

Optimal Marketing Locations
for the
WomenTechWomenYes
Summer Gala

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Motivation

WTWY Fundraiser

Objectives

Optimize Marketing Efforts

Goals

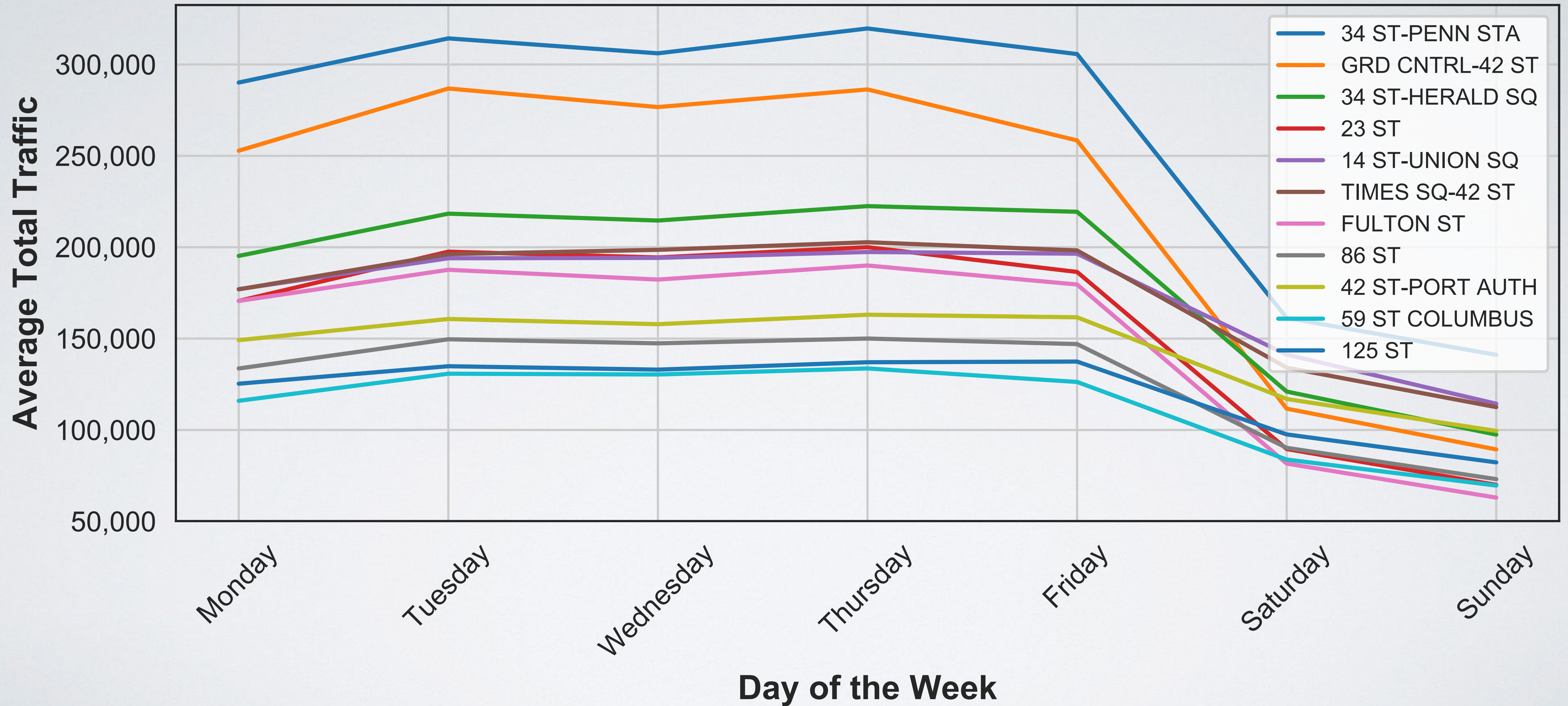
Determine MTA stations
with highest throughput.
Correlate busy stations
with target demographics.

1. Which stations have the most traffic?
2. Which days of the week have the most traffic?
3. Is there significant variability from week to week?

3 months of **NYC MTA** turnstile traffic data

used *pandas* to sort and aggregate,
e.g. group by station and day of week

Traffic for Top 10 Stations

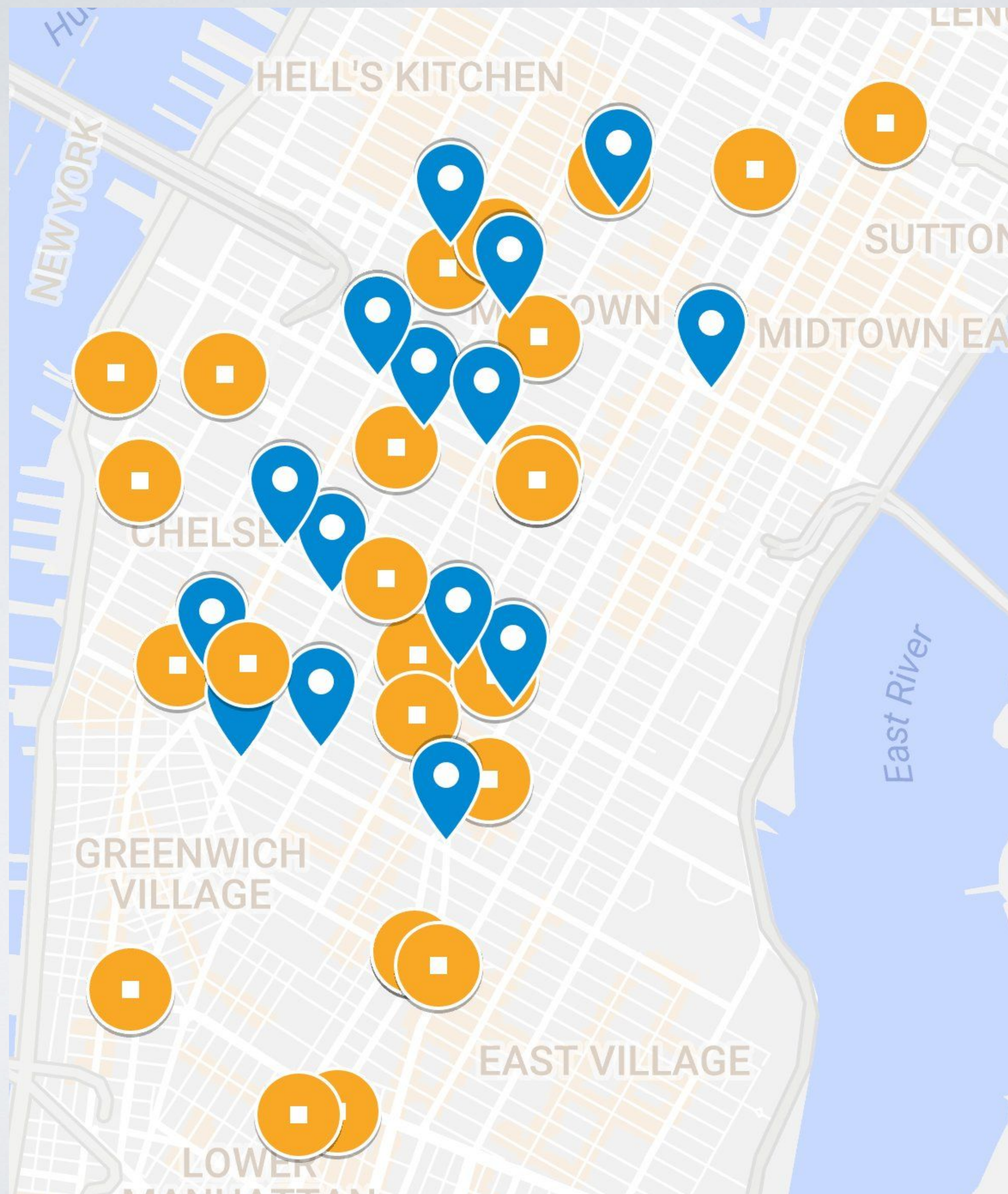


Sanity Check

The max traffic is $\sim 300,000$ people per day,
so ~ 6 people through a station every second

Traffic for Top Stations by Week





Top 10 stations

Top Tech Companies

**Reach 20% of
women in tech**

Caveats

- Data frequency is not always 4 hours
- Larger stations can have significantly more turnstiles than smaller stations
- Some stations have different physical locations but are labeled the same
- Some stations have multiple entrances

Conclusions

- MTA stations ranked by daily and weekly traffic
- Ranking is stable across days of week
- Significantly more traffic on weekdays than on weekends
- Significantly less traffic during weeks with holidays
- Thursdays are best

Recommendations

- Hand out flyers at the demographically targeted stations with the most foot traffic
- Skip holiday weeks