



Exploratory Data Analysis

MTA Turnstile Data

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M Our Mission

Audience

Location

Time

- Build awareness of WomenTechWomenYes in the tech community
- Maximize attendance at WTWY's annual gala in September 2021

V Visionary Data Solutions

Clean data, clear solutions



M Methodology

Data Collection

- MTA Turnstile Data
- Locations of prominent tech companies

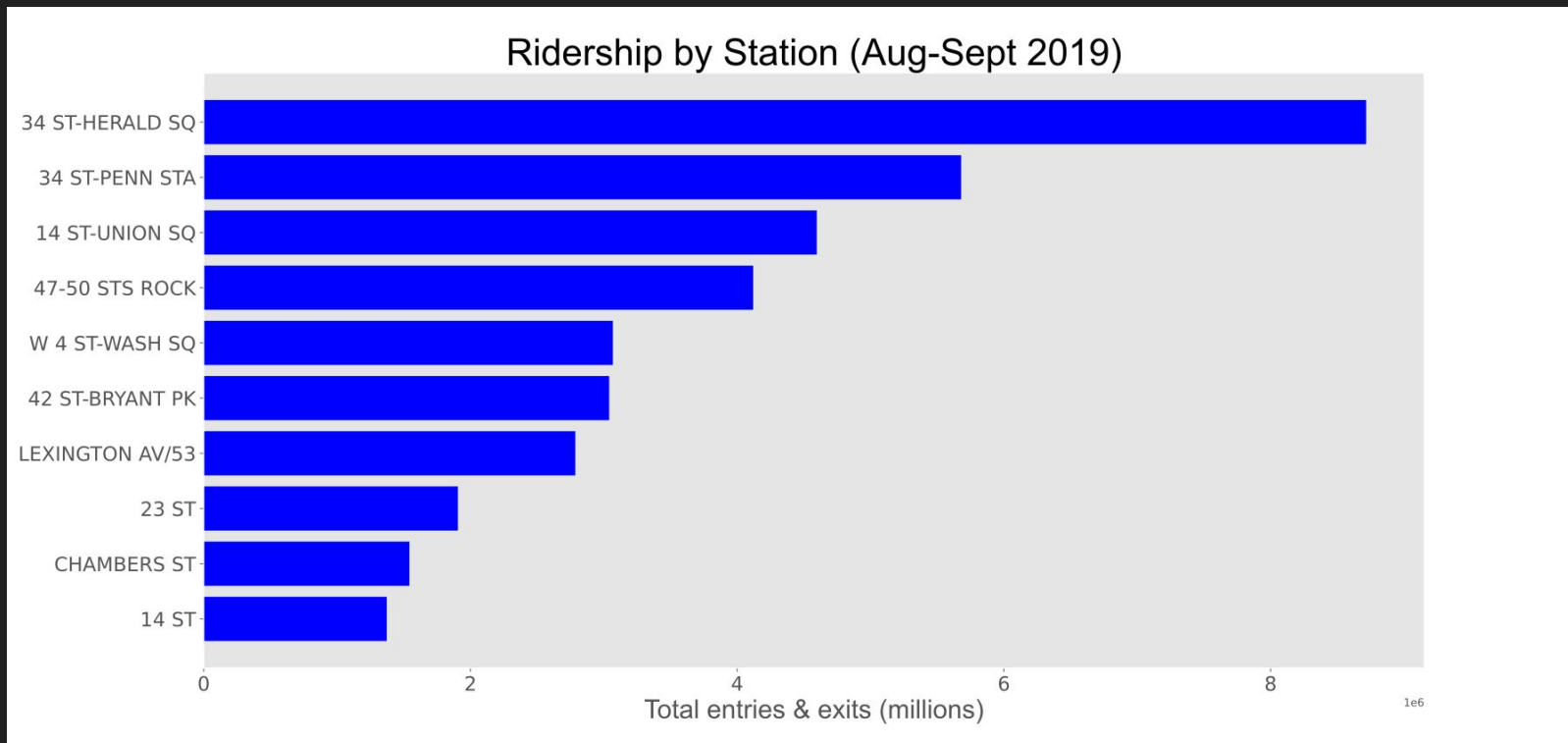
Analysis

- Identify high traffic stations
- Avoid known tourist hubs
- Filter for day of week and time of day

Action

- Curated list of stations to reach target audience
- Optimized schedule for maximum reach

s Stations to Target



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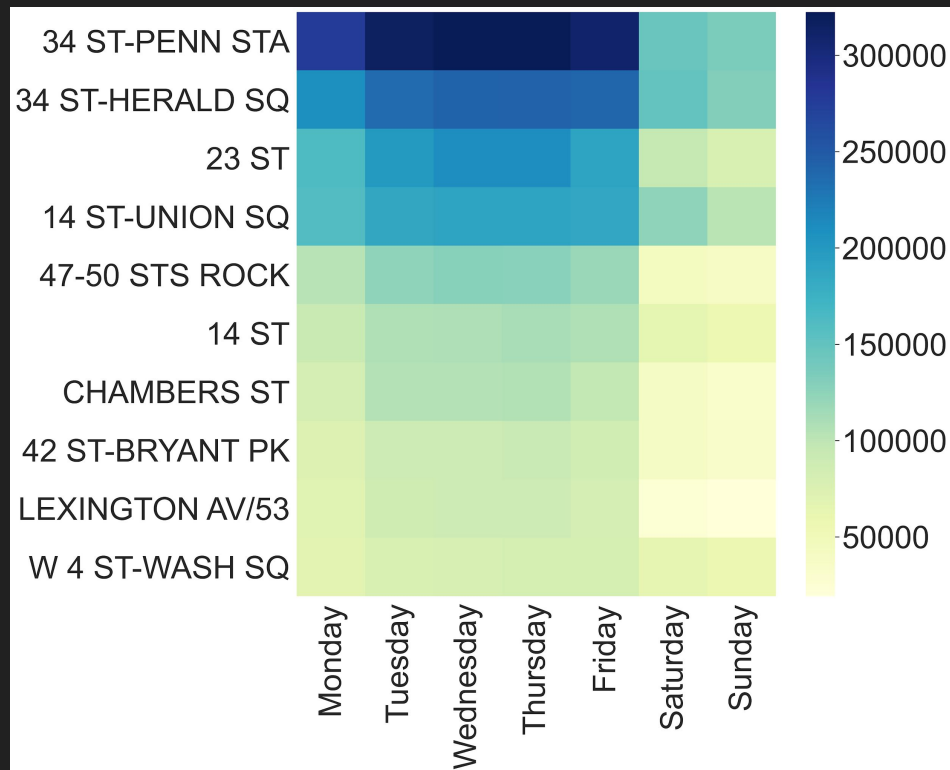
Criteria & Selection Process

- Proximity to tech companies
- Avoiding highly touristy stations
- Fine-tune station selection by subway line

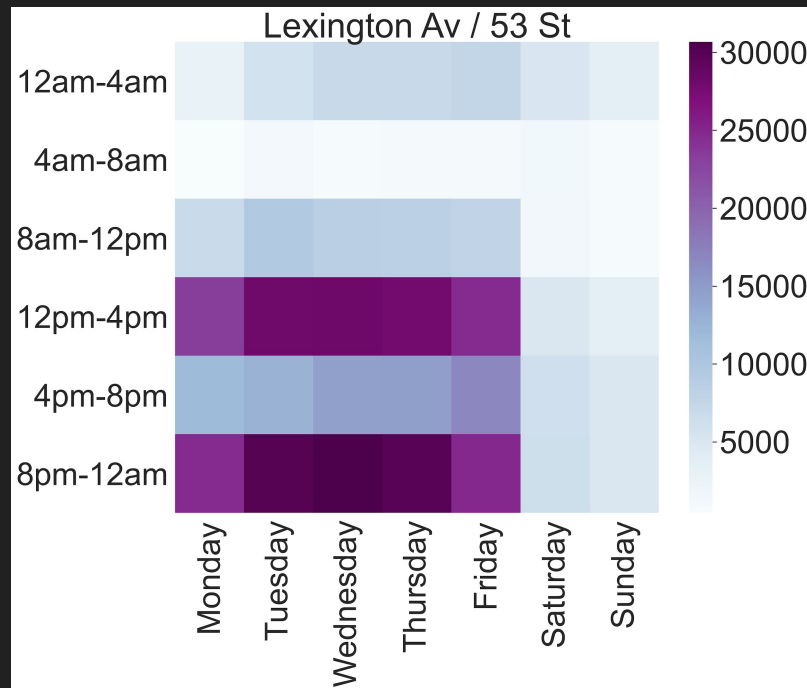
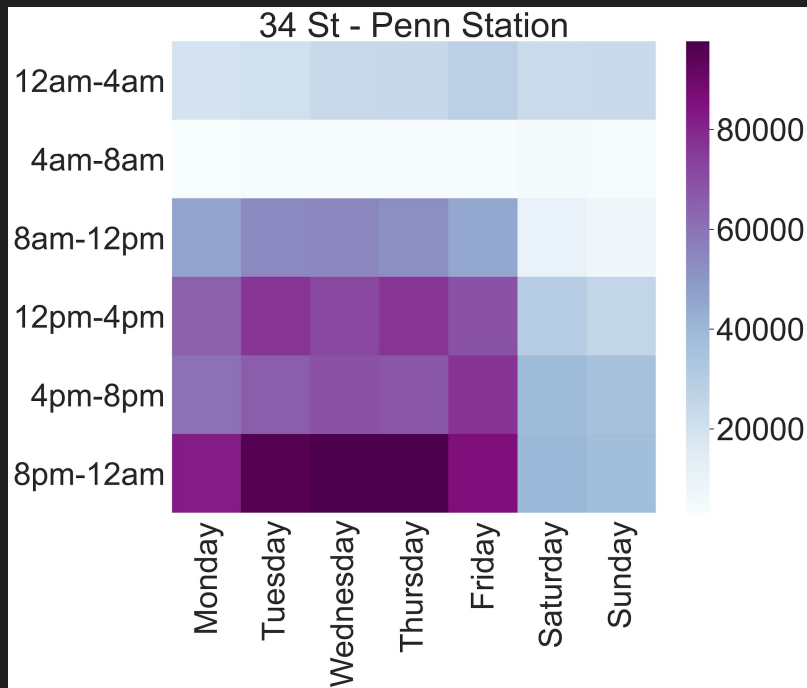


D The Busiest Days

- Strong weekday bias (Central Business District)
- Tuesday–Thursday peak



T The Busiest Times



R Recommended Stations and Schedule

Station	Lines	Most active days	Most active times
34th St—Herald Square	B D F M N Q R W	Mon-Fri (Tues-Thurs)	12-4pm; 8pm-12am
34th St—Penn Station	A C E	Mon-Fri (Tues-Thurs)	12-4pm; 8pm-12am
14th St—Union Square	L N Q R W 4 5 6	Mon-Fri (Tues-Thurs)	12pm-12am
47-50 Sts—Rockefeller Center	B D F M	Tues-Thurs	12-4pm; 8pm-12am
W 4th St—Washington Square Park	A C E B D F M	Mon-Sat	4pm-12am
42nd St—Bryant Park	B D F M 7	Mon-Fri (Tues-Thurs)	12-4pm; 8pm-12am
Lexington Ave / 53rd St	E M 6	Mon-Fri (Tues-Thurs)	12-4pm; 8pm-12am
23rd St	F M	Mon-Fri (Tues-Thurs)	4pm-12am
Chambers St	A C E 2 3	Mon-Fri (Tues-Thurs)	12pm-12am
14th St	A C E L	Mon-Fri (Tues-Thurs)	12pm-12am

N Next Steps

Broaden reach

- Explore stations beyond Midtown and Lower Manhattan
- Expand target demographic search to universities, smaller tech hubs, neighborhoods, etc.

Fine-tune location details

- Optimize for specific entrances and exits at each station



[\[Wikimedia Commons\]](#)

A Appendix: Remaining Station Heatmaps

