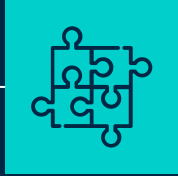


MTA DATA for WomenTechWomenYes (WTWY)

Mark Funke
Michael Paig
Paul Chung
Stephen Kaplan

OUTLINE



01

OBJECTIVES &
GOALS



02

METHODOLOGY



03

RESULTS



04

FUTURE WORK

OBJECTIVES AND GOALS

- Analyze the MTA subway data
- Recommend optimal placement of WTWY street teams:
 - Collect most email addresses
 - Increase awareness & reach

METHODOLOGY

- Public MTA Data
 - May & June of 2016-2020
- Data Issues & Cleaning

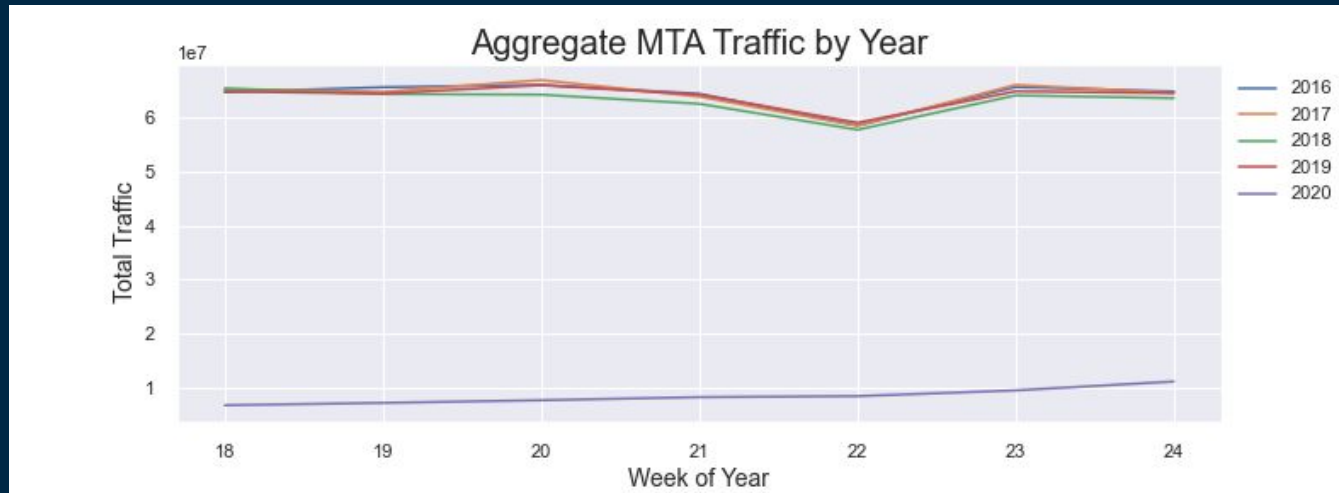
MTA Turnstile Data: <http://web.mta.info/developers/turnstile.html>

MTA Station Latitude/Longitudes: <https://data.ny.gov/widgets/i9wp-a4ja>

METHODOLOGY

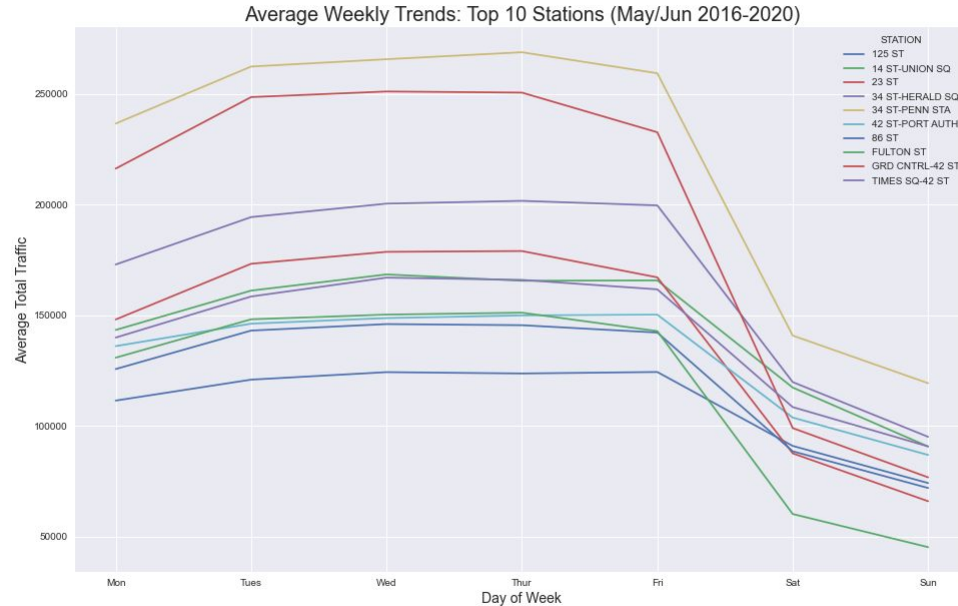
- Analyze most heavily trafficked stations by:
 - Hour
 - Day
 - Week
- Spot any dates to avoid such as holidays

RESULTS



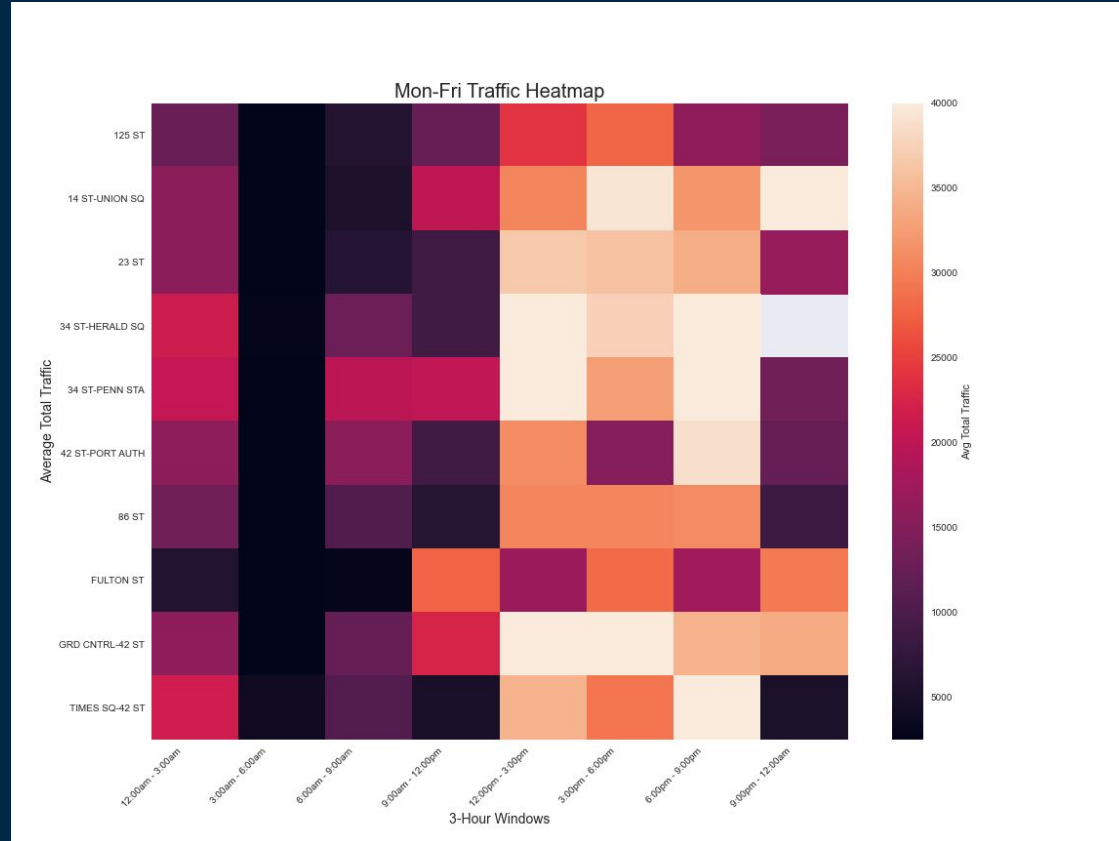
- COVID greatly affecting 2020 traffic

TRAFFIC BY DAY OF WEEK



- Traffic highest Tue-Fri
- Weekend work not best use of team's time

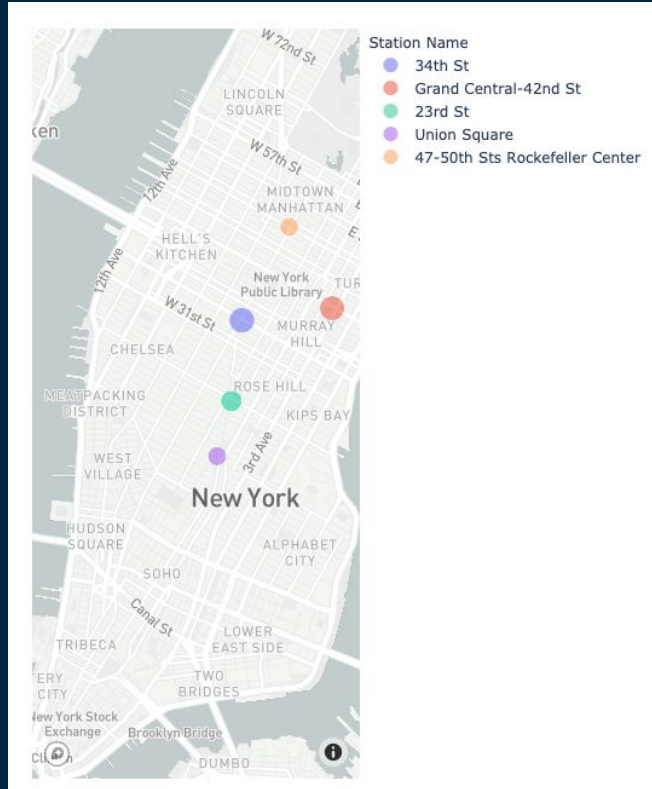
WEEKDAY TRAFFIC BY TIME OF DAY



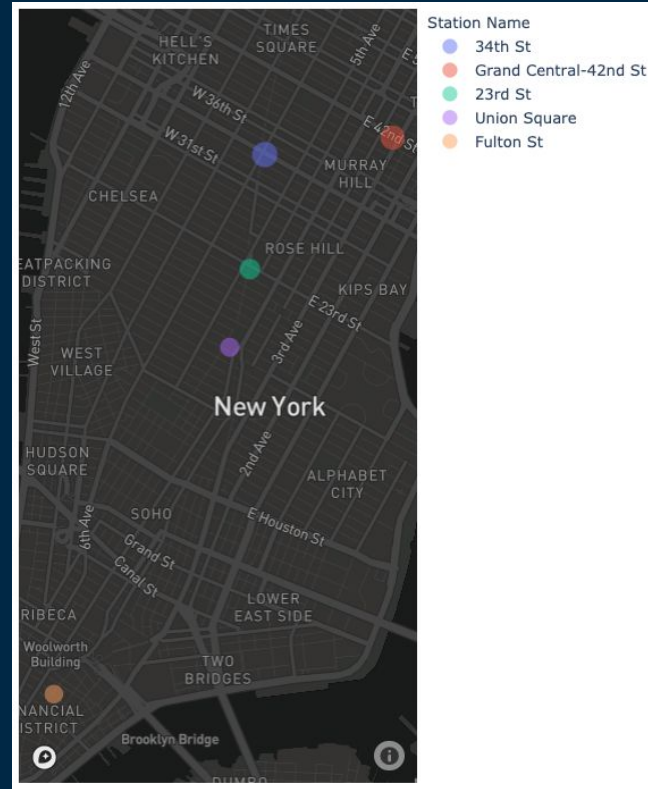
- Best times to deploy teams:
 - Lunch (12 -3pm)
 - Commute (6-9pm)

FINAL RECOMMENDATIONS

Lunch: 12 - 3PM , Tue - Fri



Evening: 6 - 9PM , Tue - Fri



FUTURE WORK

- Position within station
- Other factors besides traffic
 - Colleges
 - Tech hubs
 - Demographics
- Collect results from street teams and adjust

QUESTIONS?

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