Placing WTWY Street Team

A Metis EDA project by:
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Outline

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

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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 issues

Regular and Recover Aud

Reverse counters

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

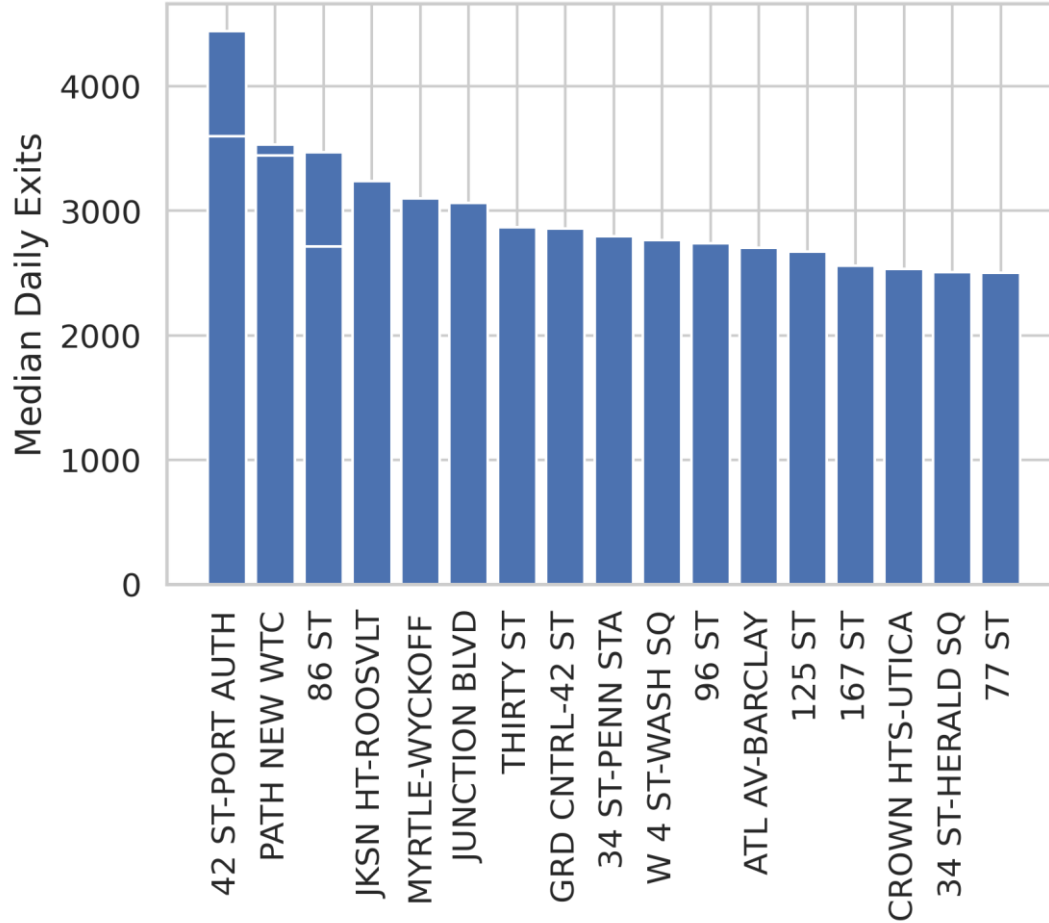Multiple stations with same name
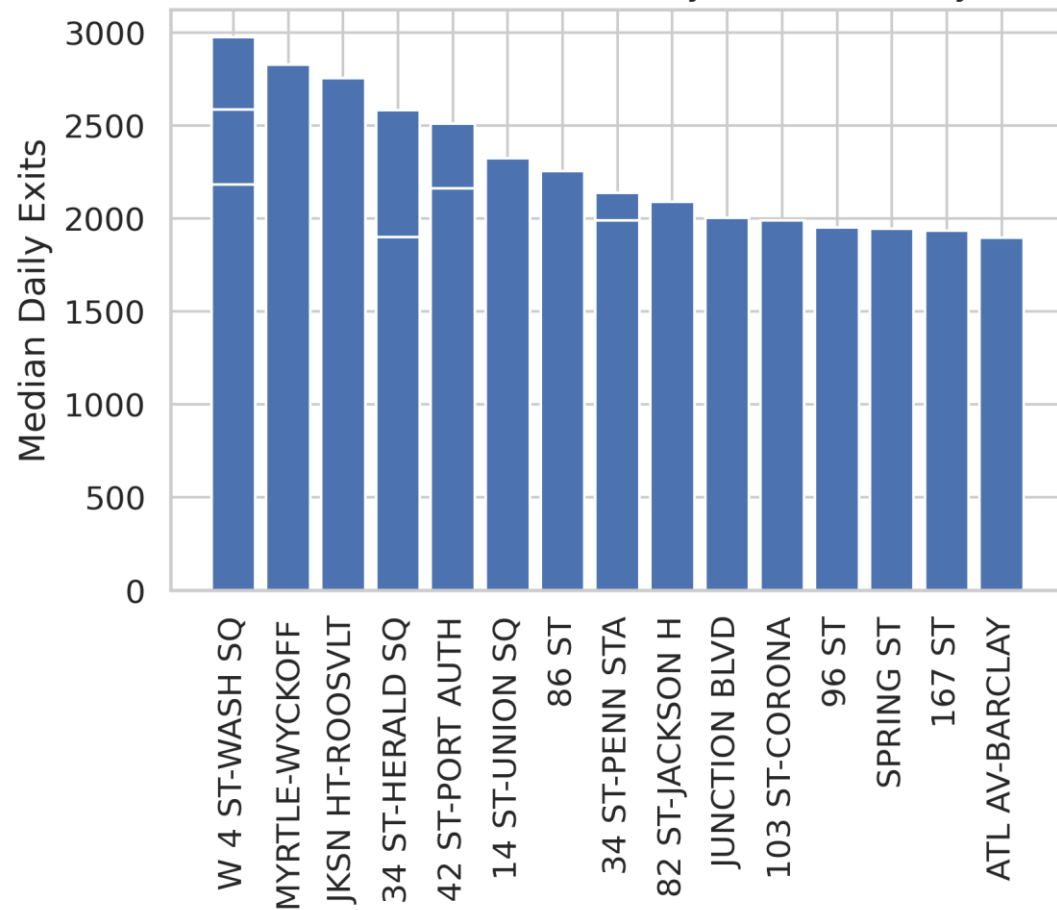
Datetime

Whitespaces

3.
Findings

Top 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

Impact

Reaching target audience through power of data science & publicly available data

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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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