

WOMENTECHWOMENYES (WTWY) STREET TEAM RECOMMENDATIONS

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PROBLEM

“How should WTWY place street teams **most effectively** ? ”

- Gather **maximum** email addresses
- Gain **ideal attendees** for WTWY
- Find **financial contributors**
- Consider **size** and **time** constraints



METHODOLOGY



Finding Top 5 NYC Stations by Total Traffic



Filtering Top 5 NYC Stations by Household Income

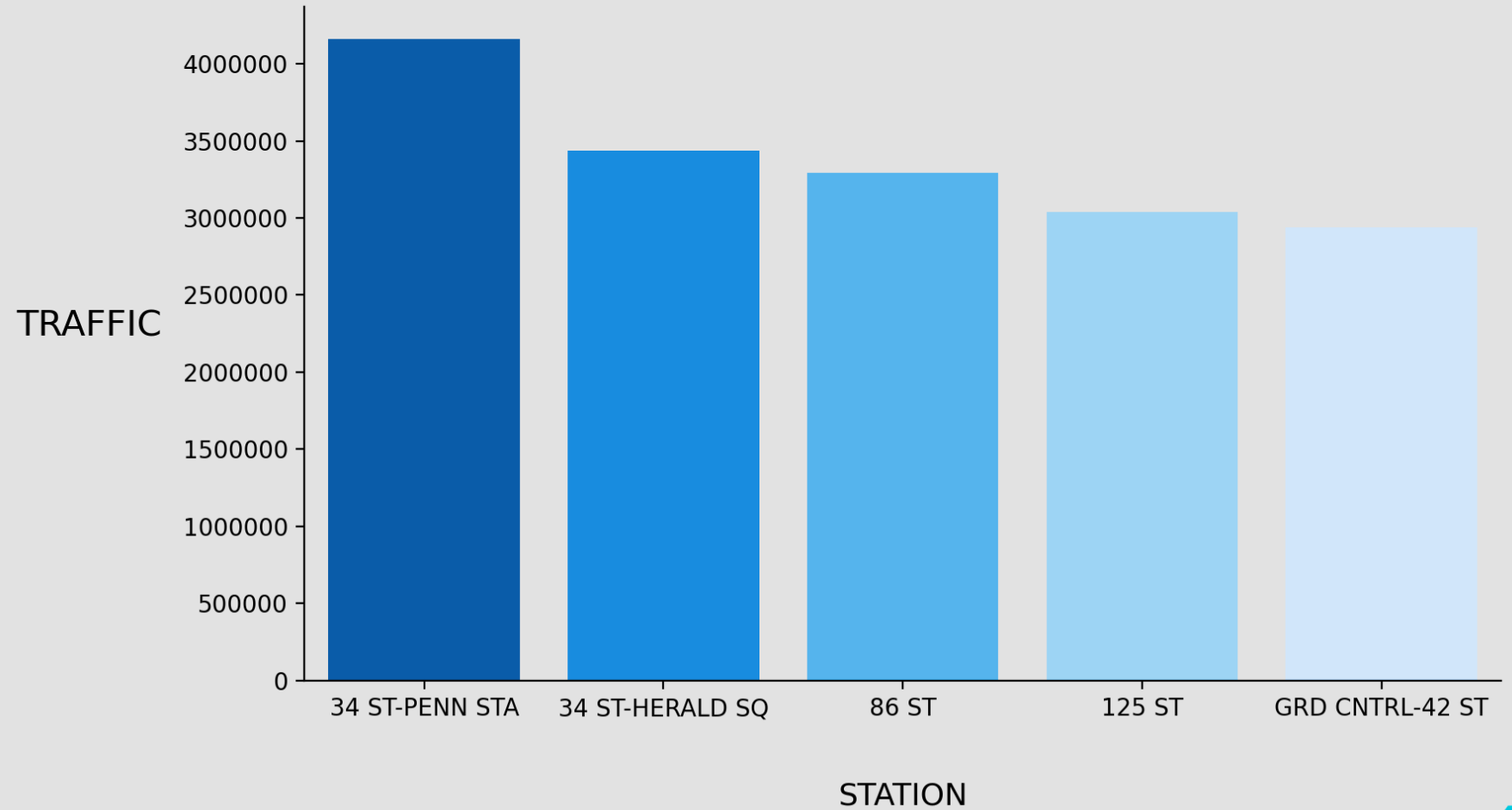


Suggesting most appropriate NYC Stations by Hourly Traffic

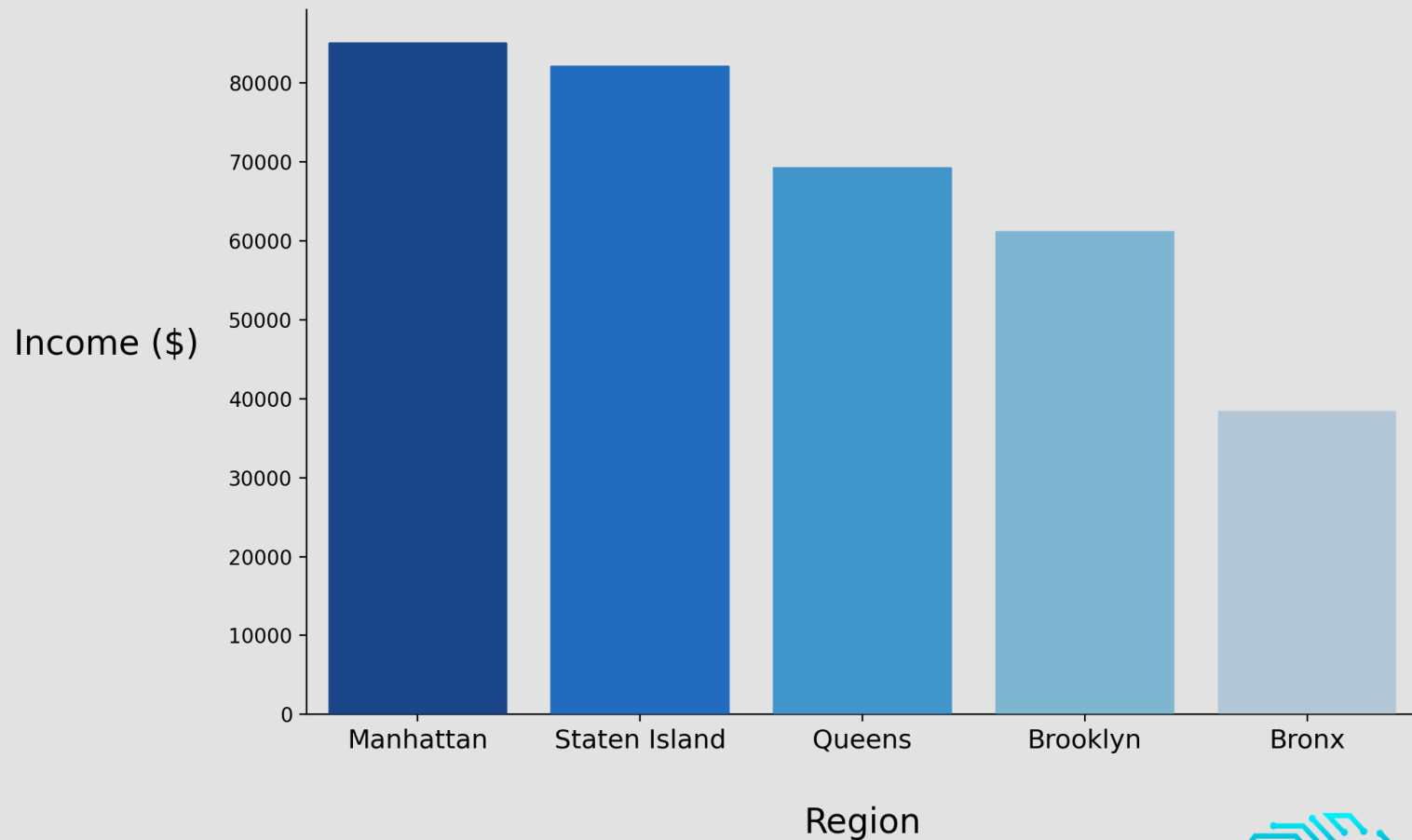
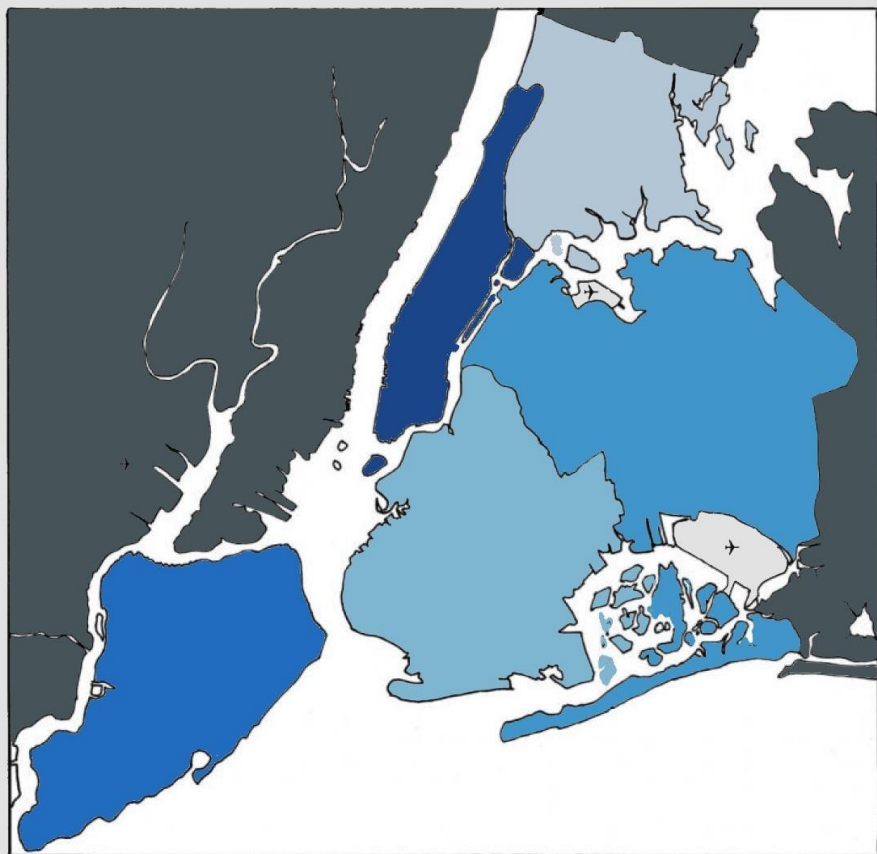


TOP 5 STATIONS BY TOTAL TRAFFIC

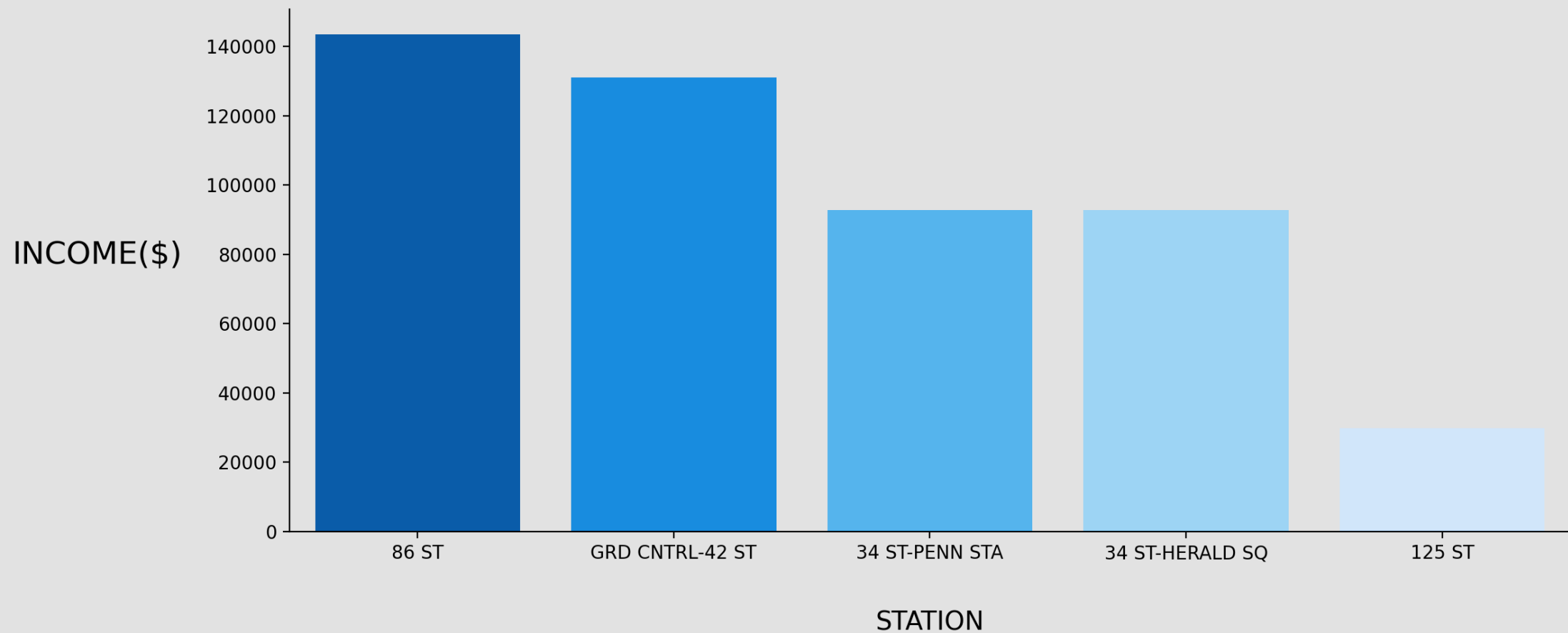
- ✓ 34 ST-PENN STA
- ✓ 34 ST-HERALD SQ
- ✓ 86 ST
- ✓ 125 ST
- ✓ GRD CNTRL-42 ST



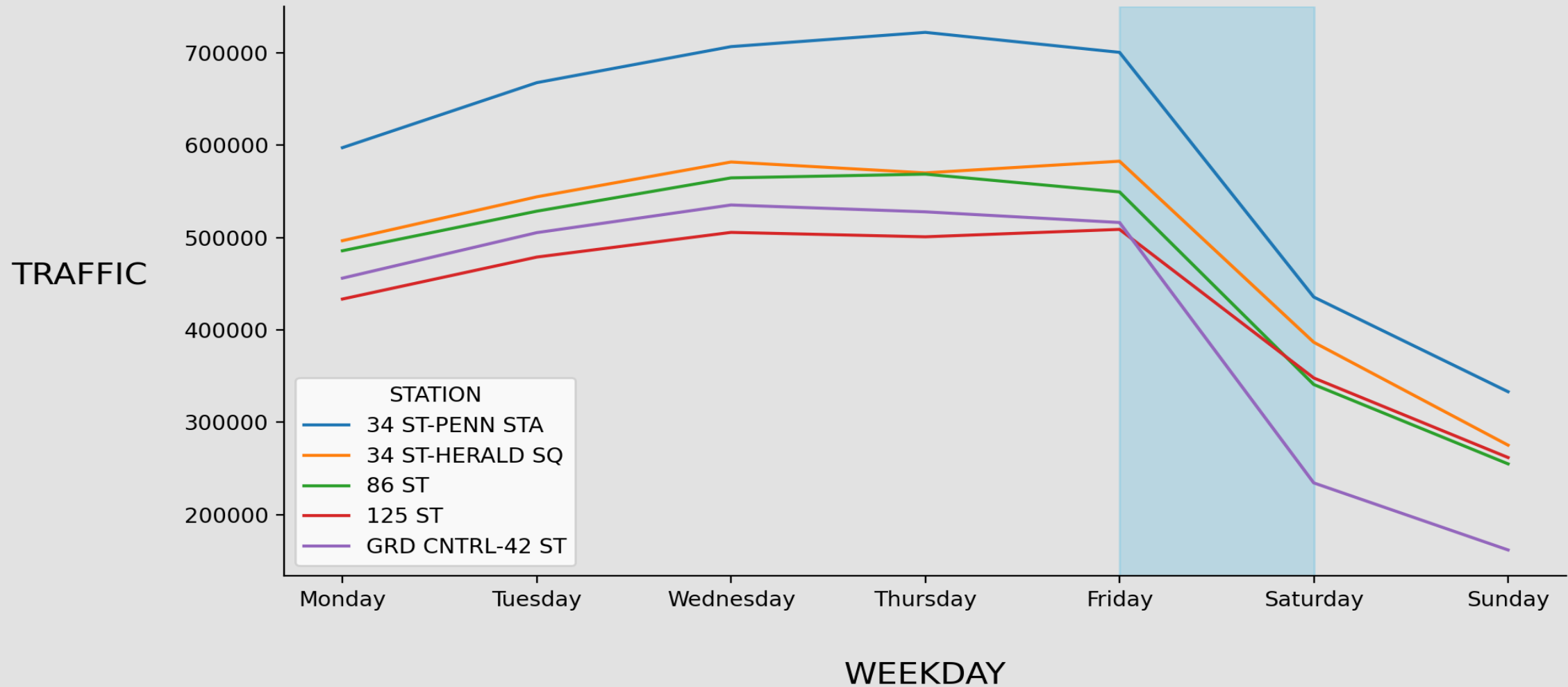
NYC REGIONAL AVERAGE HOUSEHOLD INCOME



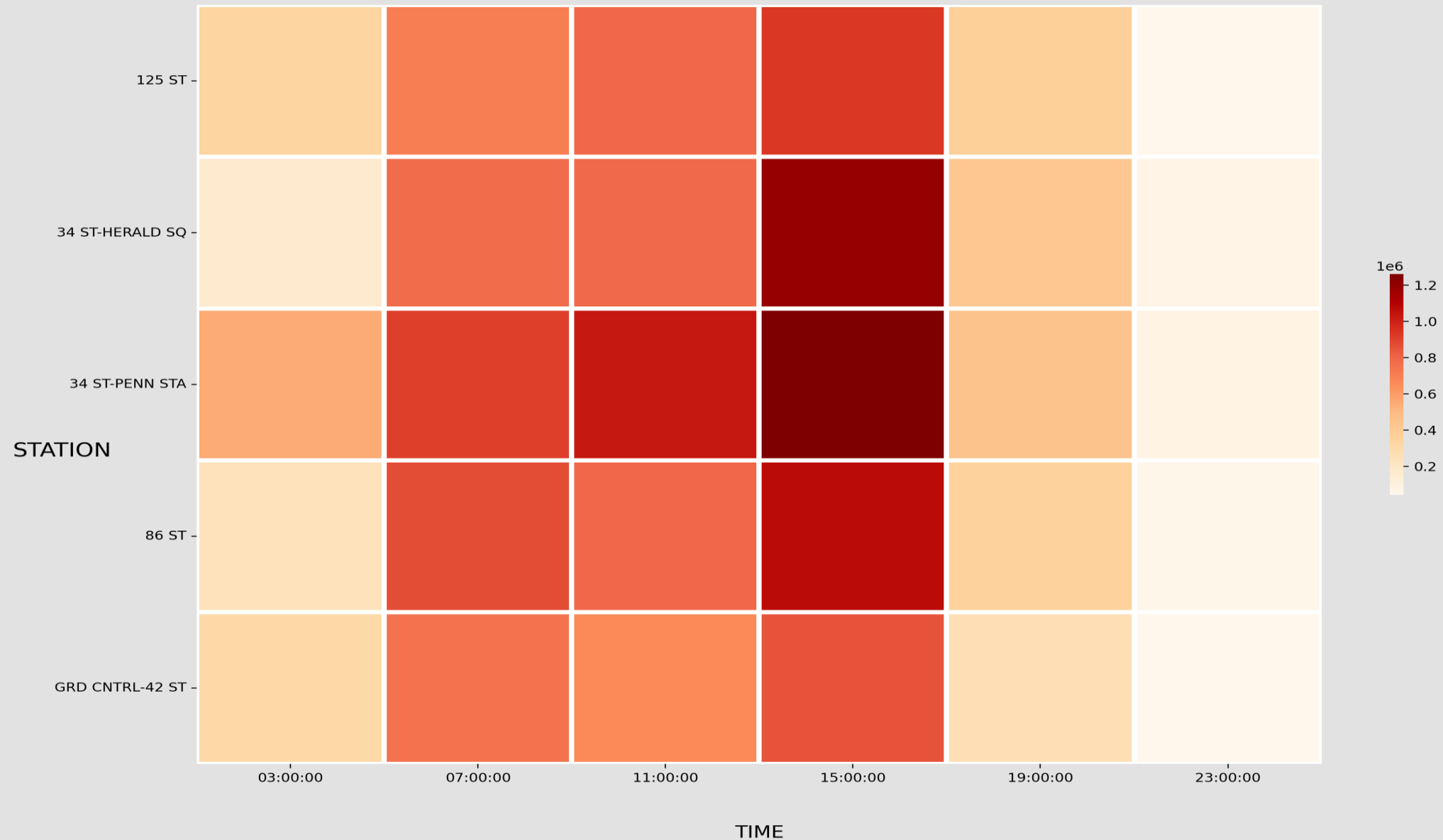
TOP 5 STATIONS MEDIAN HOUSEHOLD INCOME



- ✓ Stations should have **high difference** between **weekday** and **weekend** in **total traffic**



TOP 5 STATIONS HOURLY TRAFFIC HEATMAP



FINAL RECOMMENDATIONS

07:00 – 11:00	11:00 – 15:00	15:00 – 19:00
34 ST-PENN STA	34 ST-PENN STA	34 ST-PENN STA
86 ST	125 ST	34 ST-HERALD SQ
34 ST-HERALD SQ	86 ST	86 ST



FUTURE WORK

- Use 2020's census data when it is published
- Look at the Education Level of the people and the Unemployment Levels of the people in the stations
- Search for the companies that empower women in the Tech Fields

