



# **WTWY**

## **Street Team Placement**

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# CONTEXT

WomenTechWomenYes (WTWY) hosts an annual gala during the summer. To drive attendance, their street team goes to subway stations in NYC to attract people to sign up for the gala.



# GOAL

Optimize the placement of street teams in NYC subway stations, such that they gather the most amount of signups.



# METHODOLOGY



## Obtaining Data

+ Download the MTA data for June 2019



## Cleaning Data

+ Obtain daily entries from each station in New York  
+ Remove outliers  
+ Clean up data errors

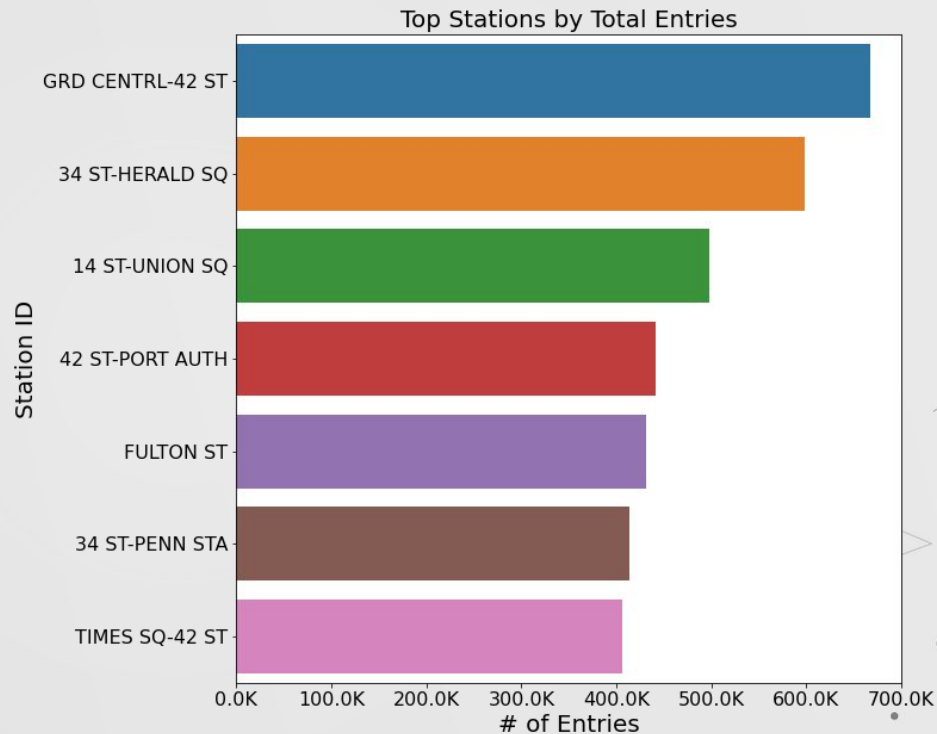


## Exploring Data

+ Create charts of top stations with the highest foot traffic

# Top 7 highest-traffic stations

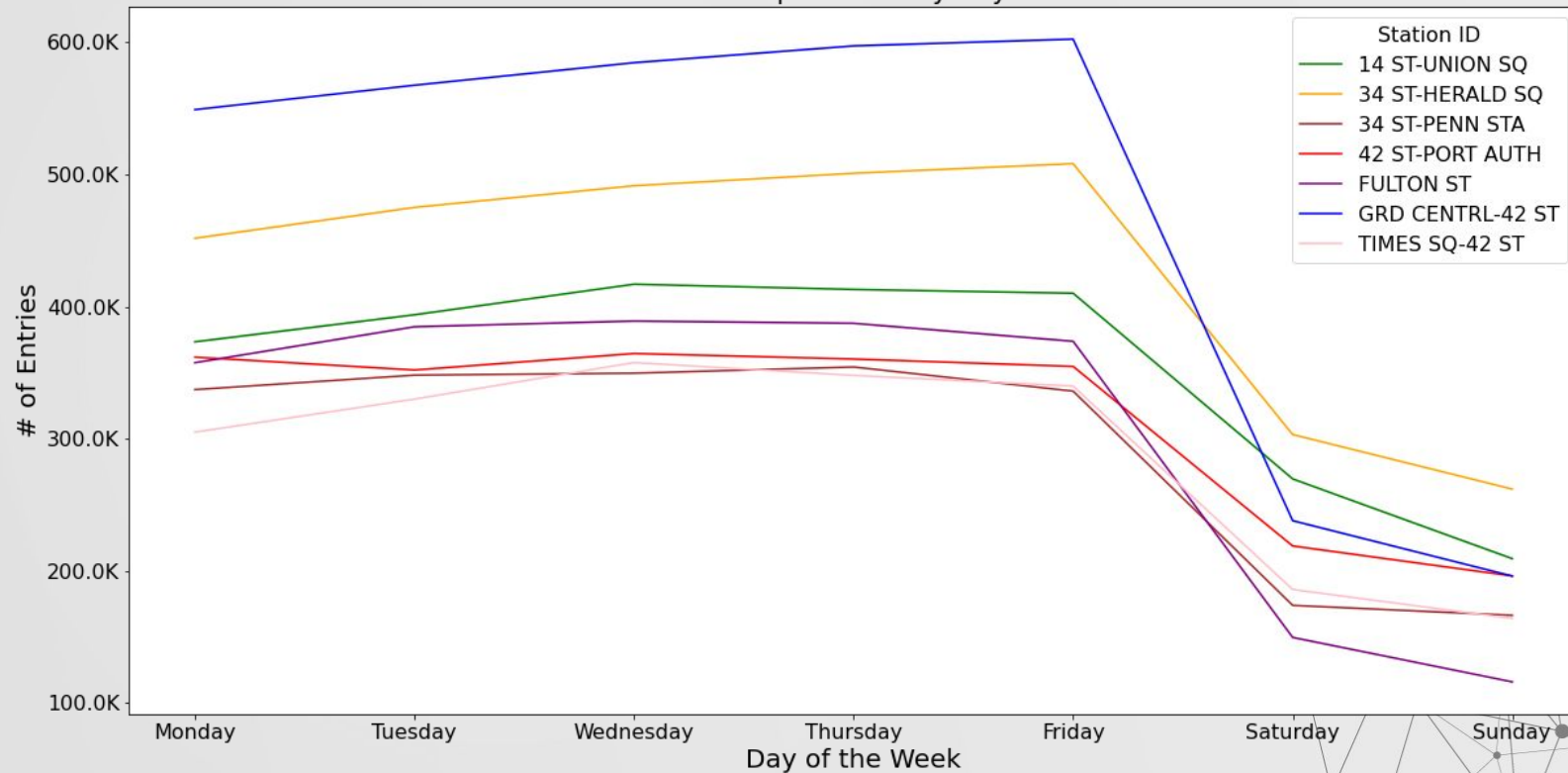
(June 2019)



# Top 7 highest-traffic stations

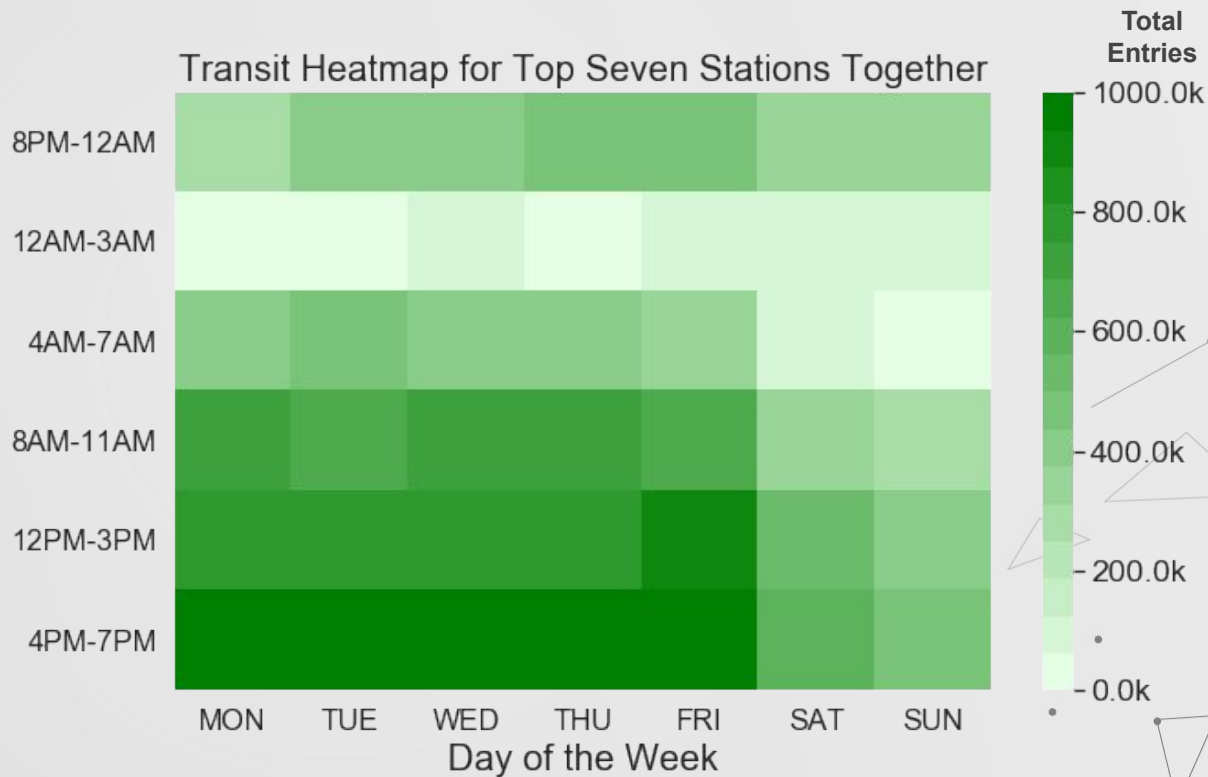
(June 2019)

Total Entries for Top Stations by Day of the Week



# Top 7 highest-traffic stations

(June 2019)





# RECOMMENDATIONS

We recommend placing the WTWY Street teams in these top 5 subway stations:

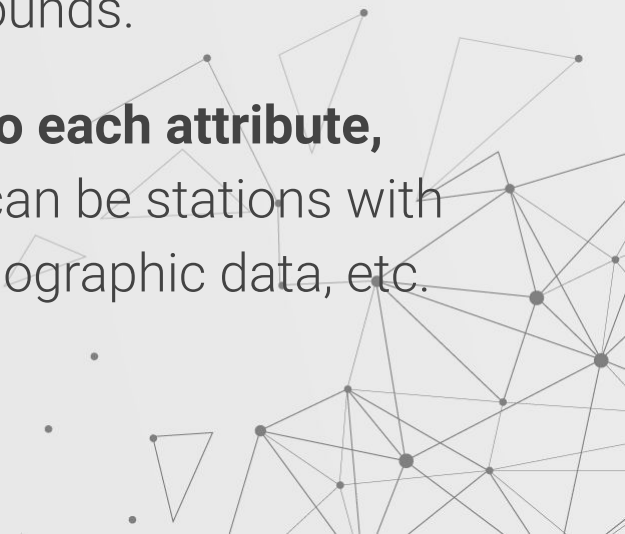
1. **Grand Central at 42nd St**
2. **Herald Sq at 34th St**
3. **Union Square and 14th St**
4. **Fulton St**
5. **Port Authority at 42nd St**

Targeting time: **Weekdays 4 - 7 PM**



# FUTURE WORK

- + Find out the **tourist-heavy time of day** to avoid placing Street teams during those times
- + Find out the **location of tech companies** in NYC that are also close to the stations, to target people with tech backgrounds.
- + Create a **weighting scheme to assign weight to each attribute, leading a final score of each station**. Attributes can be stations with general foot traffic, close to tech companies, demographic data, etc.



The background features a complex network of thin grey lines connecting various-sized dark grey circular nodes. These nodes are scattered across the page, with a higher concentration on the right side. Some nodes are isolated, while others are part of larger, interconnected clusters. The overall effect is a subtle, modern geometric pattern.

# APPENDIX

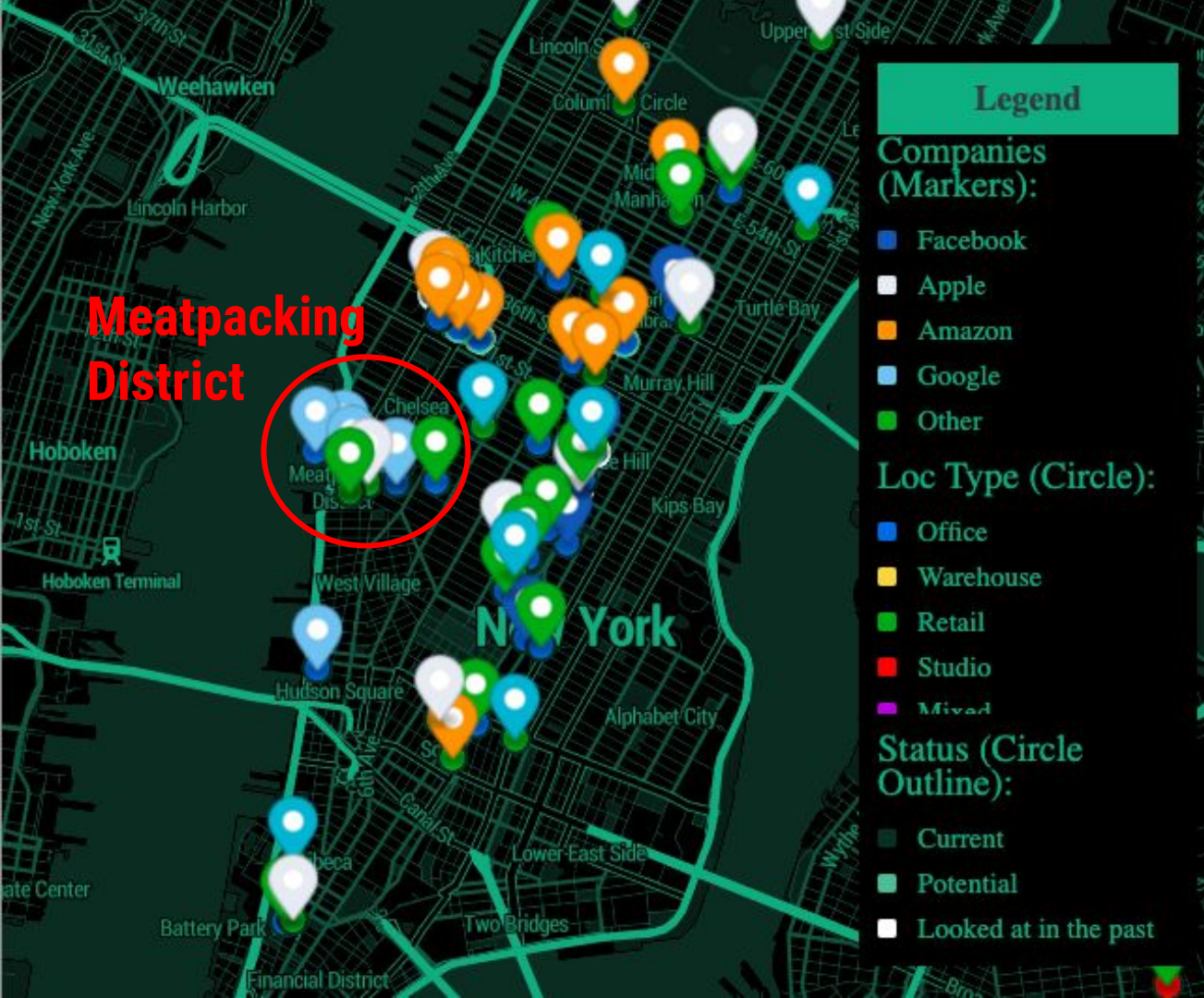
## RESOURCES

+ [GitHub repository](#) (Python modules and codes)



# APPENDIX

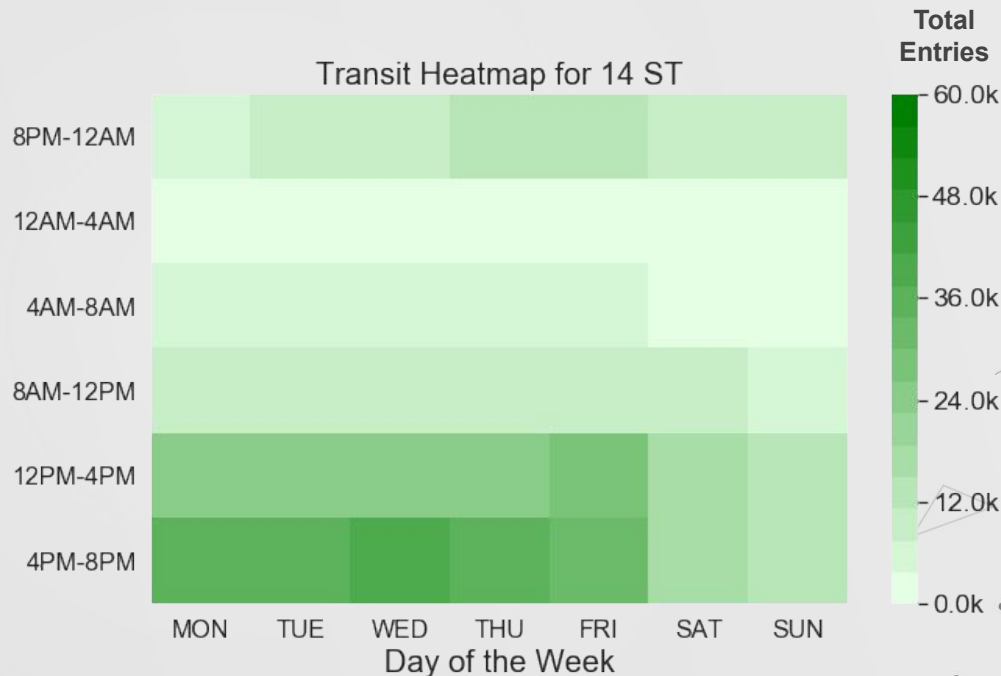
## NYC Tech Company Office Locations<sup>1</sup>



[1]  
<https://therealdeal.com/2019/08/23/map-heres-a-look-at-all-the-big-tech-locations-in-nyc/>

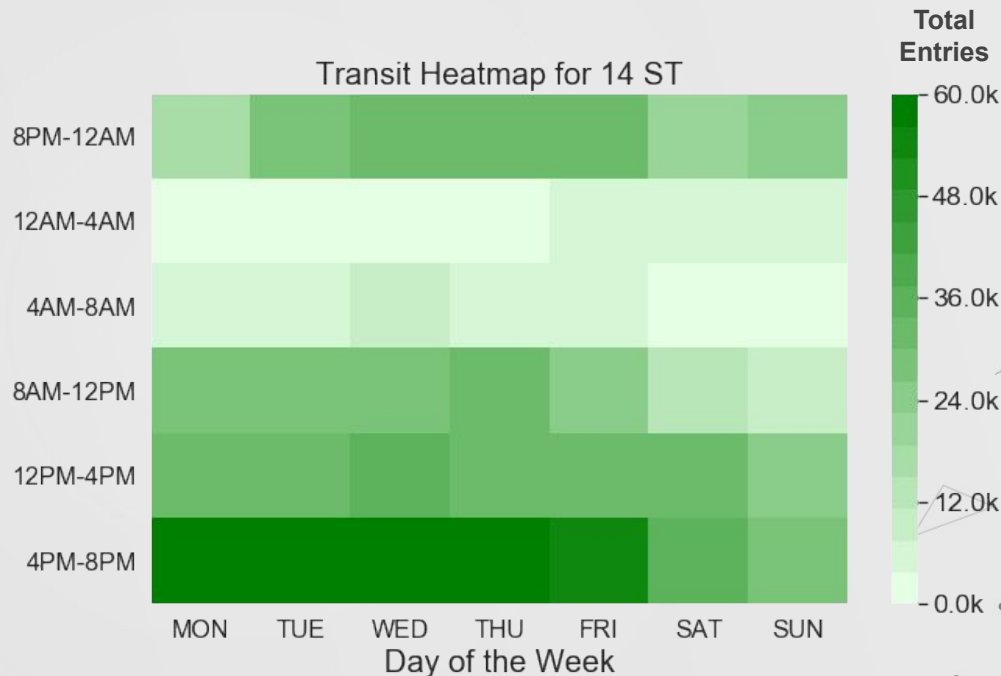
# Meatpacking 1: 14th St ACEL

Heatmap of entries throughout the day/week (June 2019)



# Meatpacking 2: 14th St 123FLM

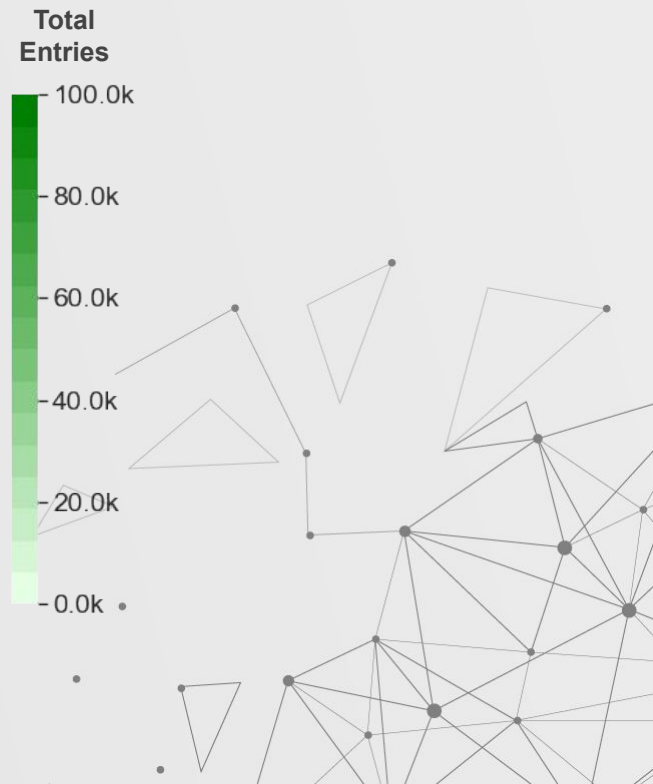
Heatmap of entries throughout the day/week (June 2019)



# **Top Ten High-traffic Stations**



## Heatmap of entries throughout the day/week (June 2019)



Transit Heatmap for FLUSHING-MAIN

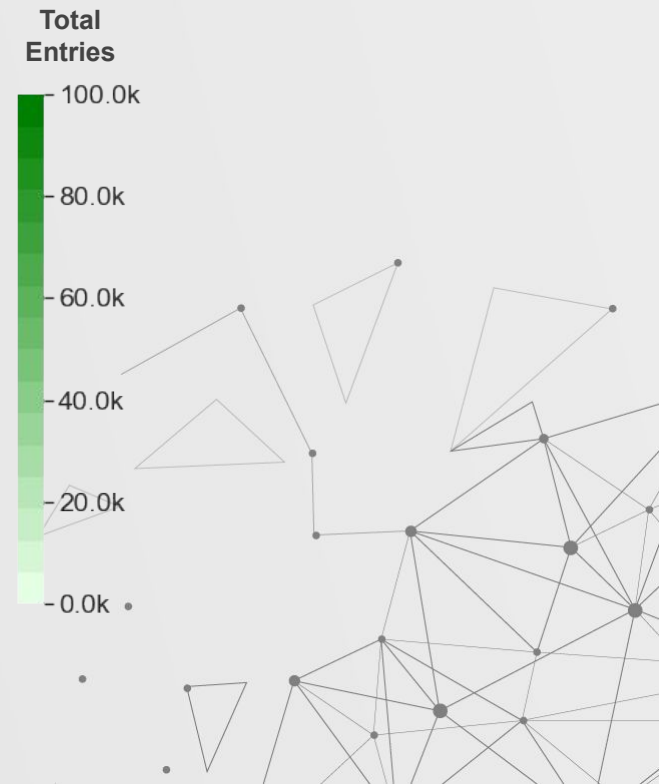
Total Entries

100.0k  
80.0k  
60.0k  
40.0k  
20.0k  
0.0k

8PM-12AM  
12AM-4AM  
4AM-8AM  
8AM-12PM  
12PM-4PM  
4PM-8PM

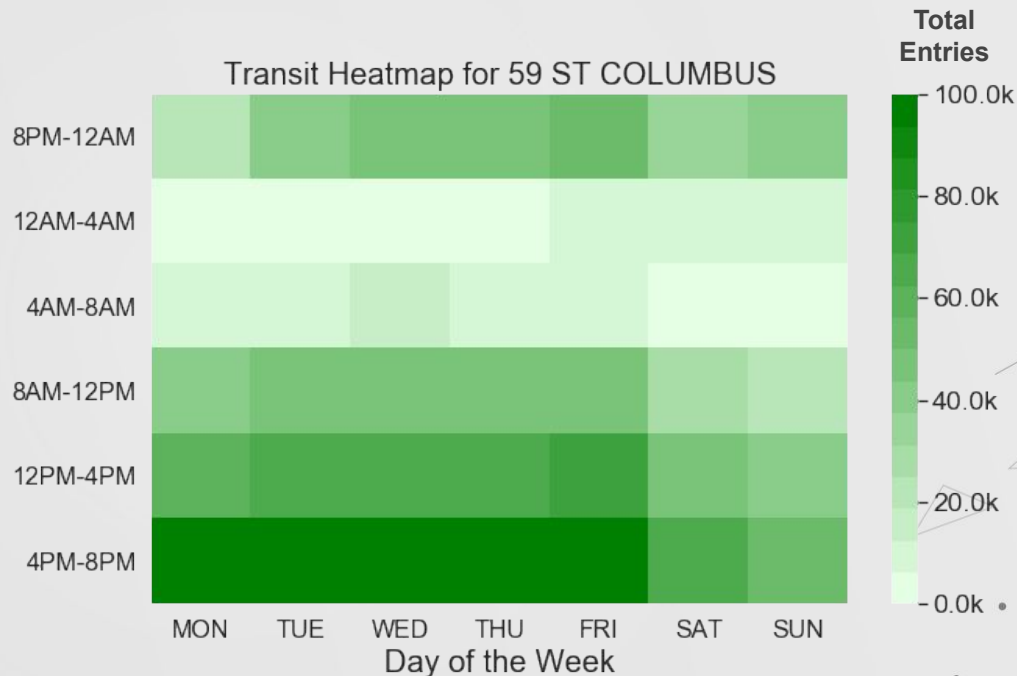
MON TUE WED THU FRI SAT SUN

Day of the Week



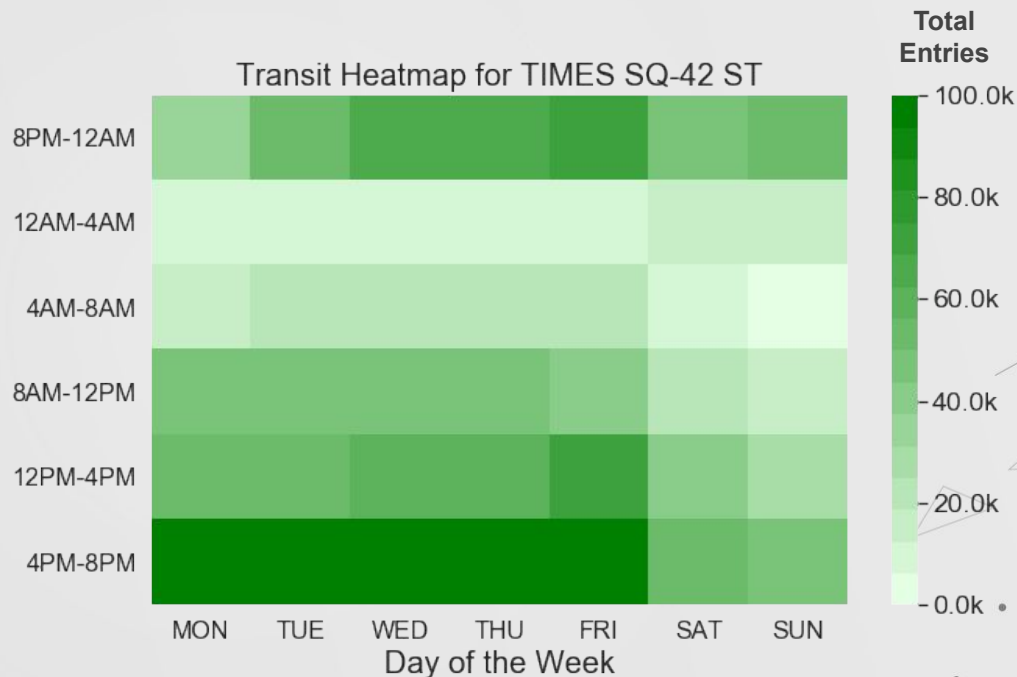
## 8. 59 St-Columbus Circle

Heatmap of entries throughout the day/week (June 2019)



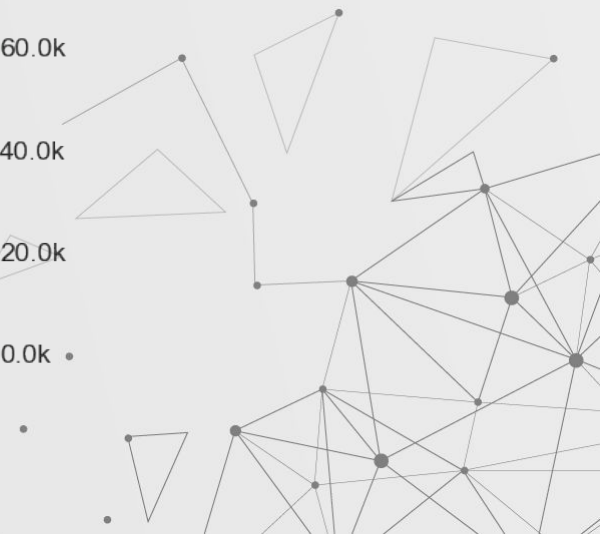
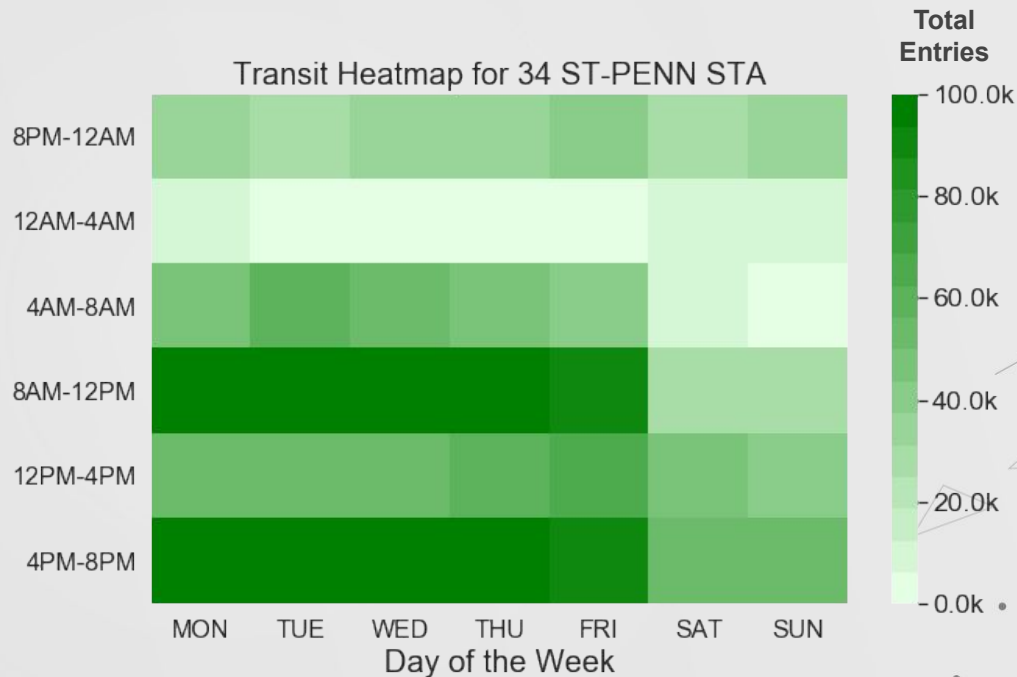
## 7. Times Sq-42 St

Heatmap of entries throughout the day/week (June 2019)



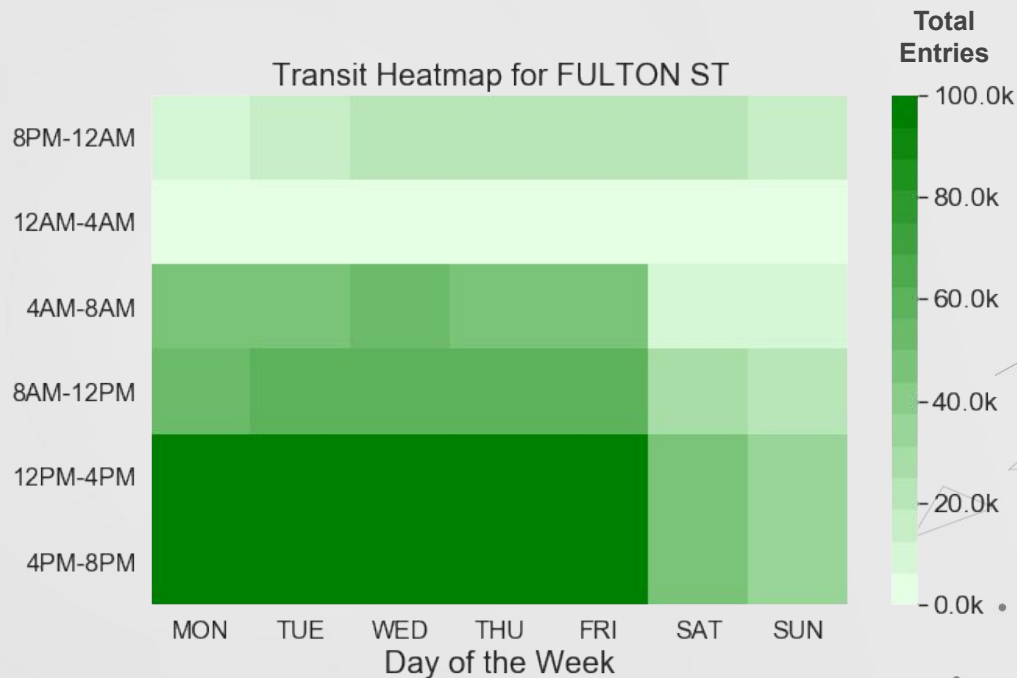
## 6. 34 St-Penn Sta

Heatmap of entries throughout the day/week



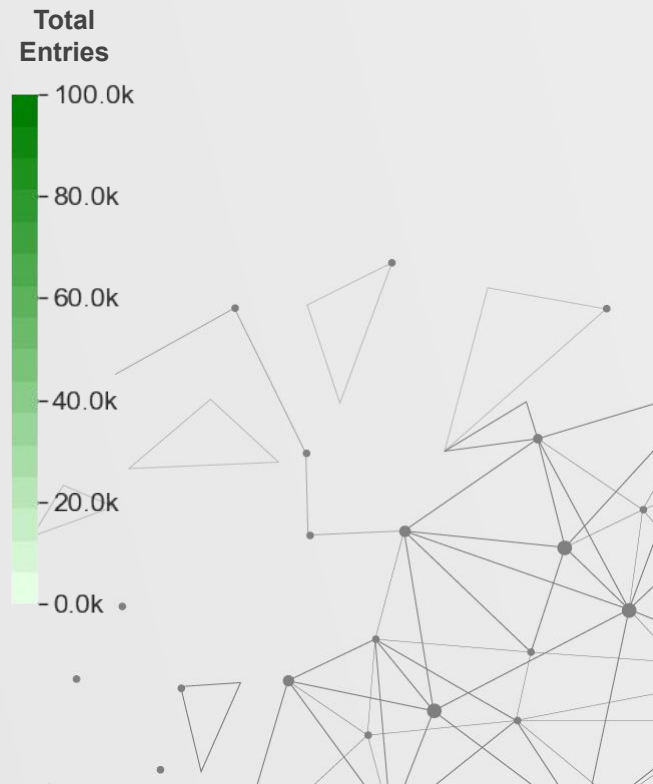
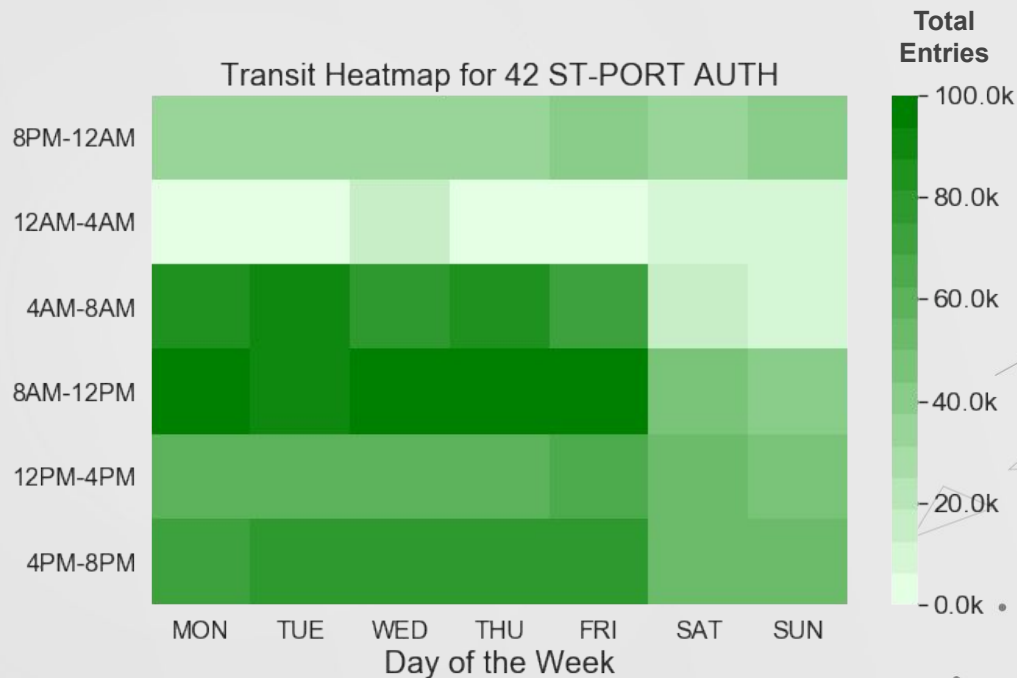
## 5. Fulton St

Heatmap of entries throughout the day/week (June 2019)



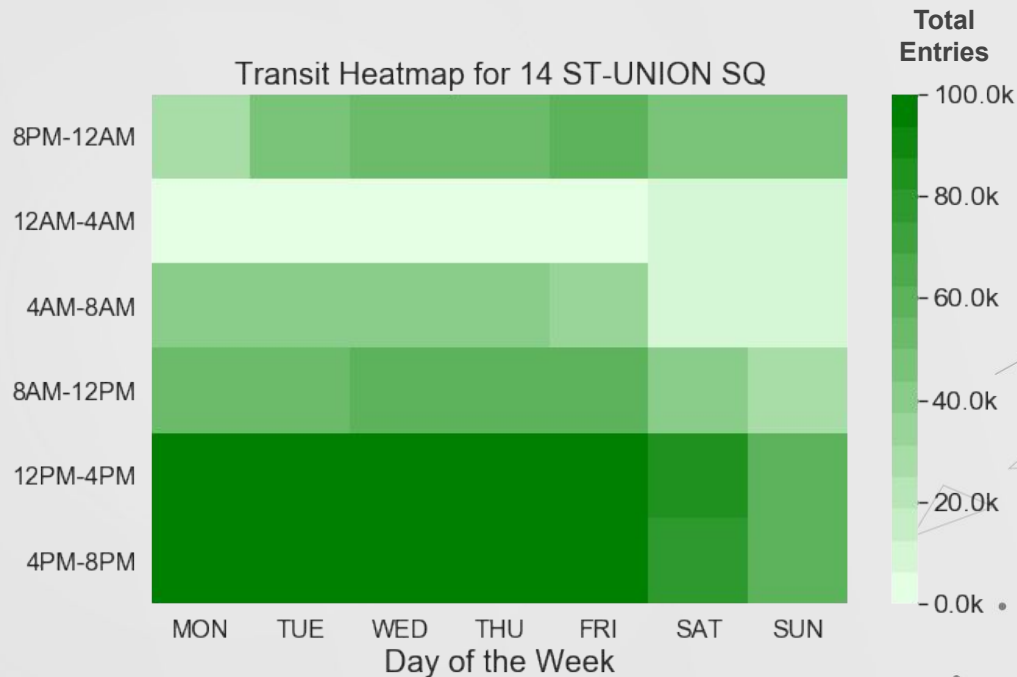
## 4. 42 St-Port Auth

Heatmap of entries throughout the day/week (June 2019)



### 3. 14 St-Union Sq

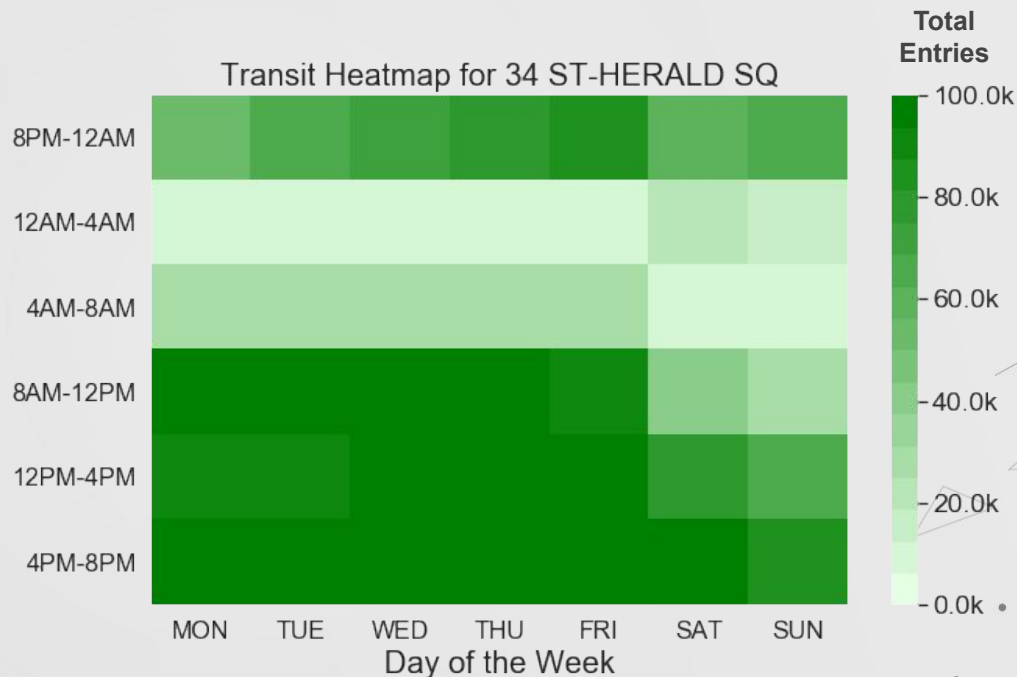
Heatmap of entries throughout the day/week (June 2019)





## 2. 34 St-Herald Sq

Heatmap of entries throughout the day/week (June 2019)



# 1. Grand Central-42 St

Heatmap of entries throughout the day/week (June 2019)

