

# Placing WTWY Street Team

A Metis EDA project by:  
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# Content

Introduction/Motivation for project

Methodology

Results

Impact



# 1. Project Motivation

WTWY Summer Gala attendance

# Motivation, objective, goals

WTWY Street Teams placement at MTA turnstiles

- ▶ most patrons
- ▶ locals to attend summer gala
- ▶ responsive
- ▶ supportive of women in tech

Find locations of most exits for duration of street teams placement: March – May

# 2. Methodology

Analysis of MTA Turnstile Data



# You can also split your content

## Data

Publicly available MTA turnstile data: entries & exits at turnstiles four hour intervals

C/A, Unit, SCP, Station combination for unique turnstile locations

Turnstiles recording highest exits for specific days of week

# Covid 19 = Uncertainty

2019, 2020, or 2021?

In study duration, 16 to 55  
percent of NY State  
residents got vaccinated



# Data cleaning

Whitespaces

Reverse counters

Reset counters: max counter threshold 43200 exits per day @ 2 seconds per person

Datetime

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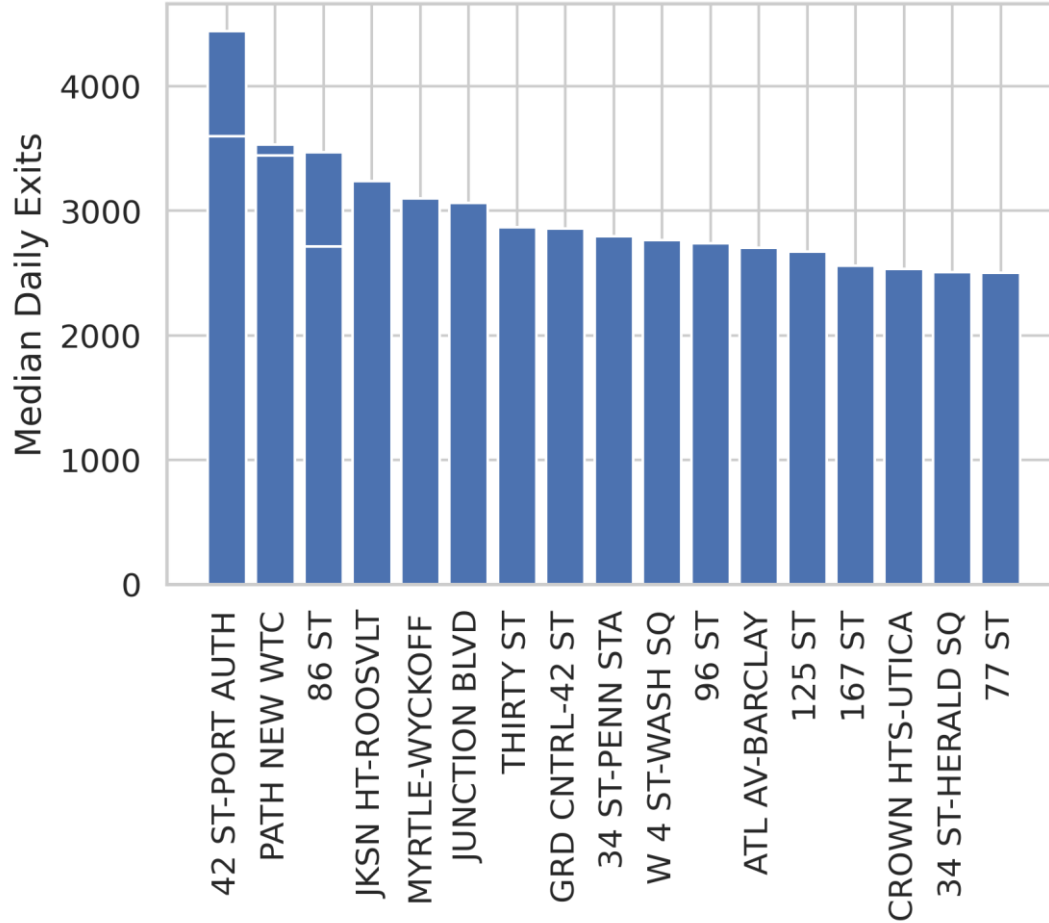


# 3. Finding

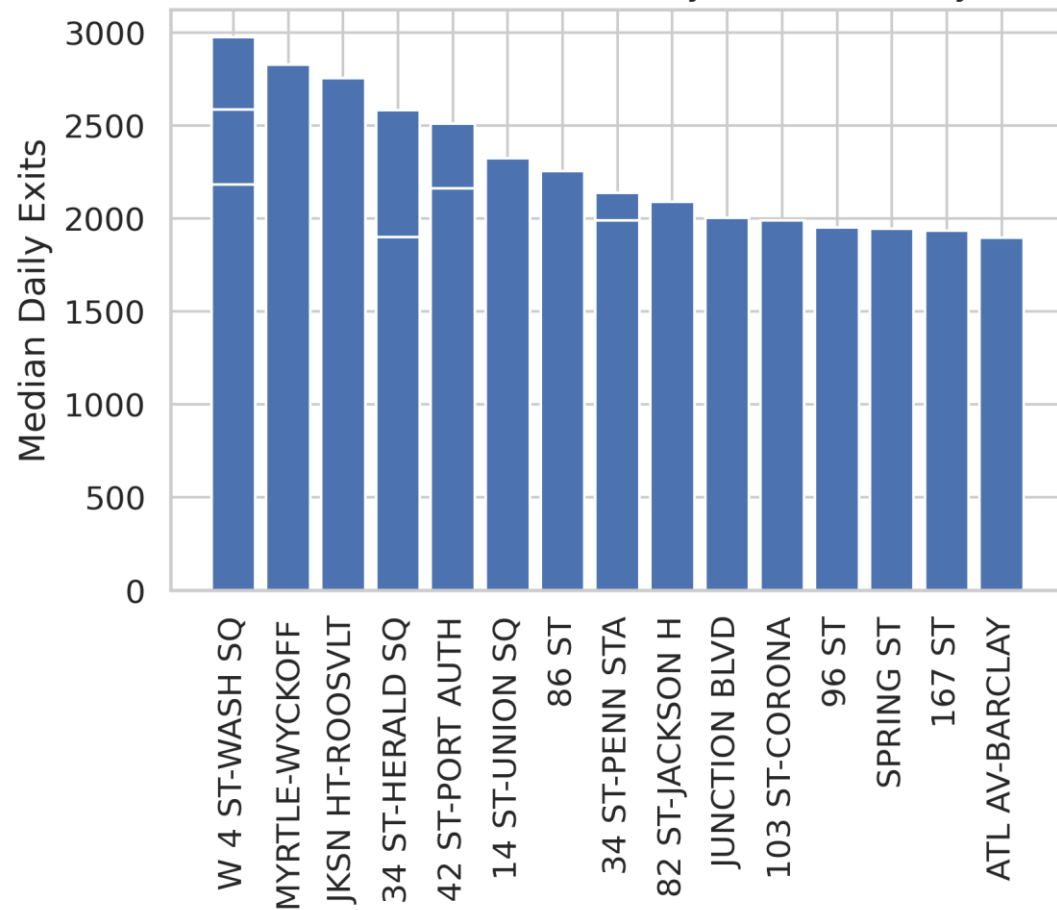
Top 20 stations for daily exits on  
average Wednesday



Turnstiles with most exits Wednesdays: Feb 27 - May 28, 2021



Turnstiles with most exits Saturdays: Feb 27 - May 28, 2021





# 4. Impact & Future work

Reaching people supportive of  
women in tech

# Future work

Spatial representation & validation

Top stations by time of day

Repeat analysis for 2019 and 2020 data

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# Thanks!

**Any questions?**

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