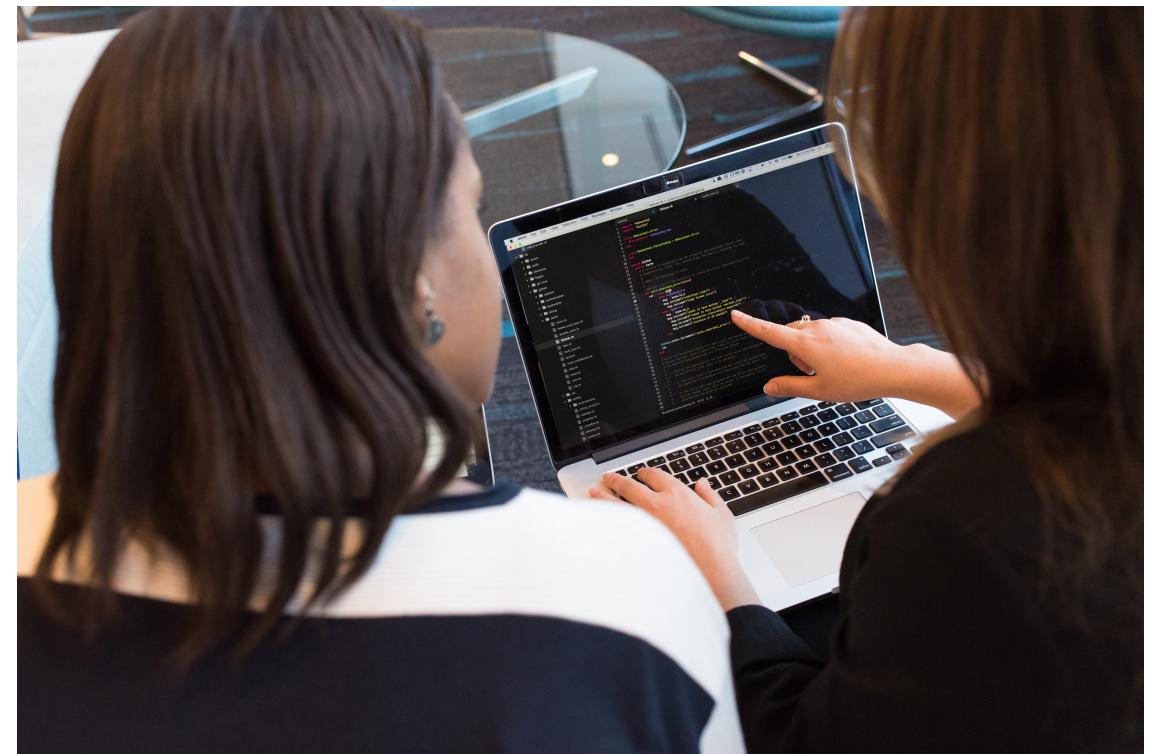


# Ridership Stats and Opportunities with New York MTA Data

WomenTechWomenYes International  
BenAri Consulting

# Introduction

- WTWY International Awareness
- Maximize Gala Participation
- Data driven insights



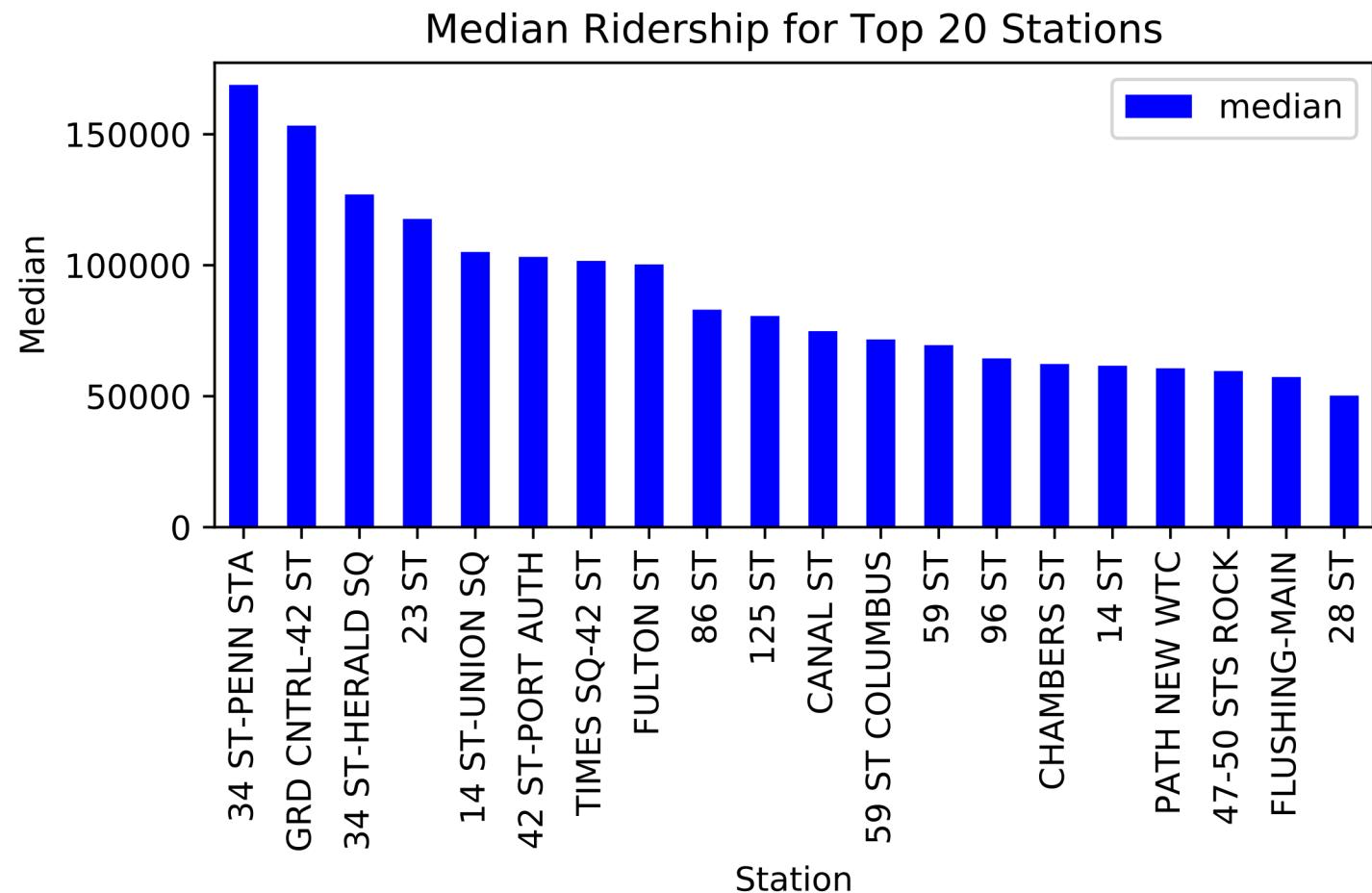
# Methodology

- Maximize Awareness and Participation
- Analyzing MTA Ridership
- Highest Median Ridership
- Time Series and Stability
- Weather Correlations



# Methodology

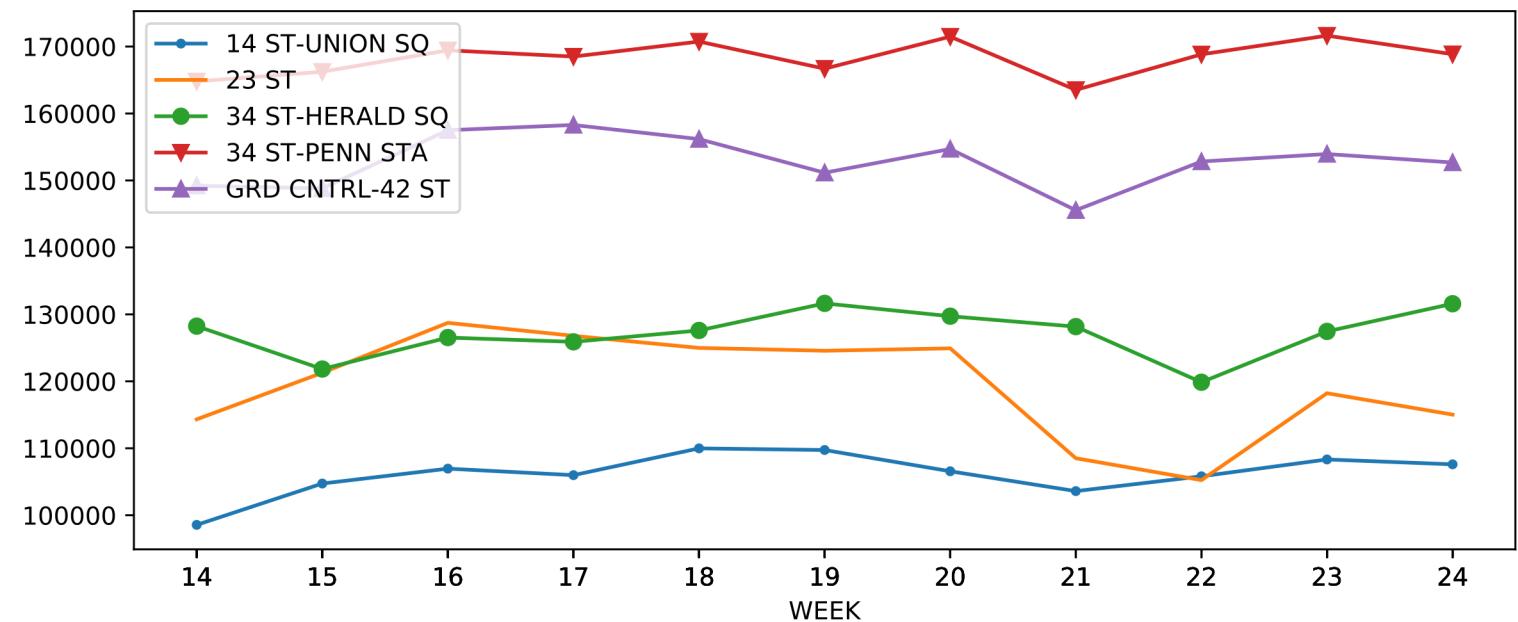
- MTA Data [[Link](#)]
- Median Ridership Top 20 Stations
- Median Ridership Over Time
- IQR of Ridership Over Time



# Results

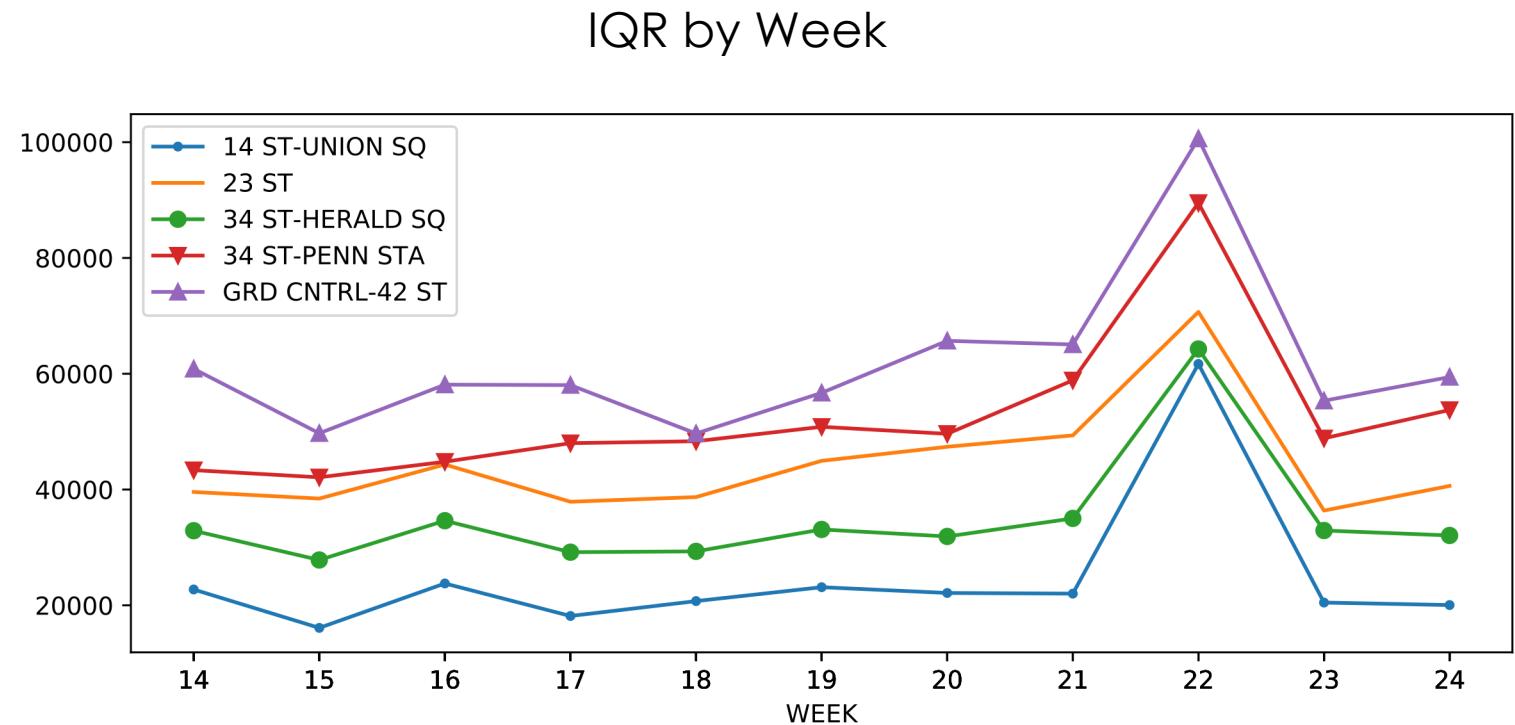
- Median by Week of Top 5 Stations

Medians by Week



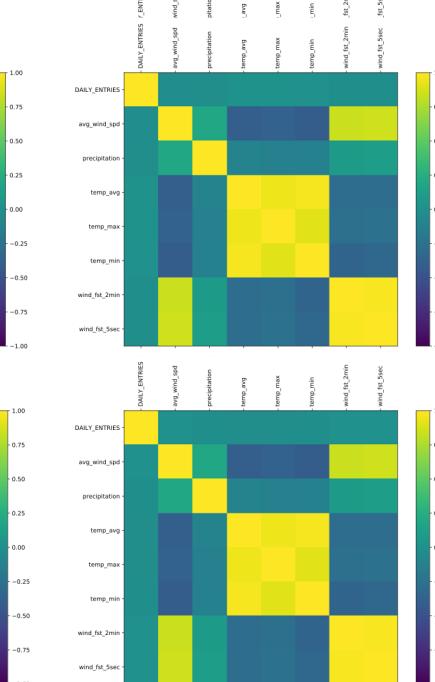
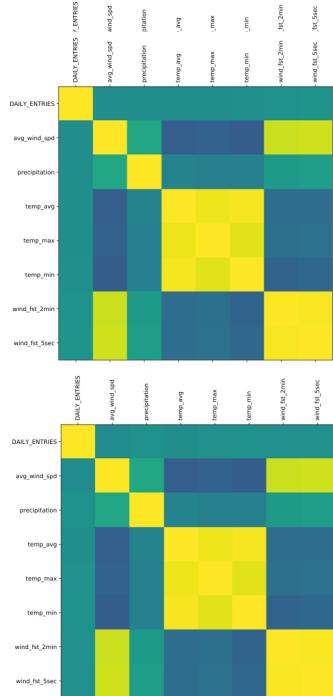
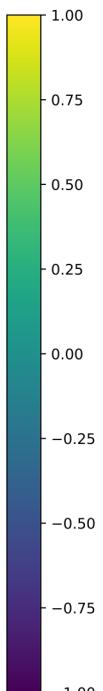
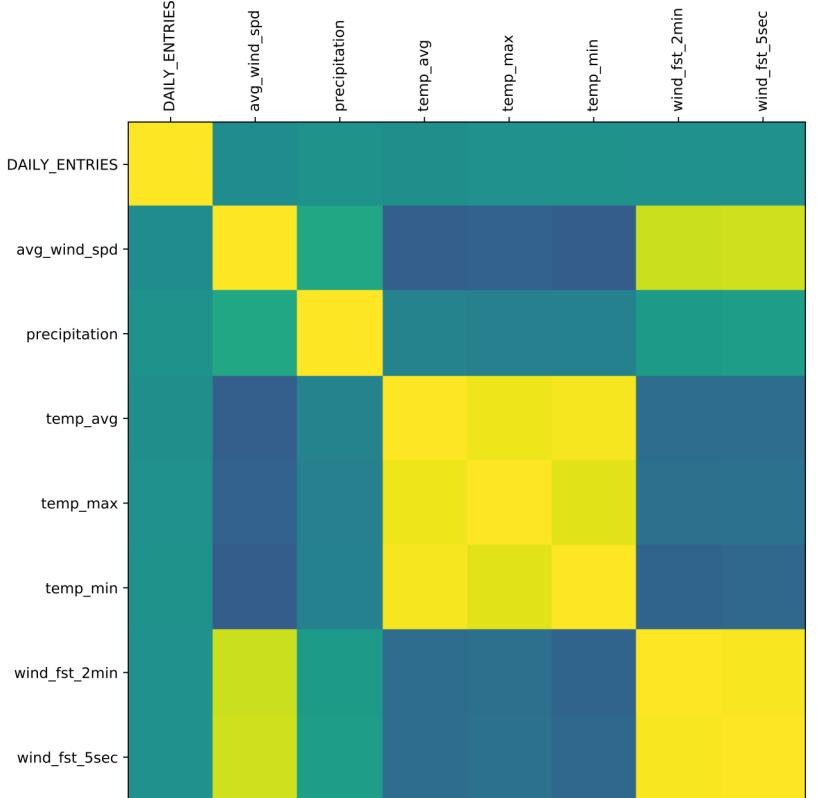
# Results

- IQR by Week of Top 5 Stations



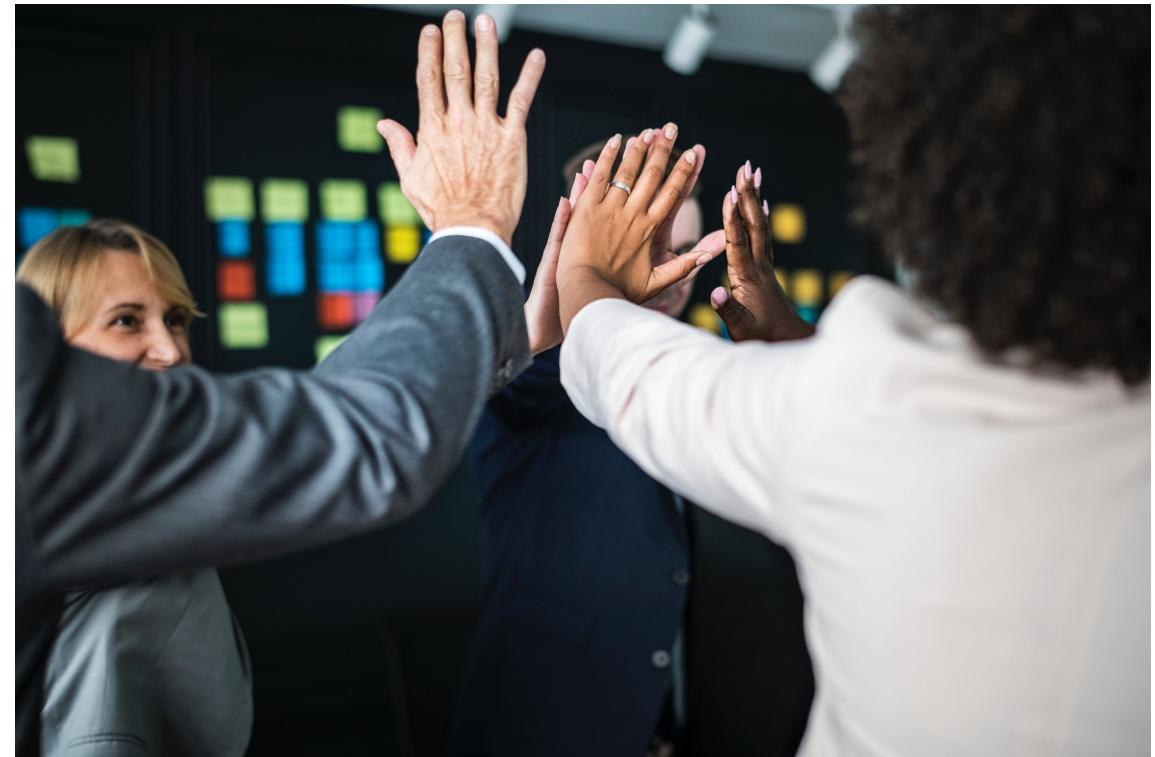
# Results

- Weather Indicators for Top 5 Stations
- Correlations Near Zero



# Conclusions

- Medians are solid indicators
- IQRs do not give off any red flag
- Confidence in allocation of WTWY Street Team



# Future Work

- Weather Correlations by Stations
- Multiple Years Runs for same time frame
- Street Team Travel Distance Optimization



THANK YOU