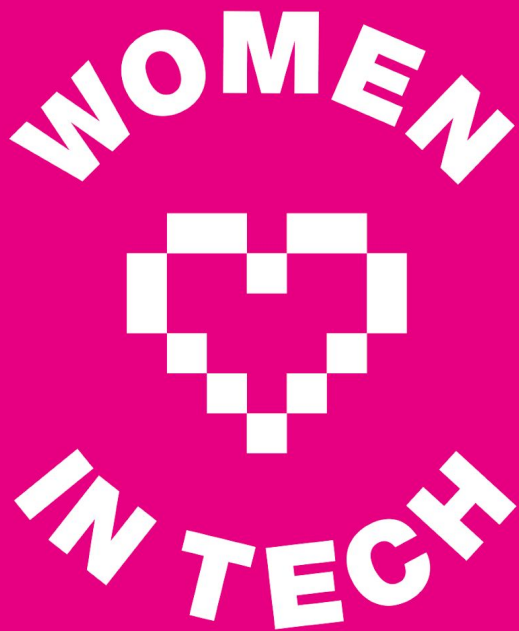


WomenTechWomenYes

Project Benson: Optimizing Gala Signups With WTWY Street Teams

Alison Glazer, Brittany Bowers, Charan Bonda





Identify
Stations

Deploy
Street
Teams

Increase
Gala
Signups

Assumptions:

- NYC locals more likely to sign up than tourists
- Higher foot traffic
→ more signups
- Tech hubs and wealthy areas
→ more signups & donations

Methodology



DATA

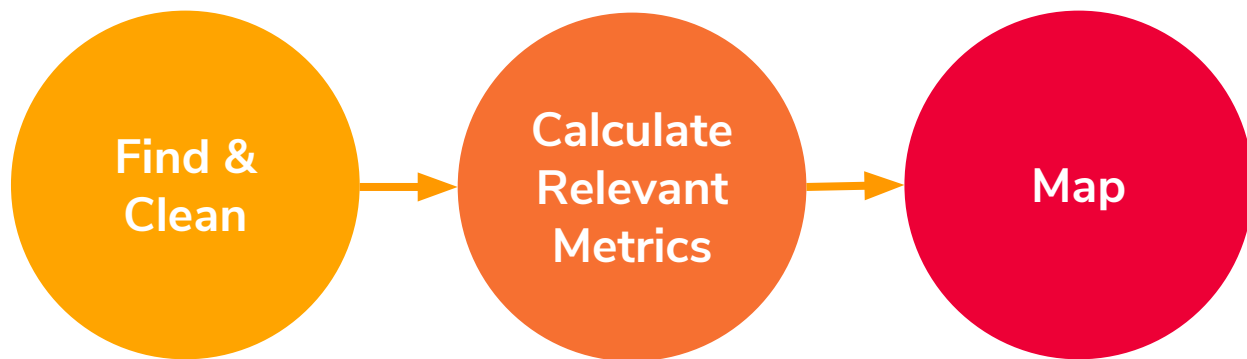
- MTA Turnstiles
- MTA Station Locations
- Census Income Levels

METRICS

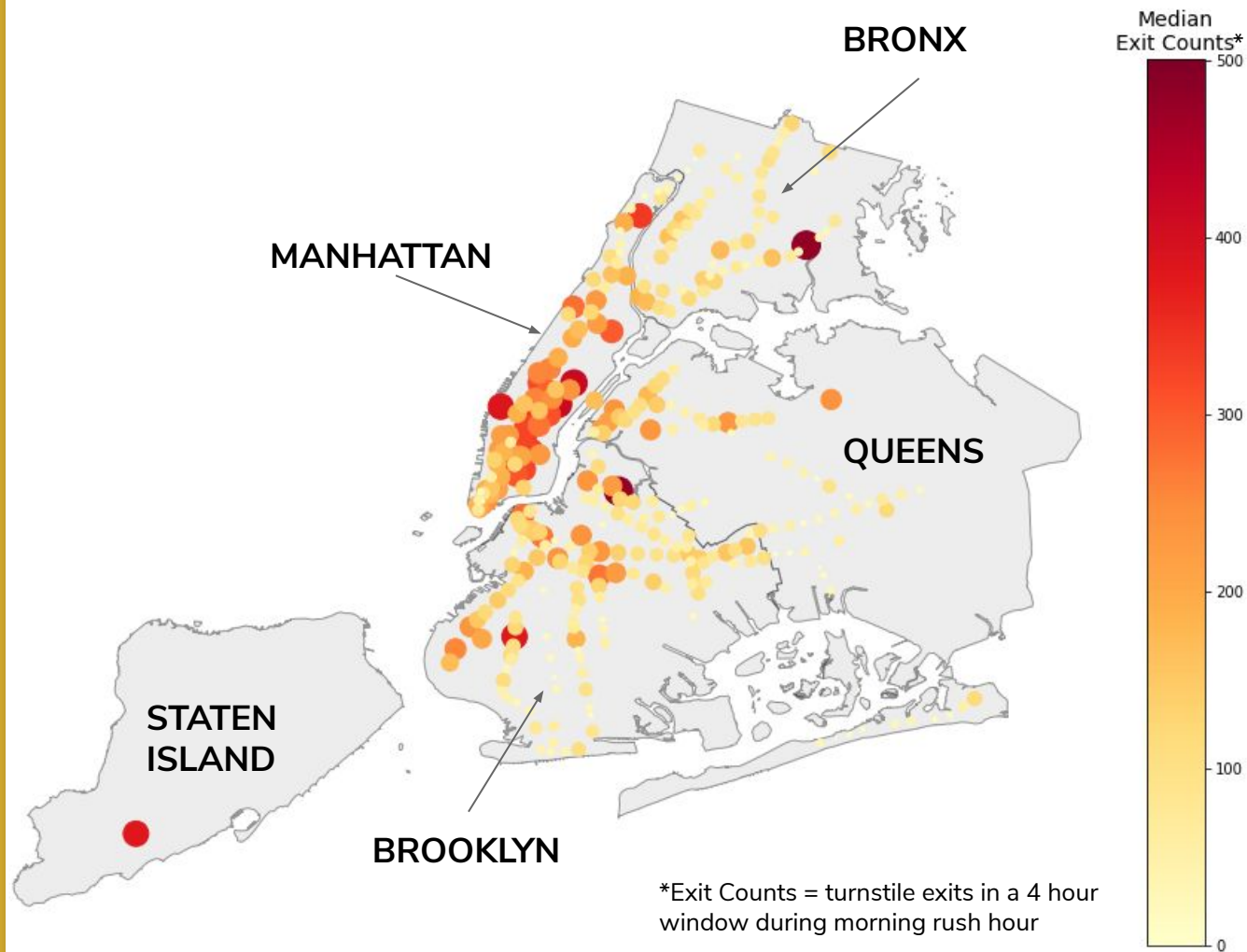
- AM Exit Counts
- PM Entry Counts
- PM Exit Counts

TOOLS

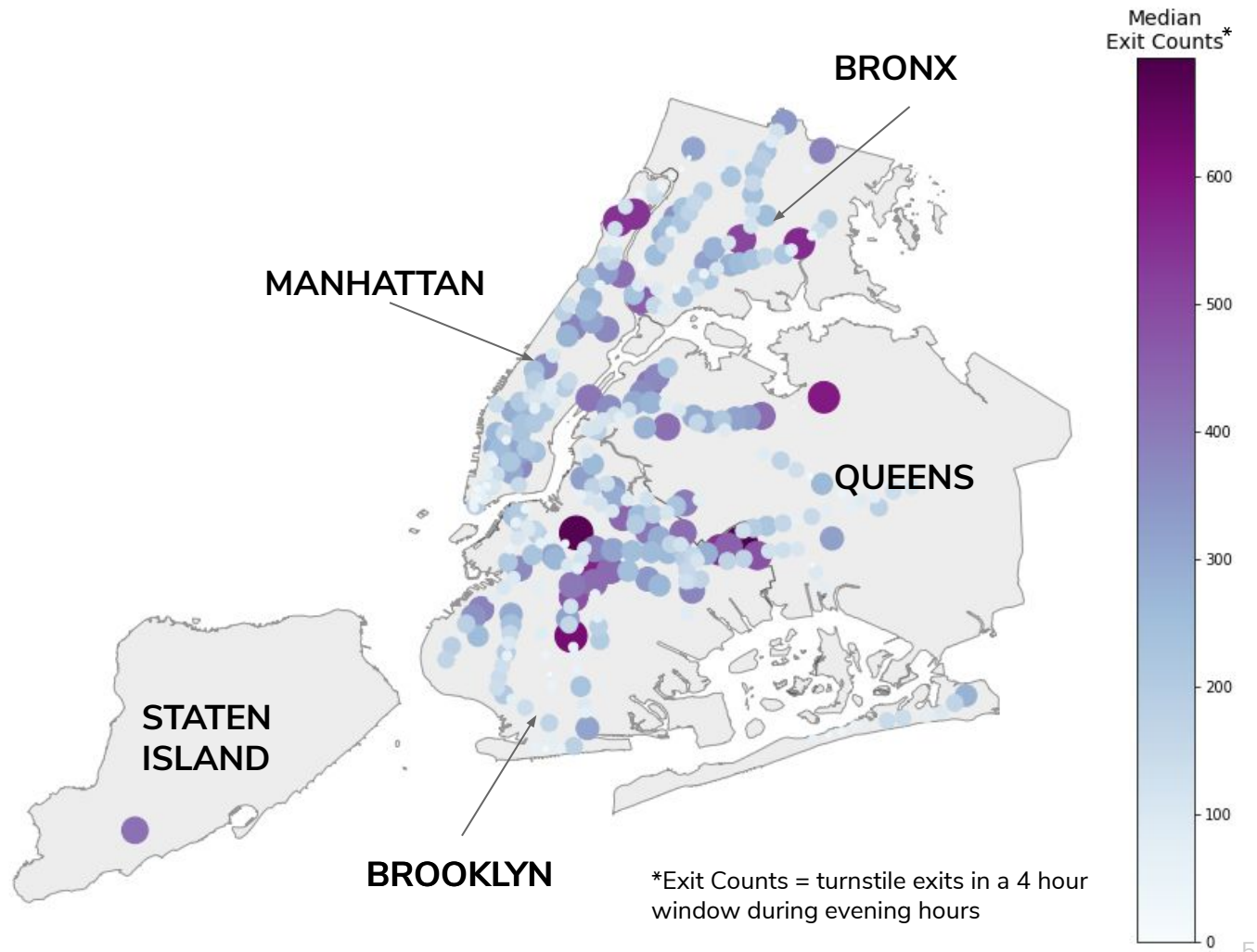
- Python
- Pandas
- NumPy
- Geopy
- Geopandas
- Matplotlib



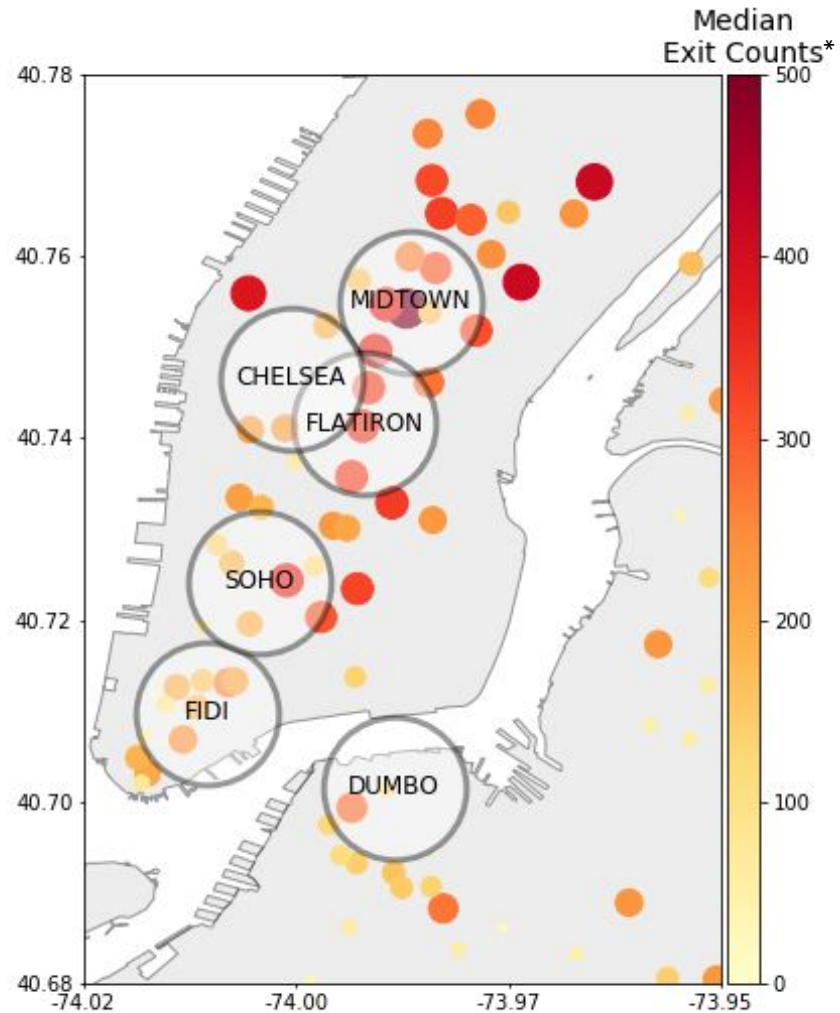
Morning Rush Hour



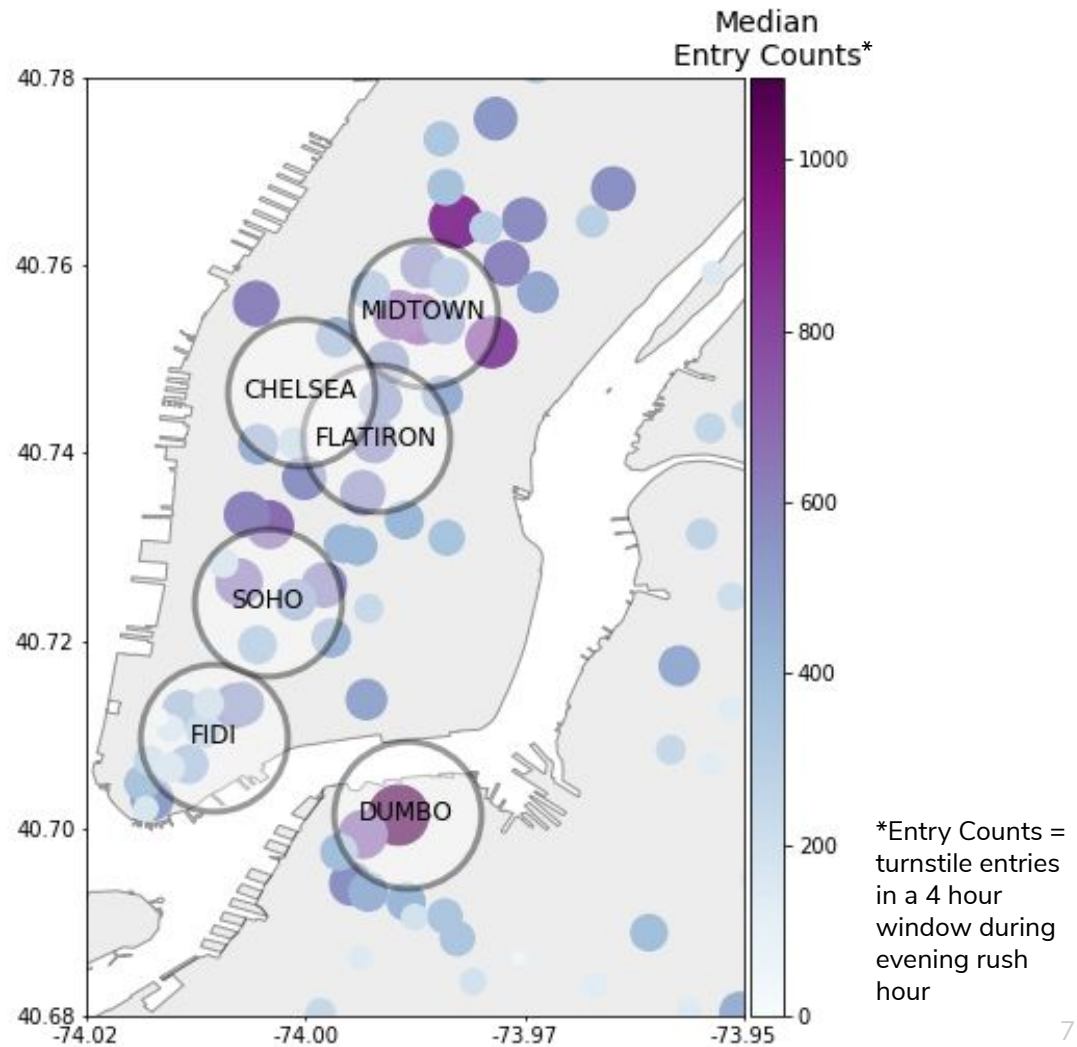
Evening Rush Hour



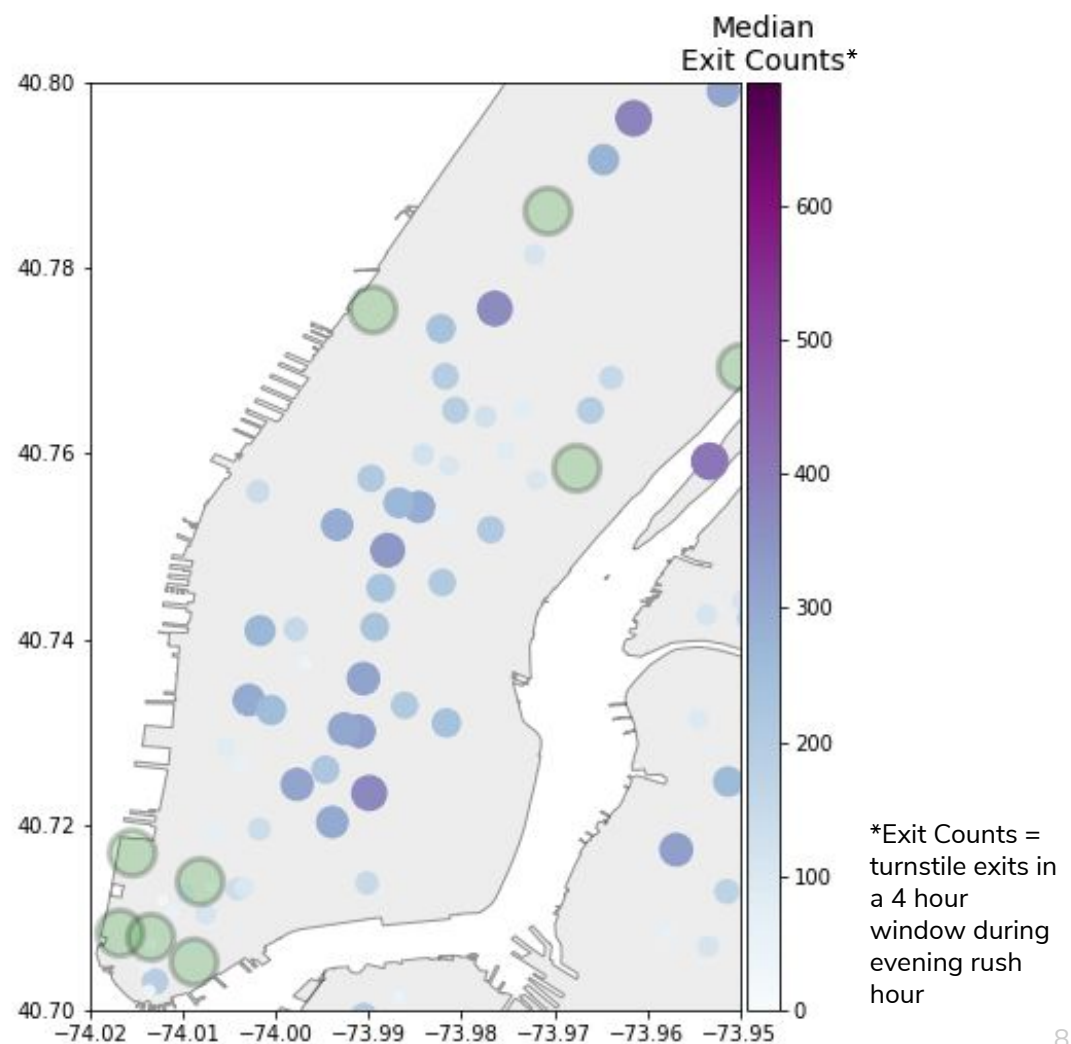
Focus: Tech Hubs (AM)



Focus: Tech Hubs (PM)



Focus: Wealthy Areas (PM)



CONCLUSION



Recommendations

Where: (See table on right)

- Near Tech Hubs
- High Foot Traffic

When:

- Jan - June (pre-Gala months)
- Weekdays
- 8AM-12PM & 4PM-8PM

WTWY Gala: June 28, 2020

STATIONS

33 ST	Midtown
42 ST-Bryant PK	Midtown
68 ST-Hunter CO	Midtown
72 ST-2 AVE	Flatiron
51 ST	Midtown
WTC CORT	FiDi
Hoyt - Scher	Dumbo
50 ST	Chelsea
Lex AVE/53 ST	Flatiron
Times ST/42 ST	Midtown
34 ST/Herald SQ	Flatiron

FUTURE WORK

- Use street team data the following year to further increase signups
- Find other popular public spaces to deploy street teams





Thank you!
Questions?

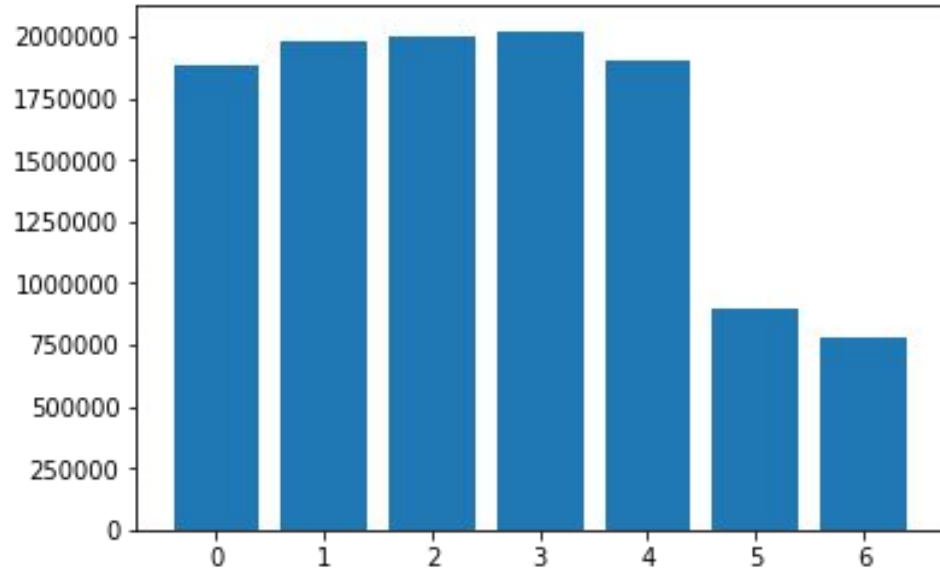
Appendix



Foot Traffic

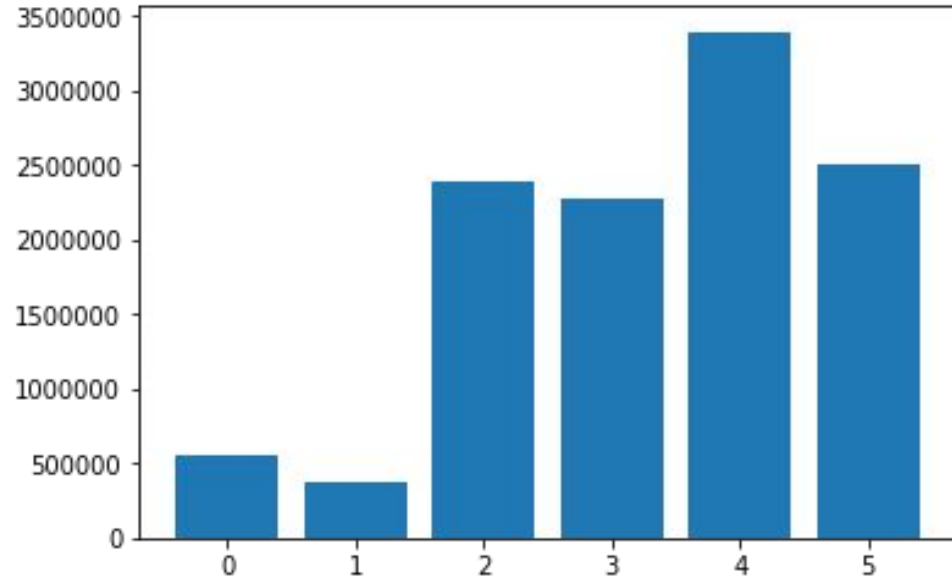
(by day of the week)

Weekday Traffic (0-4) vs Weekend Traffic (5-6)

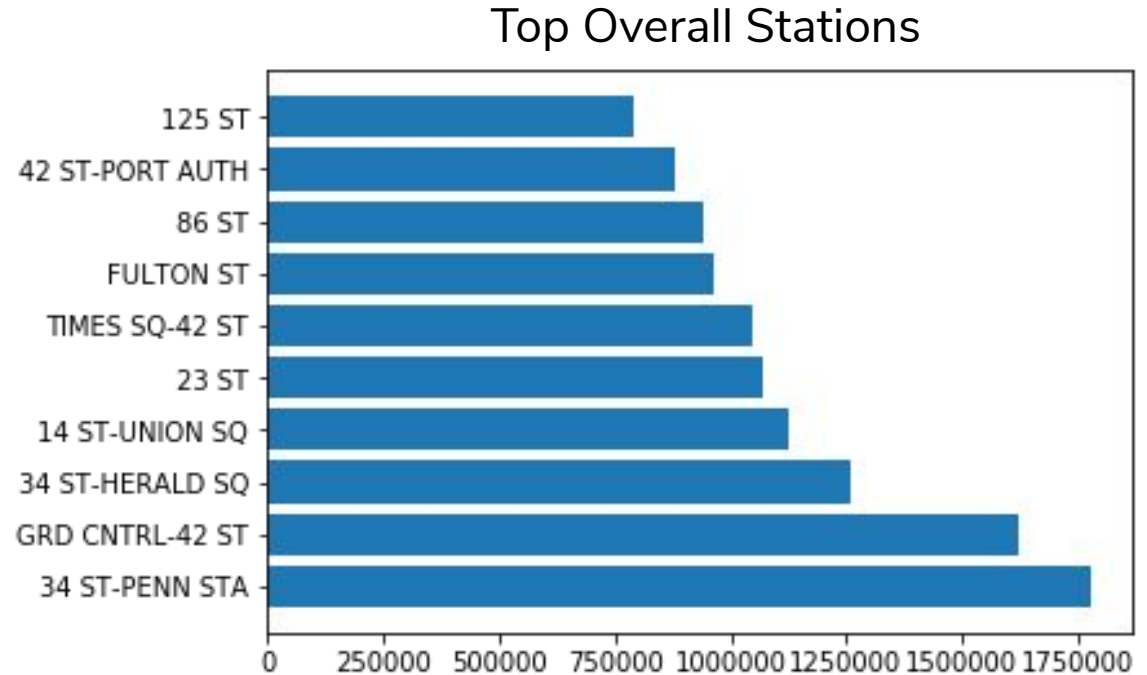


Foot Traffic (by time of day)

Hourly Traffic (Midnight - Midnight)



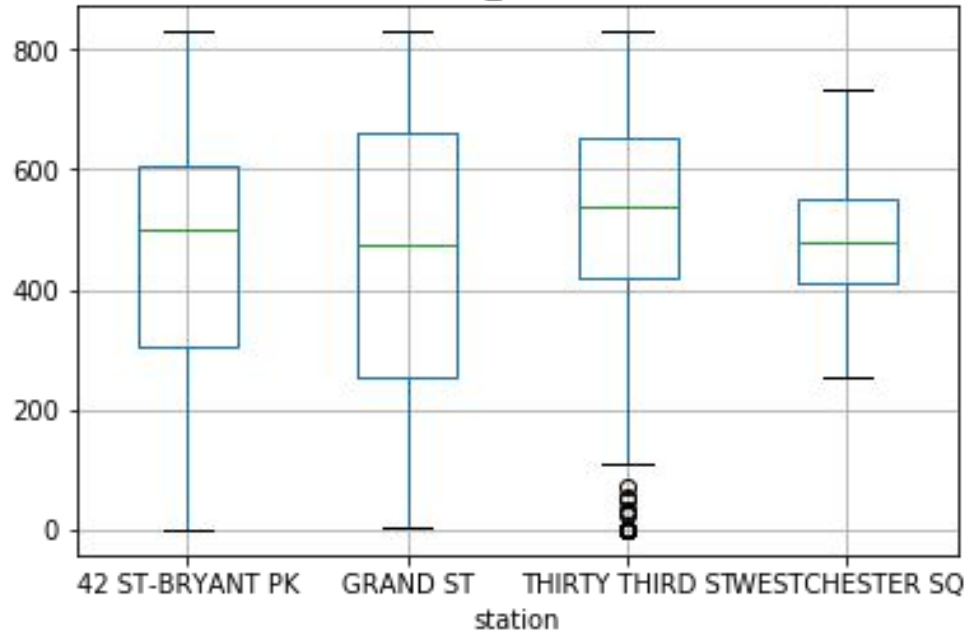
Top Stations Overall



Foot traffic data distributions by station

(AM weekday exits)

Exit Count Distributions for Popular Stations (AM Weekdays)



Credits

Some people
did some
things

Datasets:

- <http://web.mta.info/developers/>
- <https://www.census.gov>

Tech Hub Research:

- <https://www.builtinnyc.com/2016/06/28/nyc-tech-neighborhood-guide-your-manual-rapidly-changing-nyc-tech-scene>

Acknowledgments and Infinite Wisdom:

- Adam Wearne
- Jonathan Balaban
- Katherine Bell
- Kevin Chiv