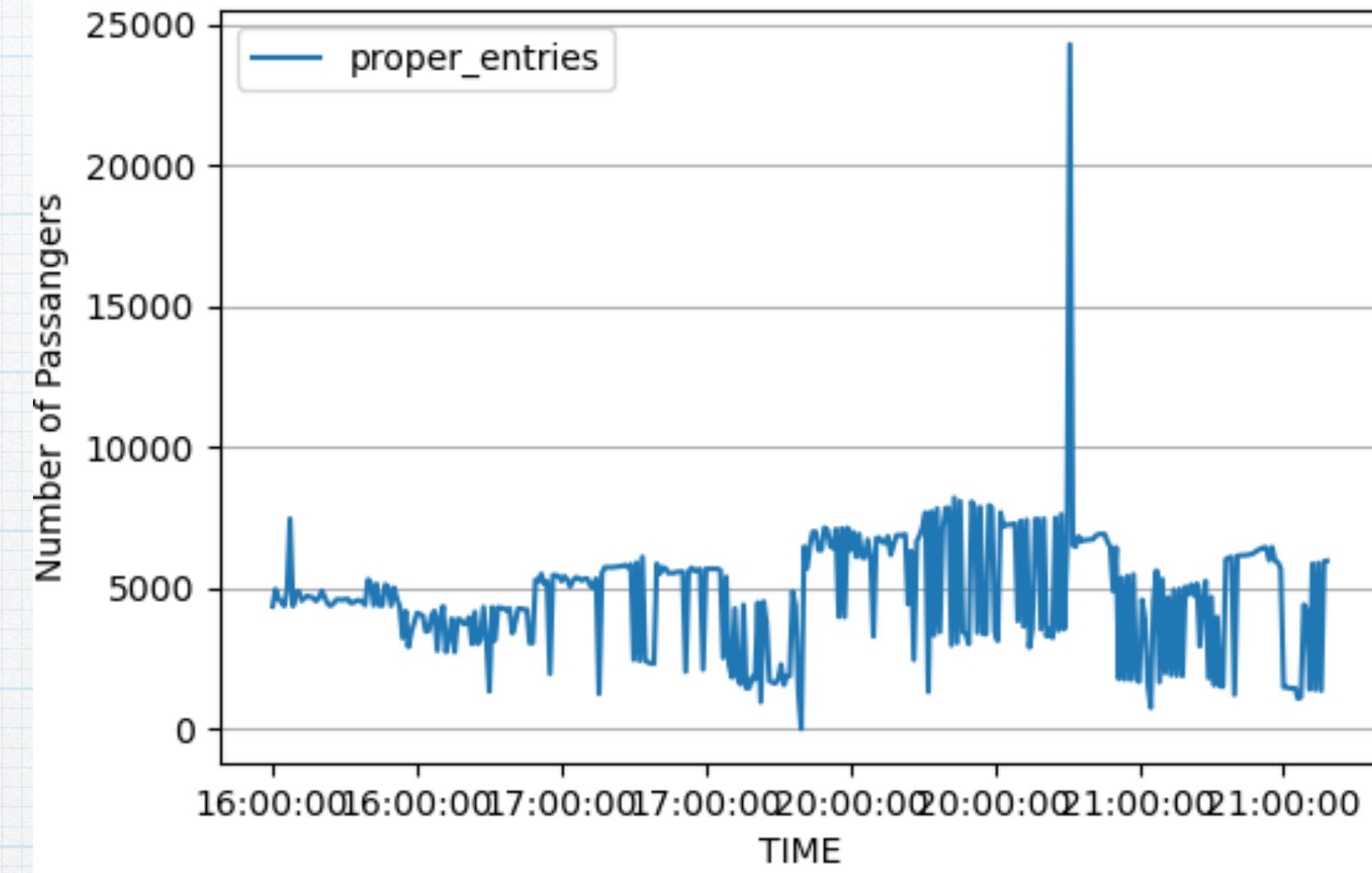
- * SQLite and SQLAlchemy

Results

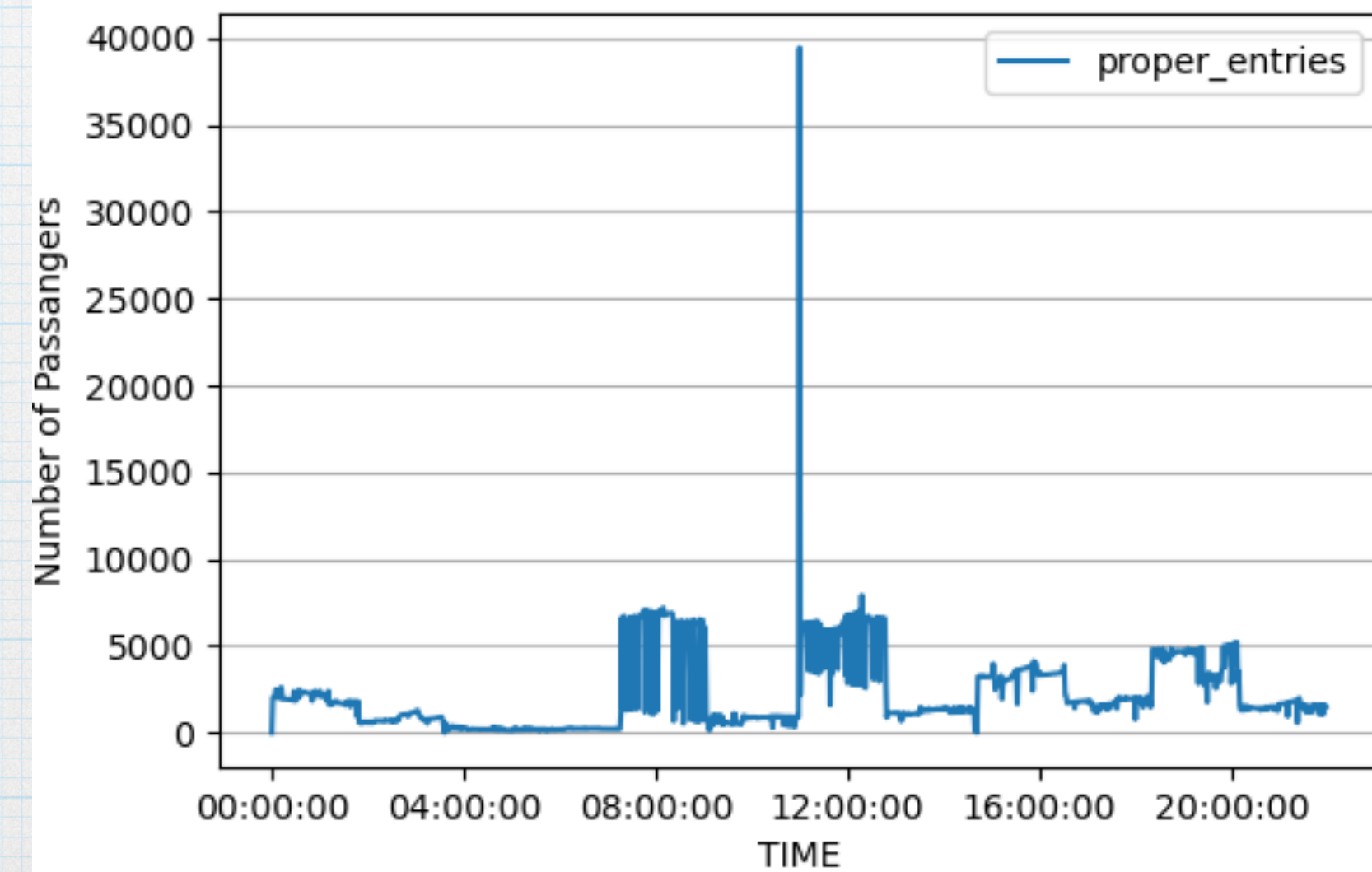
The highest amount of users per station turnstile entrance from June 2021 to August 2021



The amount of passengers entering 42nd ST and Grand Central Station Subway on an hourly basis

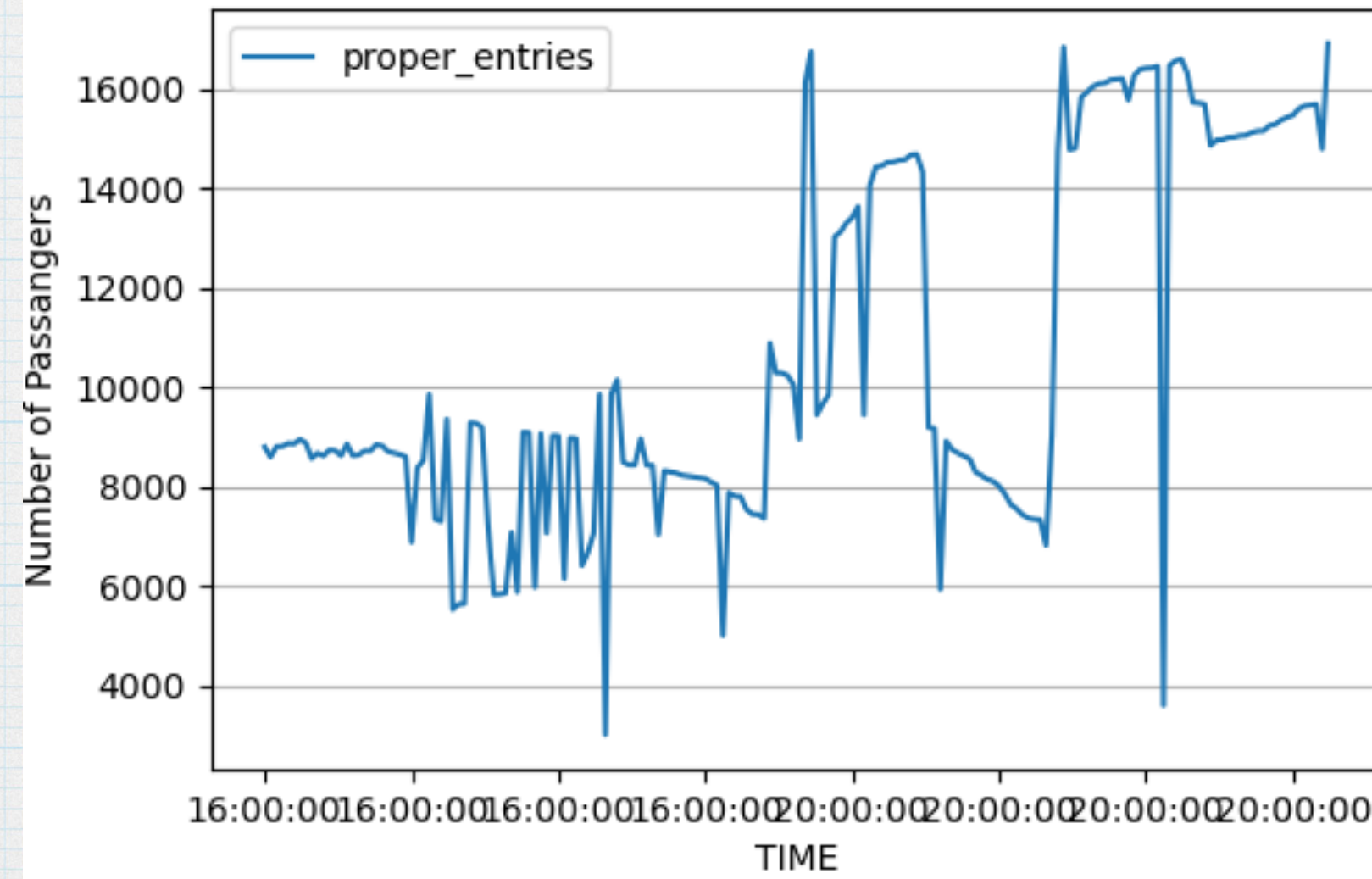


The amount of passengers entering 42nd ST and Port Authority Station on an hourly basis.

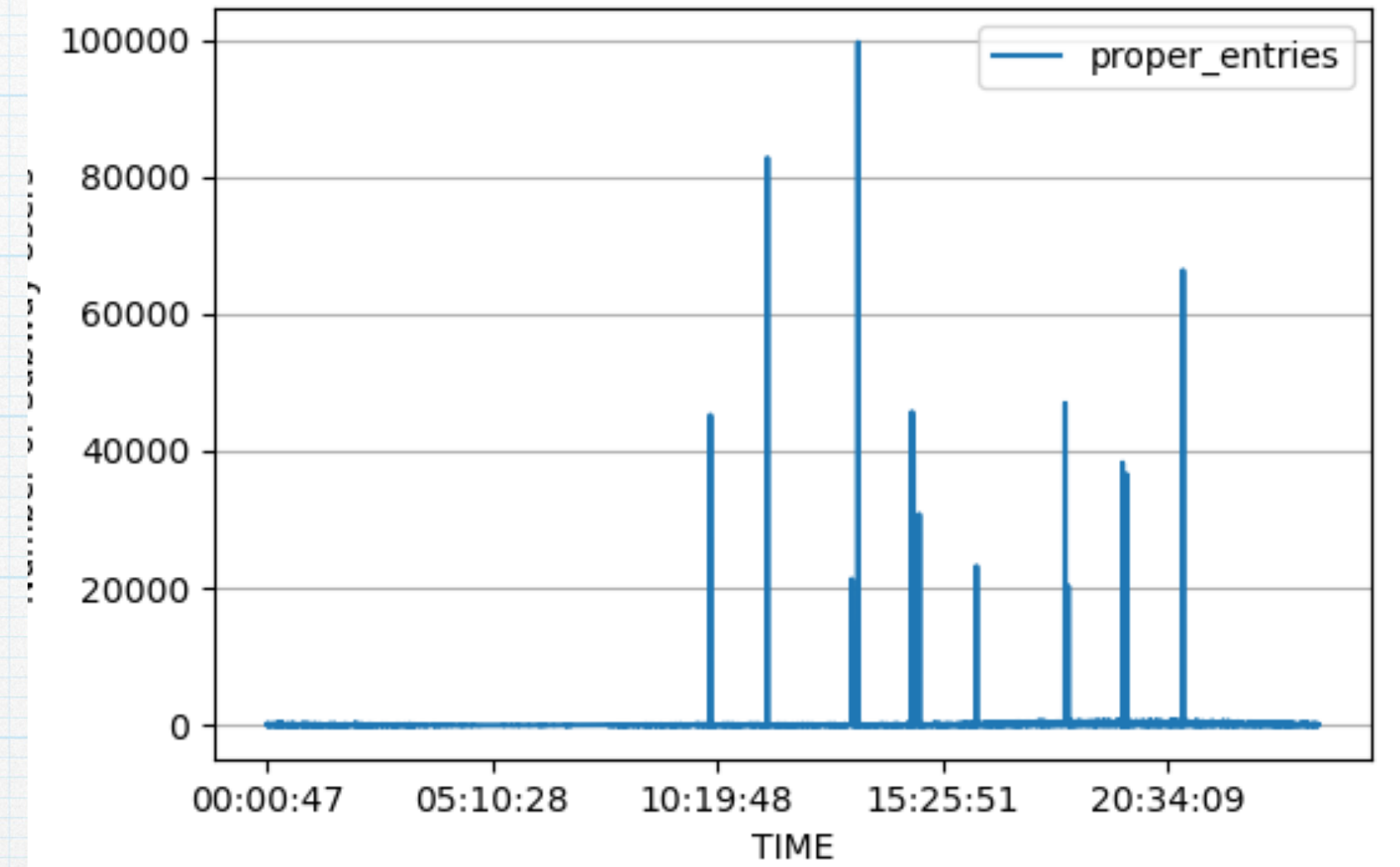


Results

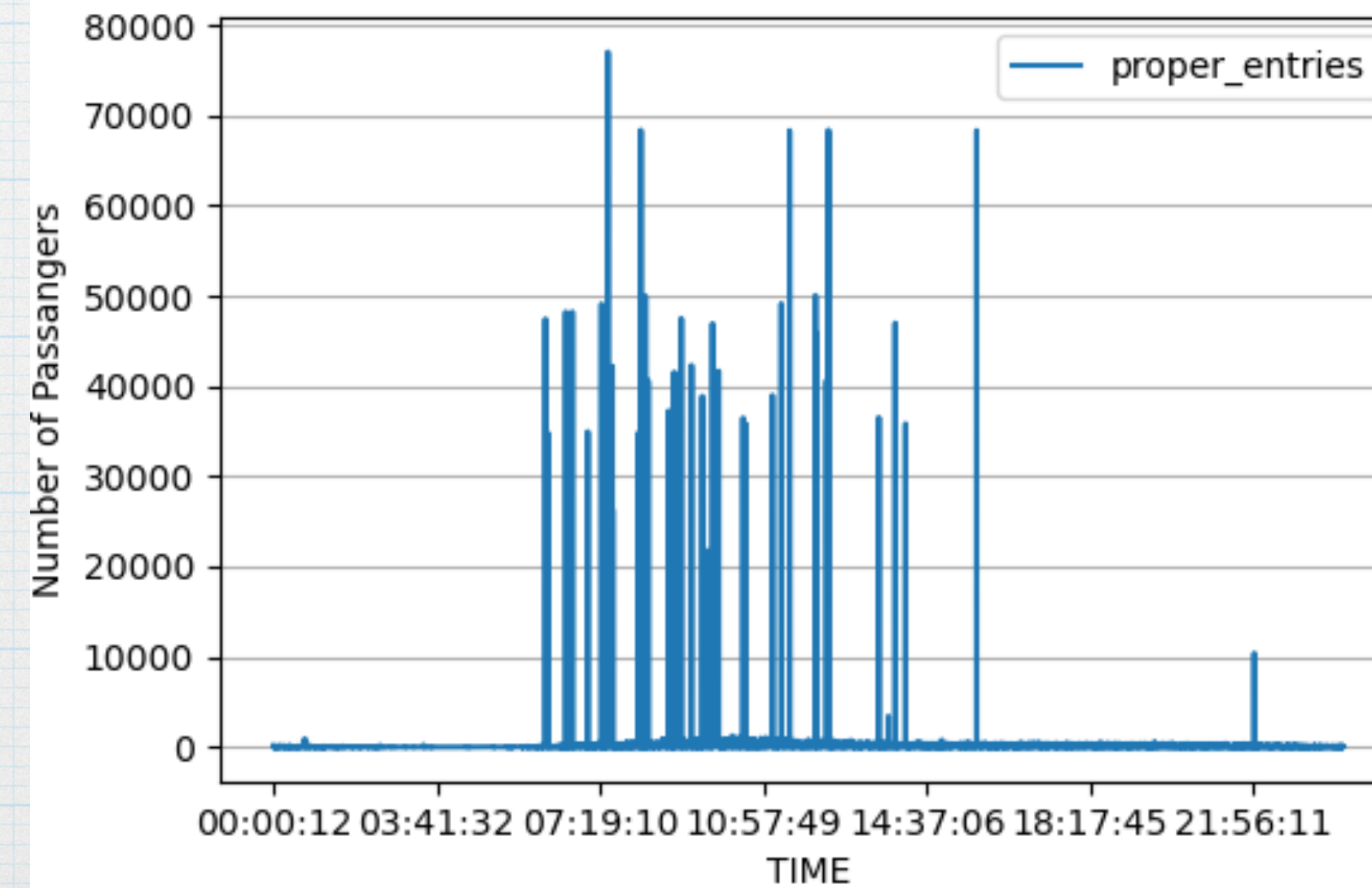
The amount of passangers entering 34 ST and Harold SQ Station on an hourly basis.



The amount of passangers entering Path and New WTC Station on an hourly basis.



The amount of passangers entering Journal Square turnstile in a day.



Conclusions

- * Recommendation:
- * Place the street teams
 - * Grand Central and 42 nd between 8pm and 9 pm
 - * Port Authority and 42 nd in the afternoon
 - * 34 st and Harold SQ between 4 pm and 8 pm
 - * Journal Sq and Path between 8 am and noon
 - * New WTC and Path between 6 pm and 8 pm

Future Work

- * Select months in the winter and compare the results. This could help WTWY to decide how many street teams to place.
- * Grab college data on how many students don't take summer classes. I would use this data to see how many students aren't taking classes that could be a target for the street teams when canvassing the station turnstiles.