



Improving Recruitment Efforts for WomenTechWomenYes (WTWY)

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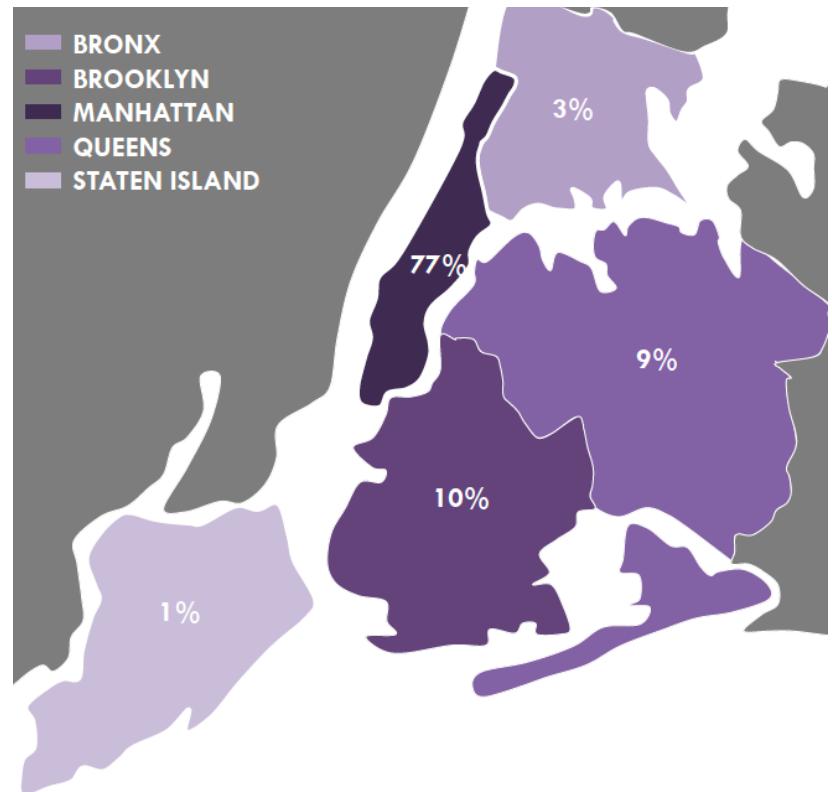
Objective

Leverage power of data science to improve recruitment & fund raising efforts for WomenTechWomenYes (WTWY) summer gala



'Location, Location, Location'

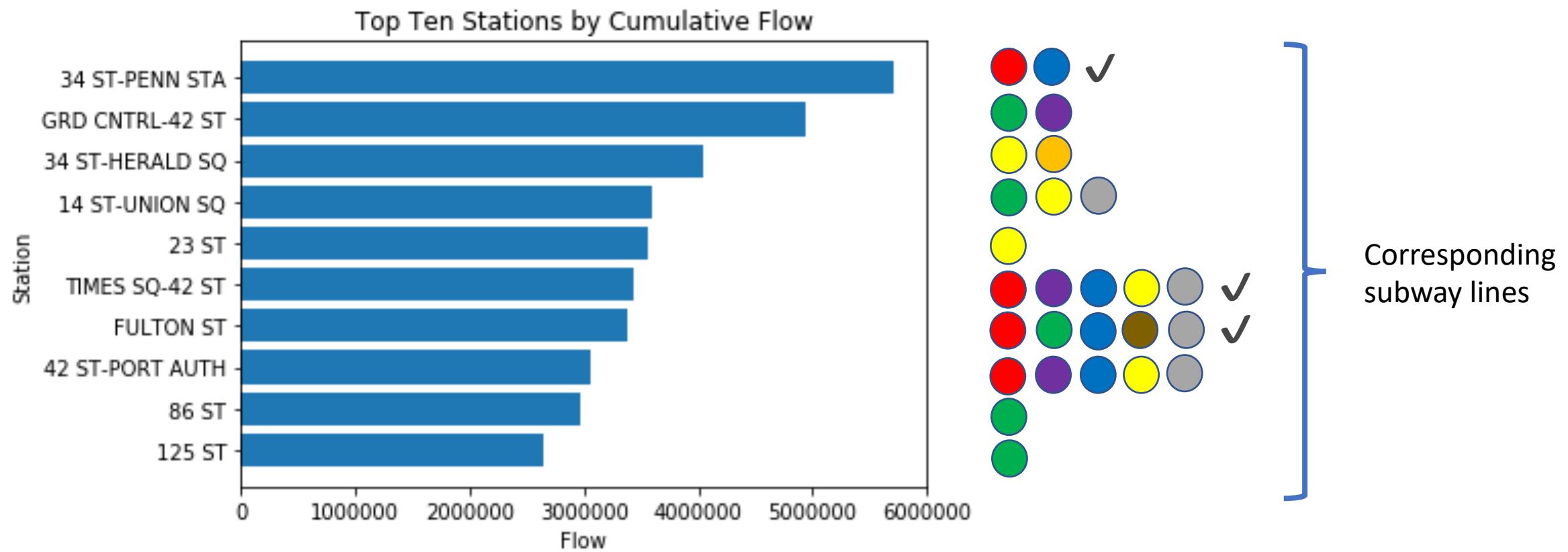
- NYC home to 291,000 technology related jobs
- Nearly 77% concentrated in Manhattan
- Focus on Manhattan as a starting point



Distribution of tech related jobs among the 5 boroughs in NYC

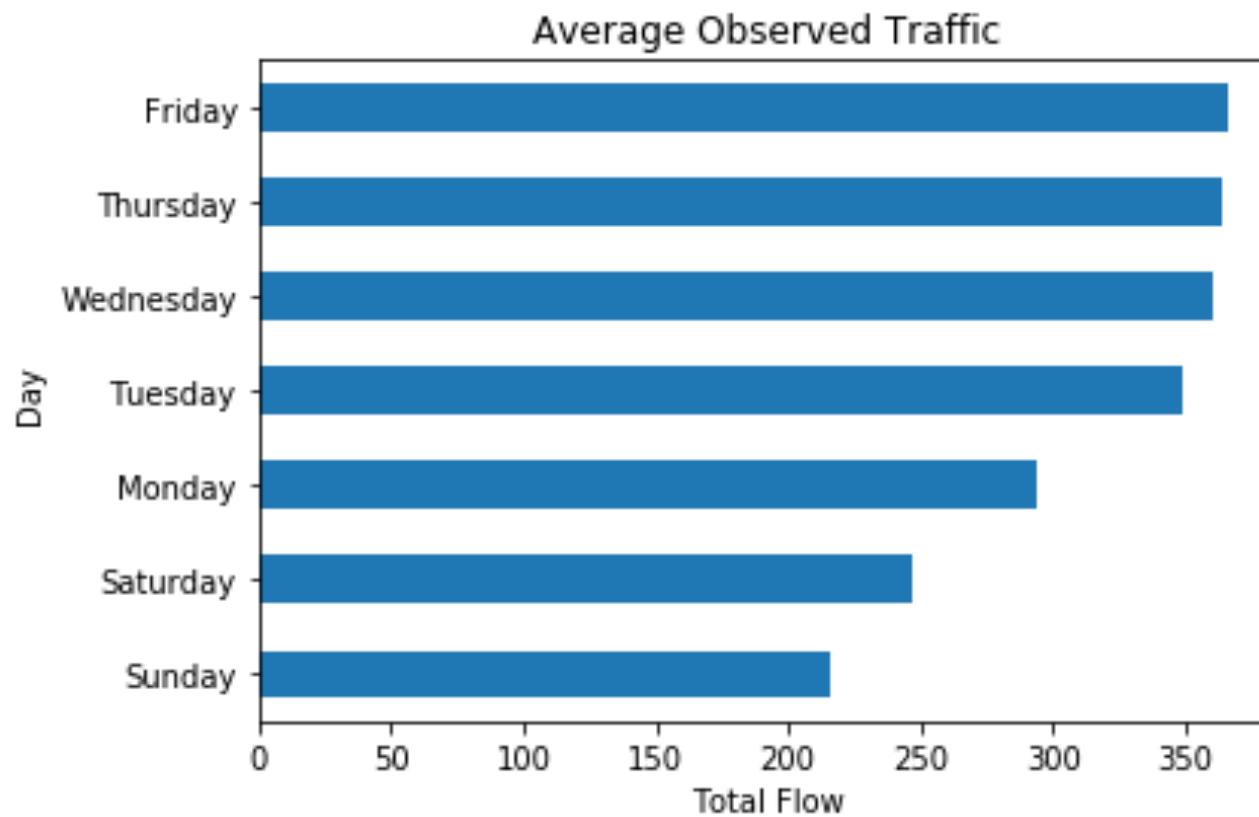
Which stations in Manhattan?

- Top 10 subway stations by flow in a three week period



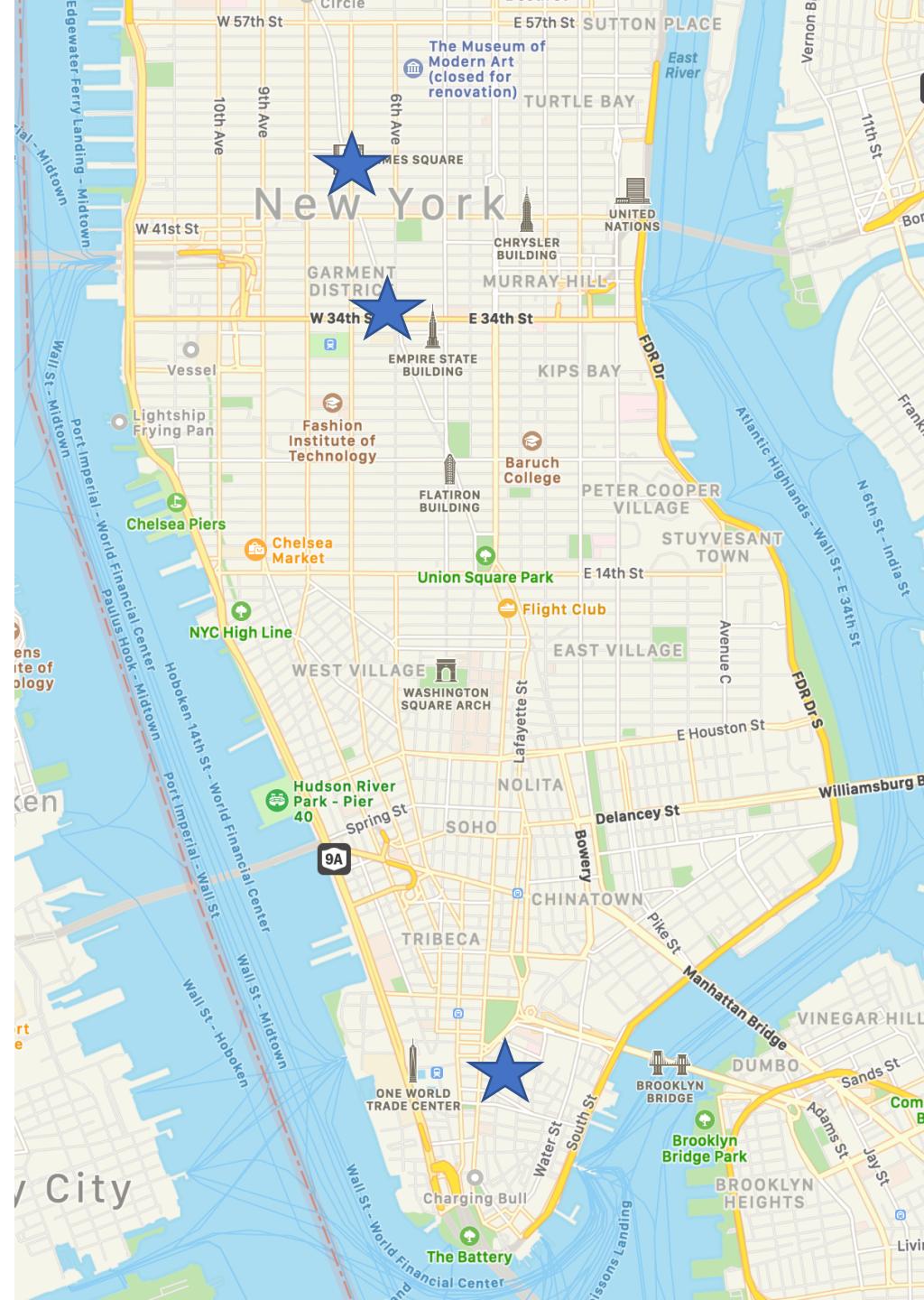
Which days of the week?

- Consistent busy foot traffic occurs between Tuesday & Friday



Recommendation Summary

- Best to place teams in Manhattan
- Penn Station, Times Sq. & Fulton St. cover 70% of subway lines
- Best to start distributing flyers from Tuesday to Friday



Future Work

- Performing similar analysis on data set with longer time period (years)
- Narrowing which hours during the day to field teams
- Sourcing more in-depth demographic data
 - e.g. Zillow, Labor Statistics, college locations

Appendix

Data & Reference Material

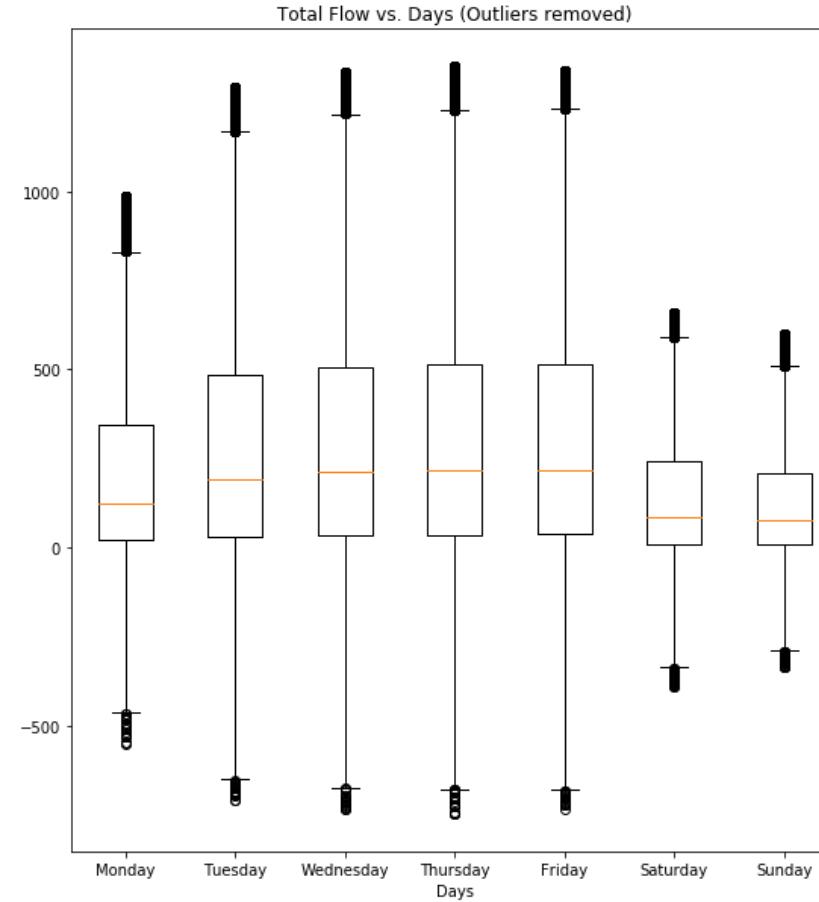
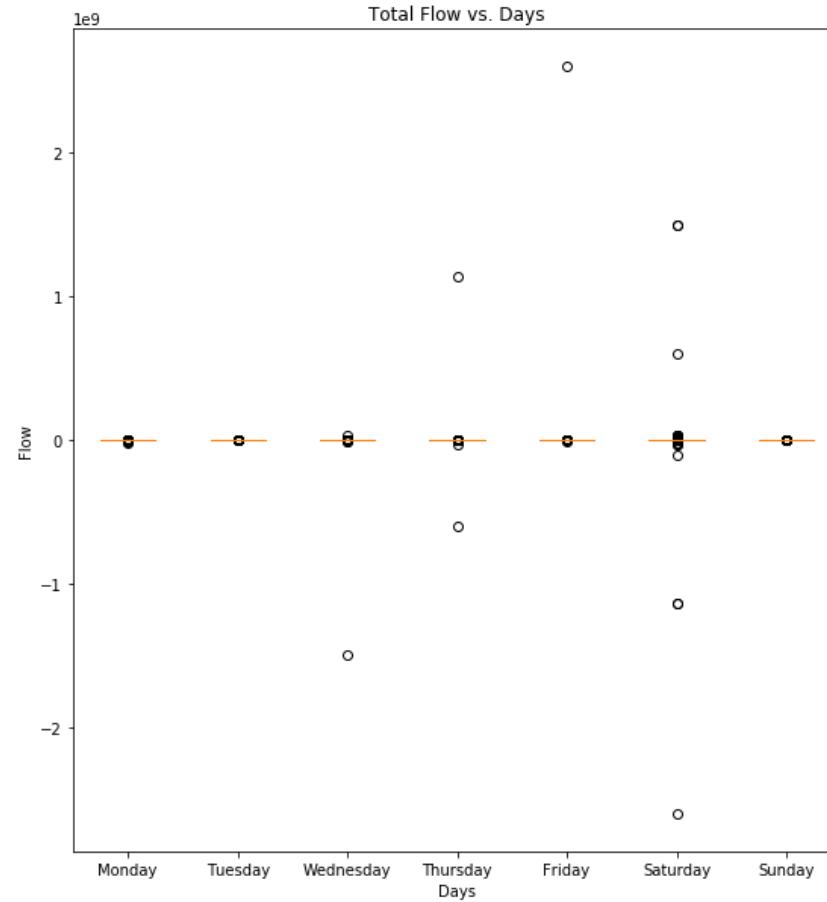
- Metropolitan Transit Authority
 - Ridership data 8/31 - 9/21, 2019
 - <http://web.mta.info/developers/turnstile.html>
- NYC Open Data Portal
 - <https://opendata.cityofnewyork.us/>
- HR&A Advisors Technology Report
 - https://www.hraadvisors.com/wp-content/uploads/2014/03/NYC_Tech_Ecosystem_032614_WEB.pdf



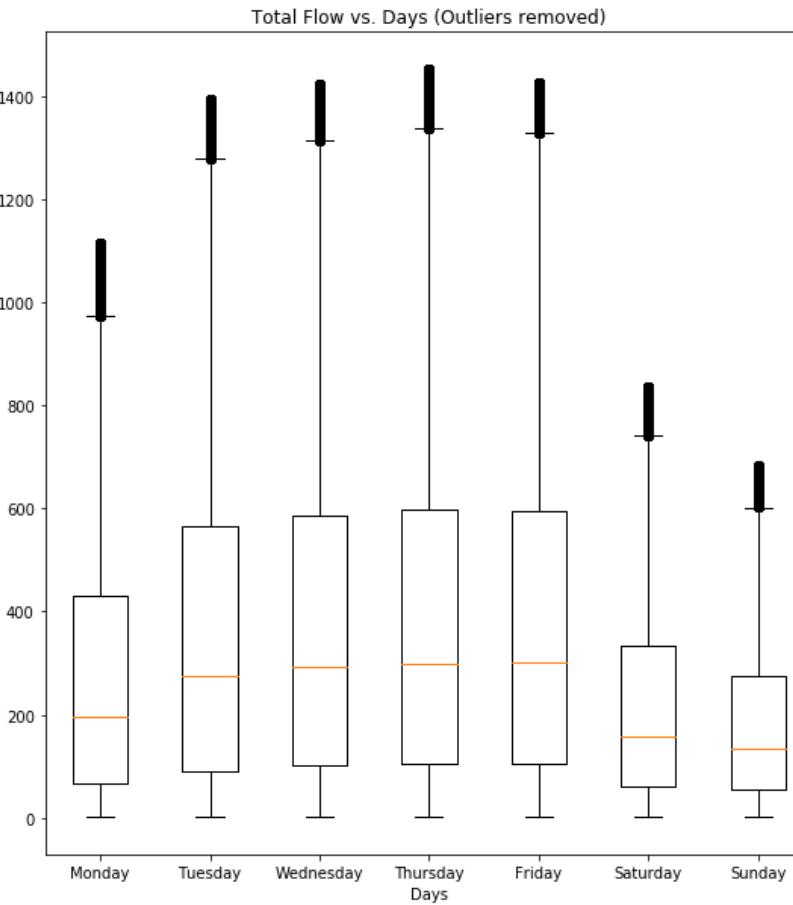
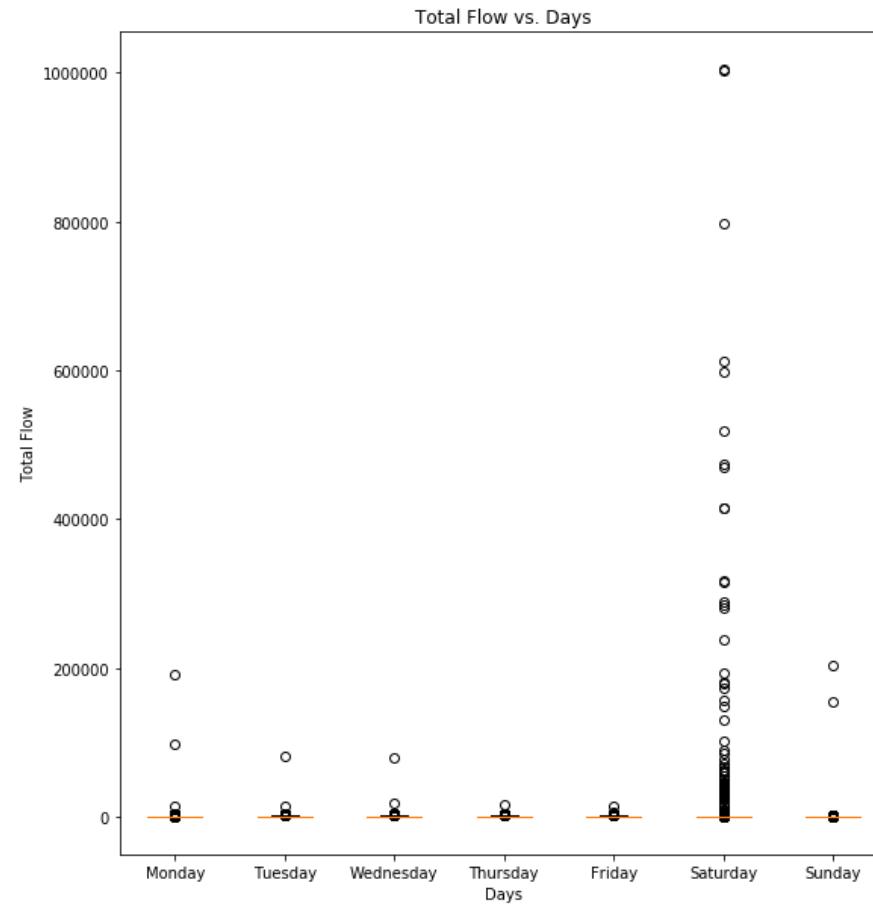
NYC OpenData

H R & A

Ridership Data

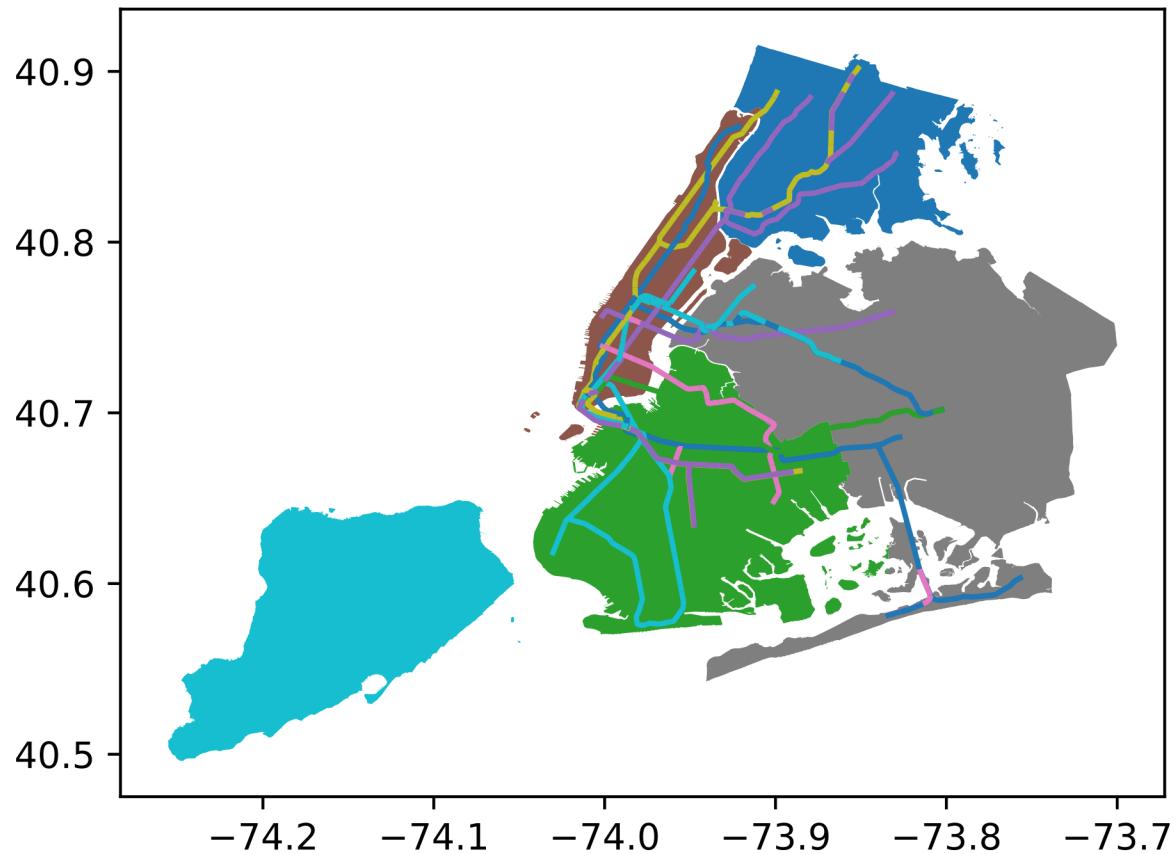


Ridership Data



Geographic Subway Line Distribution

Geographic distribution of selected subway lines



Other interesting data

Borough	Number of Stations	% of stations	Borough	Number of Universities	% of total
Bronx	70	14.8	Bronx	8	10.4
Brooklyn	169	35.7	Brooklyn	14	18.2
Manhattan	152	32.1	Manhattan	43	55.8
Queens	82	17.3	Queens	10	13.0
Total Result	473	100.0	Staten Island	2	2.6
			Total Result	77	100.0