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.

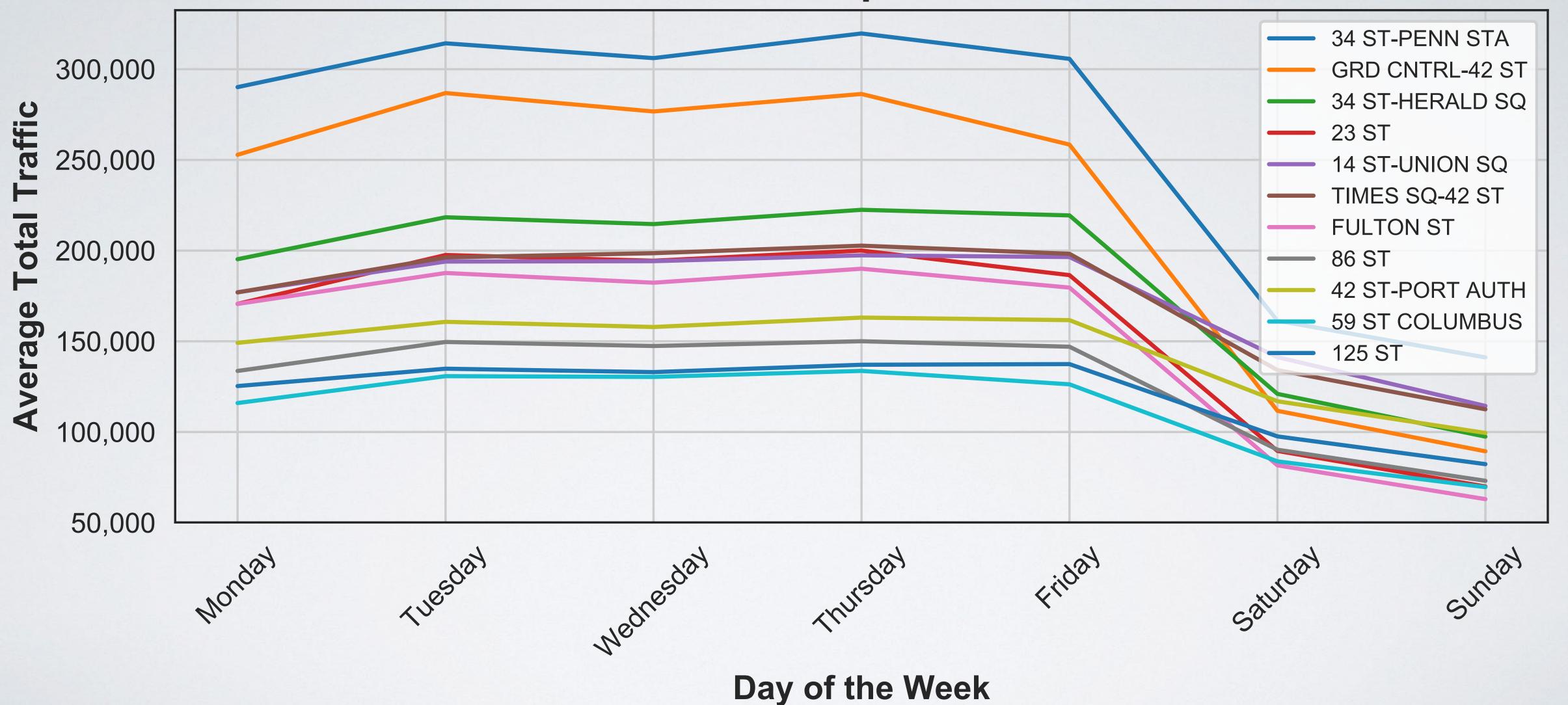
Correlate busy stations with target demographics.

- 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

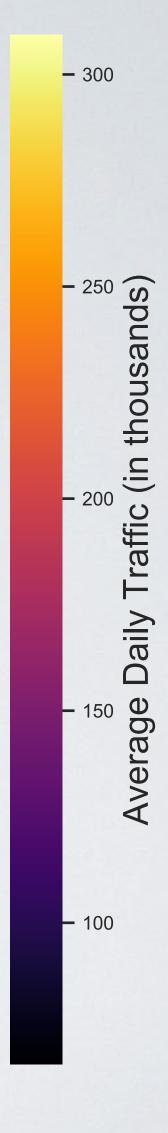


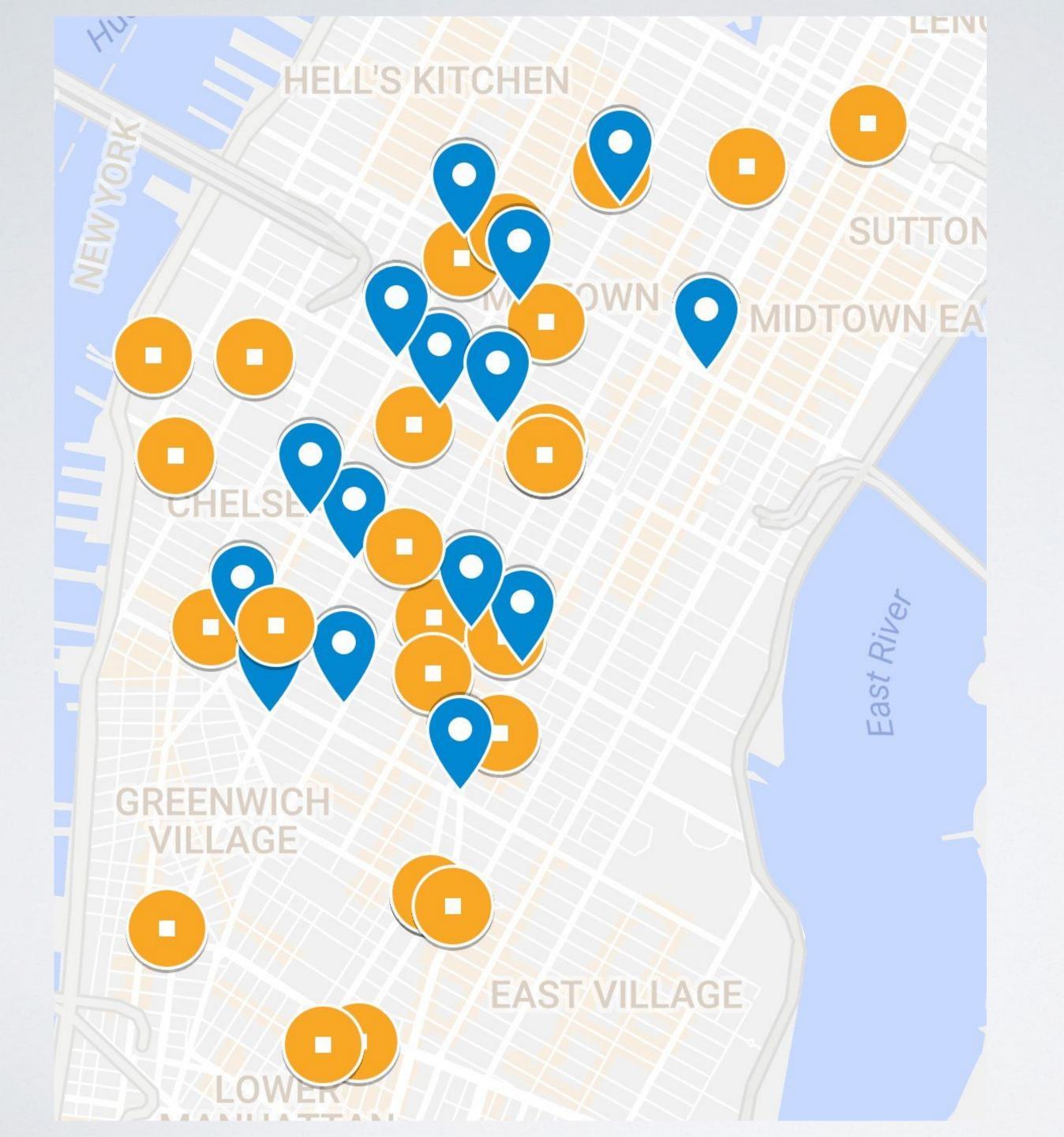
Sanity Check

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

Traffic for Top Stations by Week

14 ST-UNION SQ	121	185	180	180	174	169	181	179	182	169	144	172	170	190
23 ST	91	177	171	175	160	139	164	161	167	160	121	154	161	171
34 ST-HERALD SQ	109	195	194	185	181	164	184	192	193	189	156	183	185	225
34 ST-PENN STA	138	266	269	275	264	246	269	268	273	272	223	263	265	309
42 ST-PORT AUTH	102	148	146	150	146	138	146	144	145	145	130	145	145	164
42 ST-PORT AUTH 59 ST COLUMBUS	82	126	126	122	116	105	115	116	113	111	91	111	108	122
86 ST	77	141	141	140	136	127	132	129	129	119	100	121	120	137
FULTON ST	67	158	154	153	151	137	155	153	153	152	124	157	161	188
GRD CNTRL-42 ST	181	225	226	224	228	204	223	242	246	262	186	223	224	209
TIMES SQ-42 ST	207	170	172	173	177	163	182	177	177	178	152	182	179	172
	April	May	May	May	May	June	June Week of	June f Year	June	June	July	July	July	July





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