



# Women Tech Women Yes Summer Gala Engagement

Street Team Placement

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# Agenda

- Objective
- What We Did
- Results
- Recommendations
- Future Work

# Objective

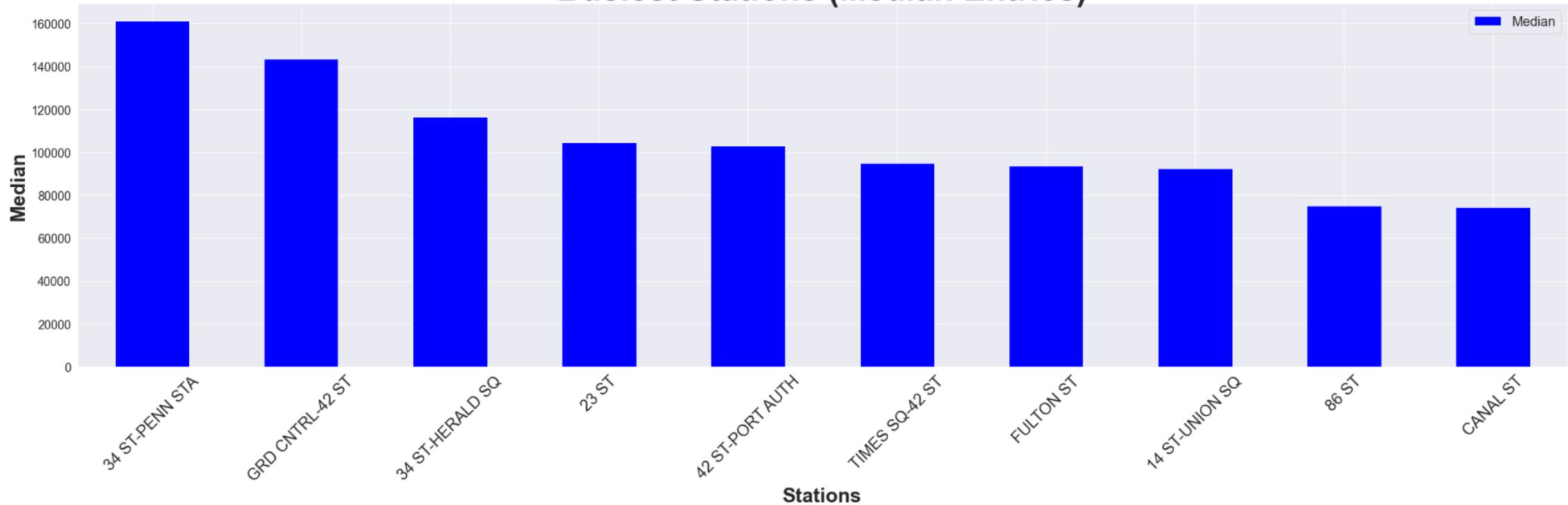
- Optimize street team placement to gather names and email addresses of those who will attend gala and contribute to cause.

# What We Did

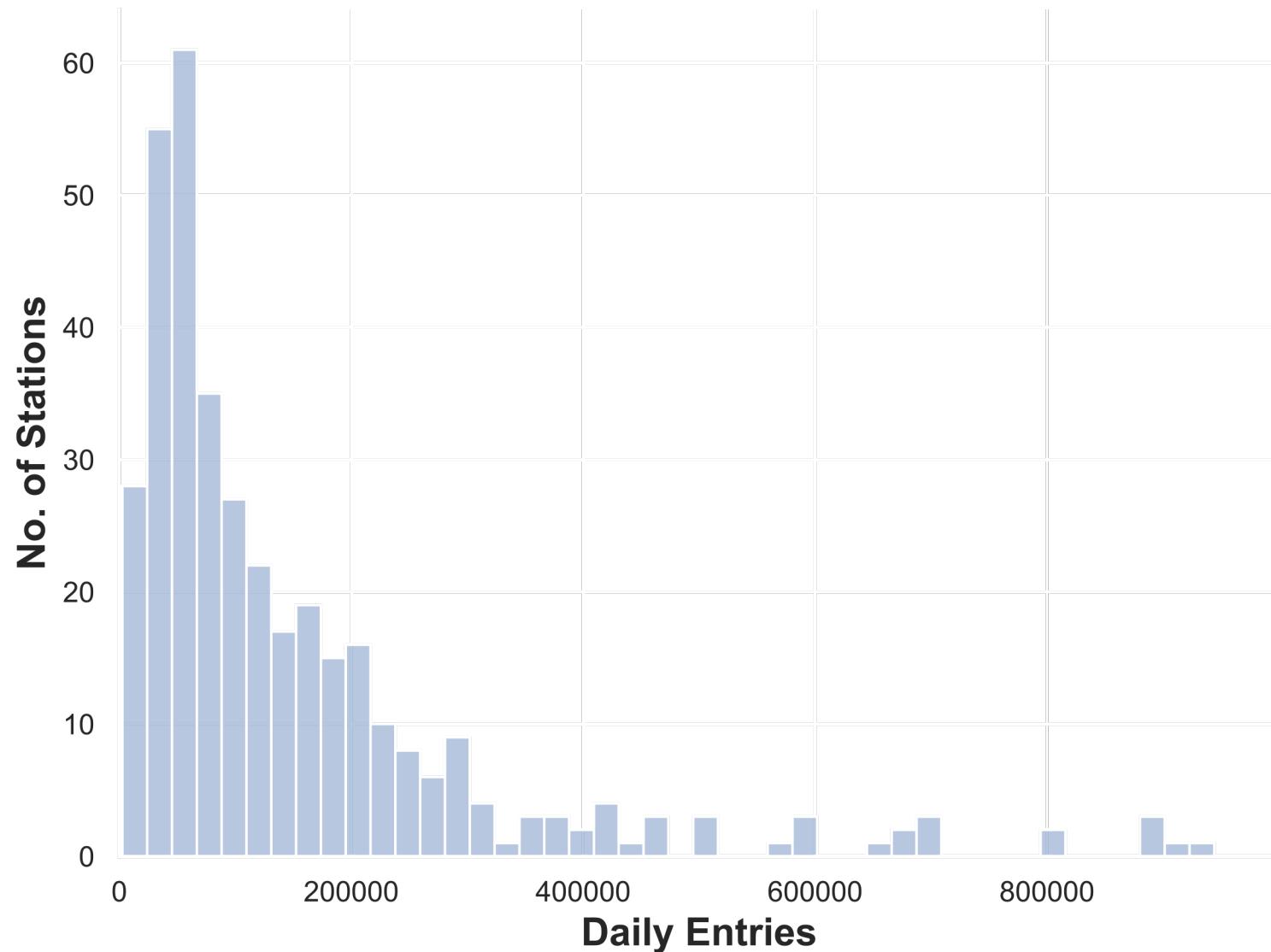


- Four weeks of July 2019 MTA turnstile data
- 472 Stations
- 20.7M NYC metro area residents
- Pandas, matplotlib, seaborn

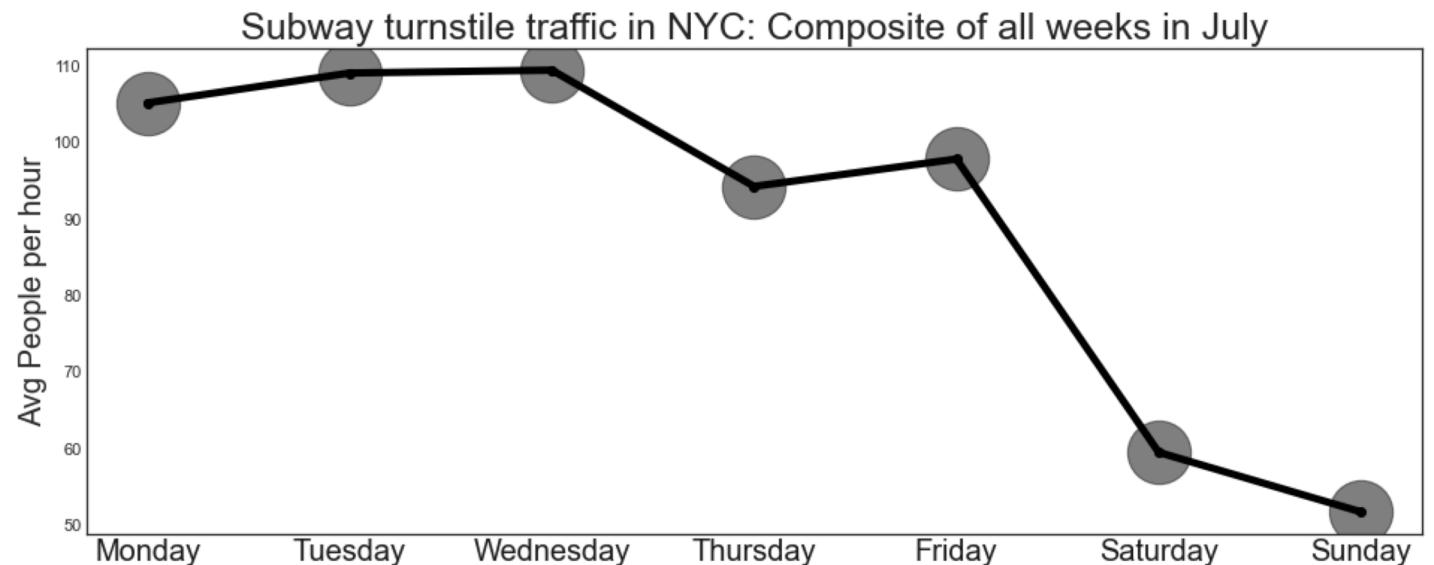
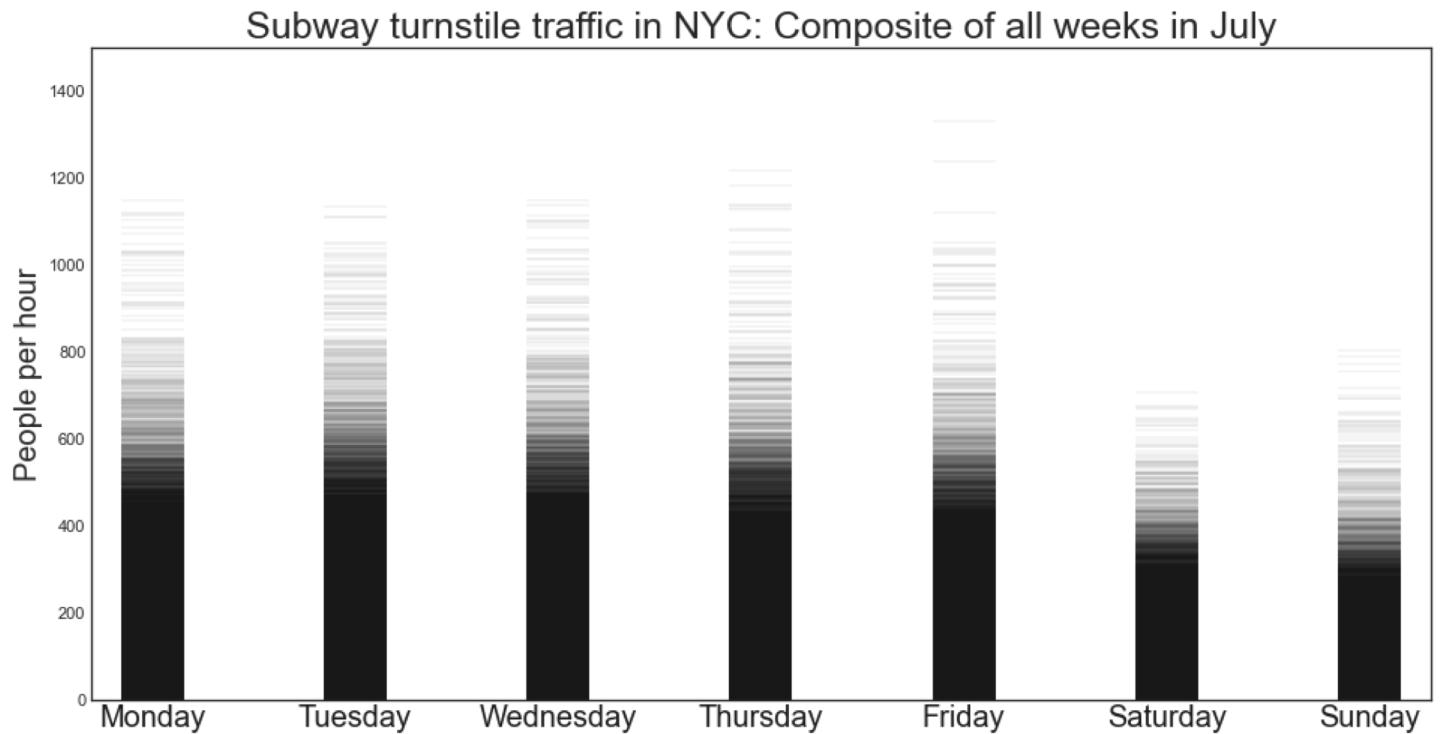
## Busiest Stations (Median Entries)



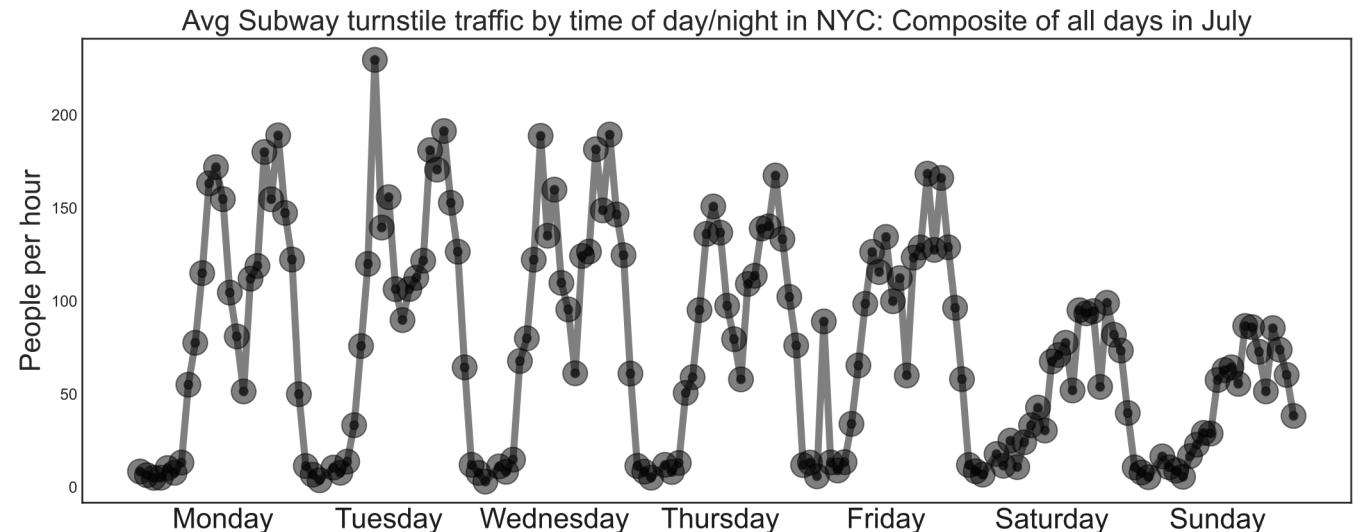
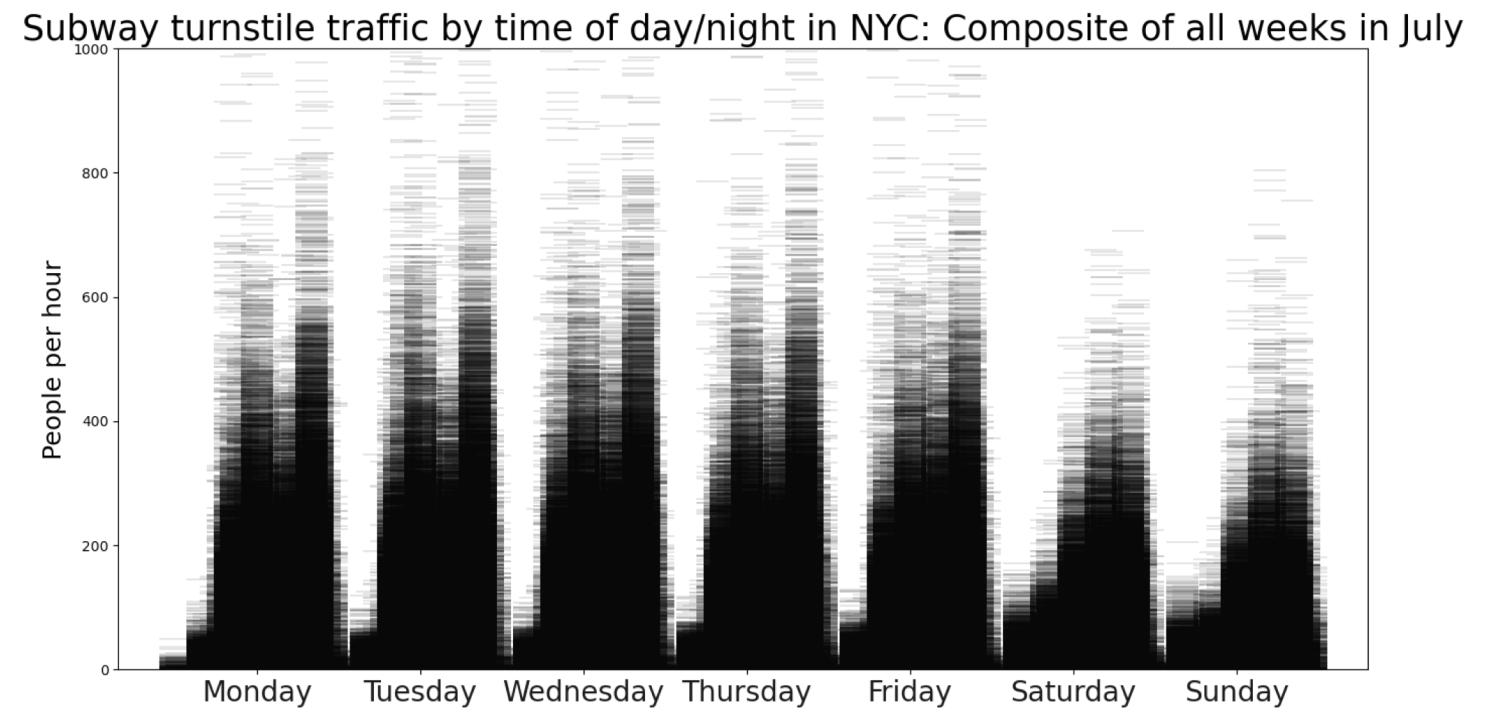
## Distribution of Traffic Across Stations



# Turnstile Fluctuation By Day



# Turnstile Fluctuation By Time During The Week



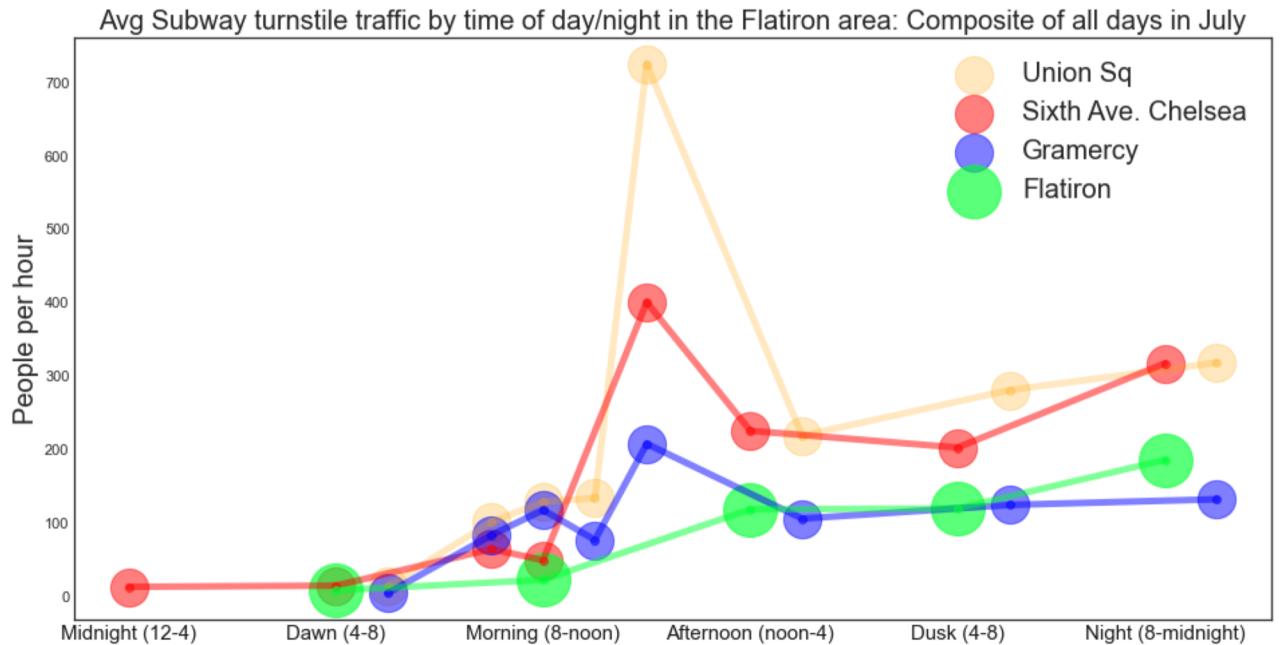
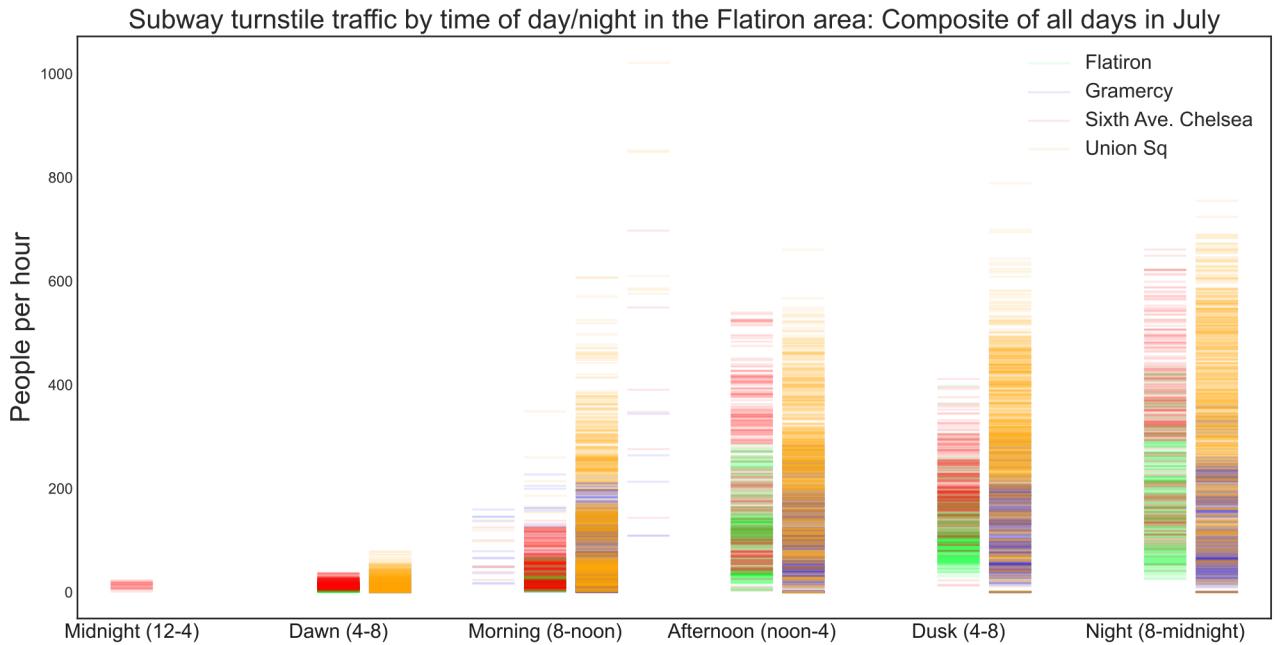
# Location, Location, Location



The Flatiron district: NYC's tech hub

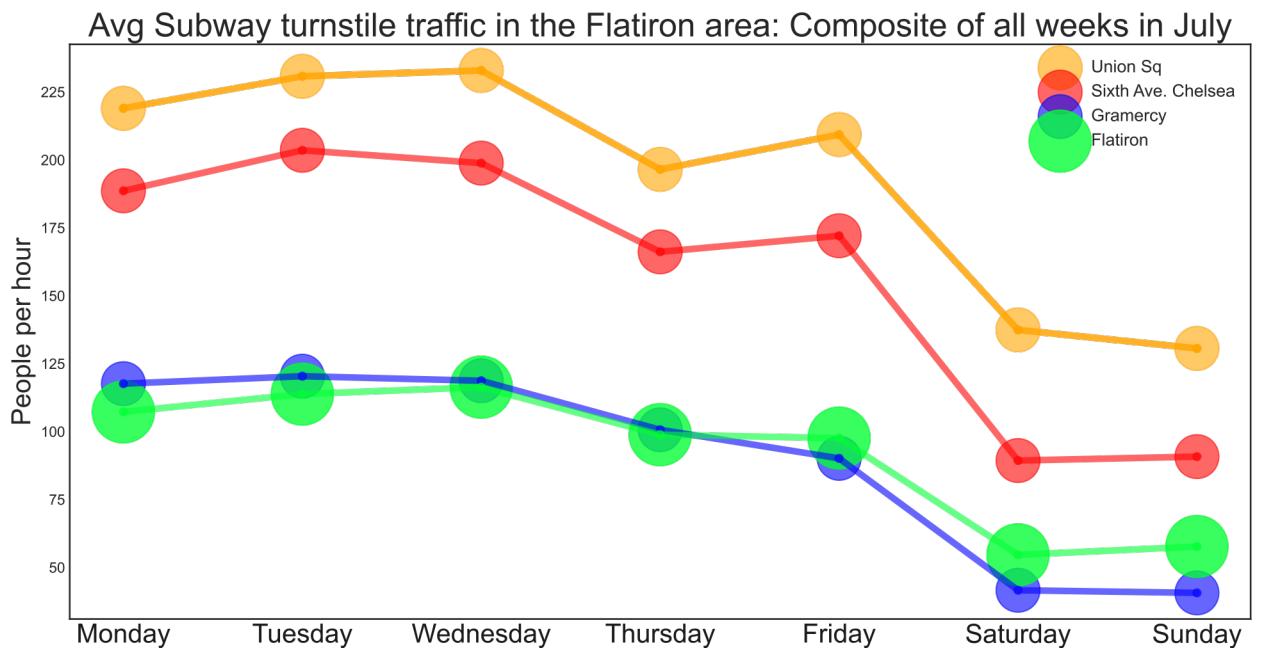
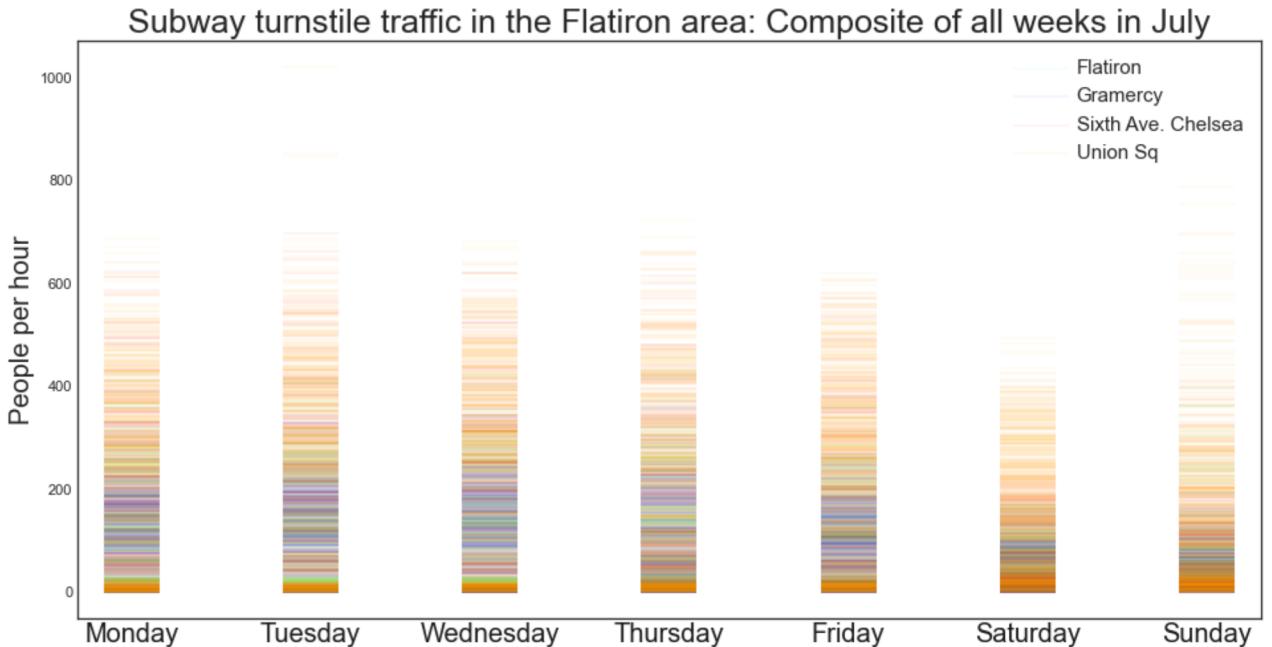
# The Flatiron district: NYC's tech hub

Four subway stops in the area



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Four subway stops in the area

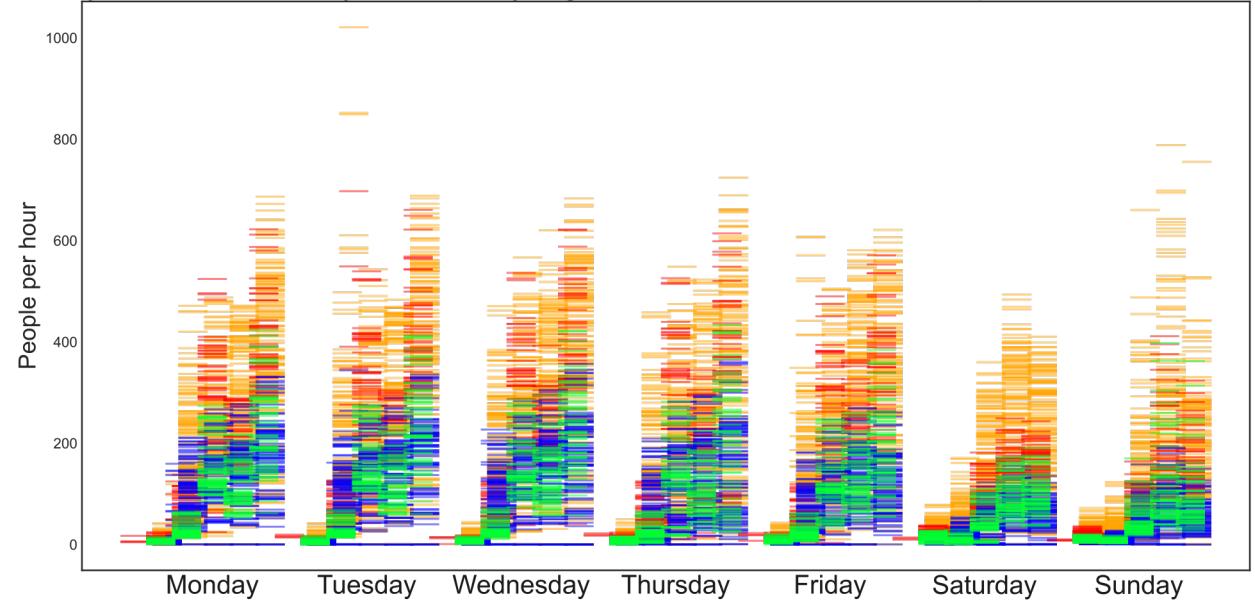


# The Flatiron district: NYC's tech hub

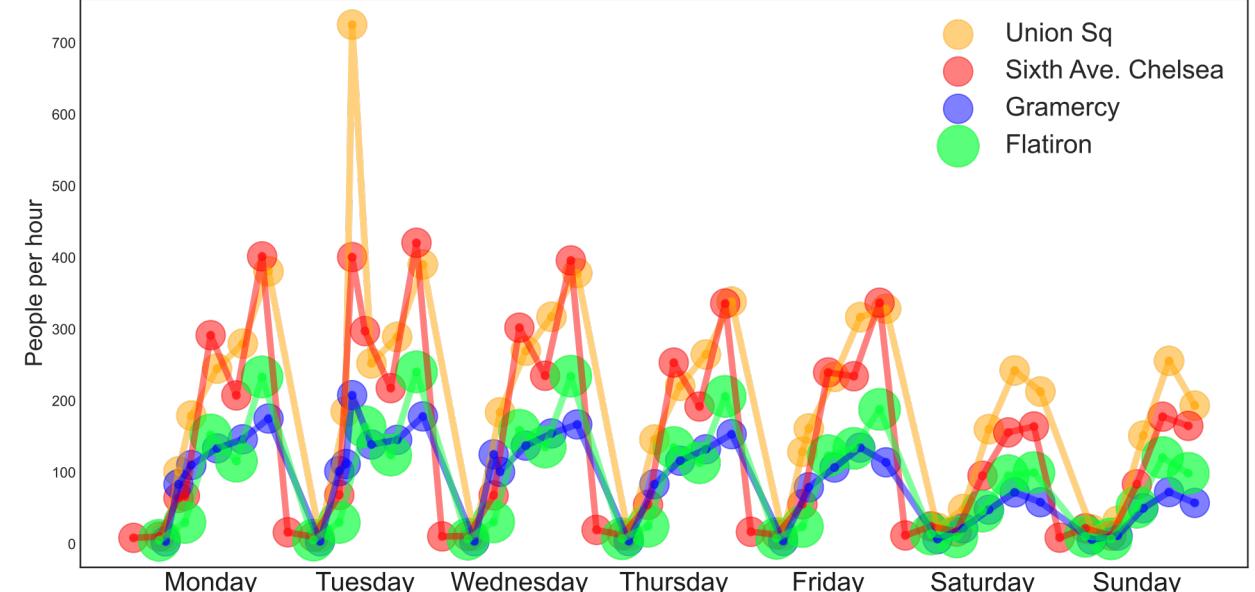
Four subway stops in the area



Subway turnstile traffic by time of day/night in the Flatiron area: Composite of all weeks in July

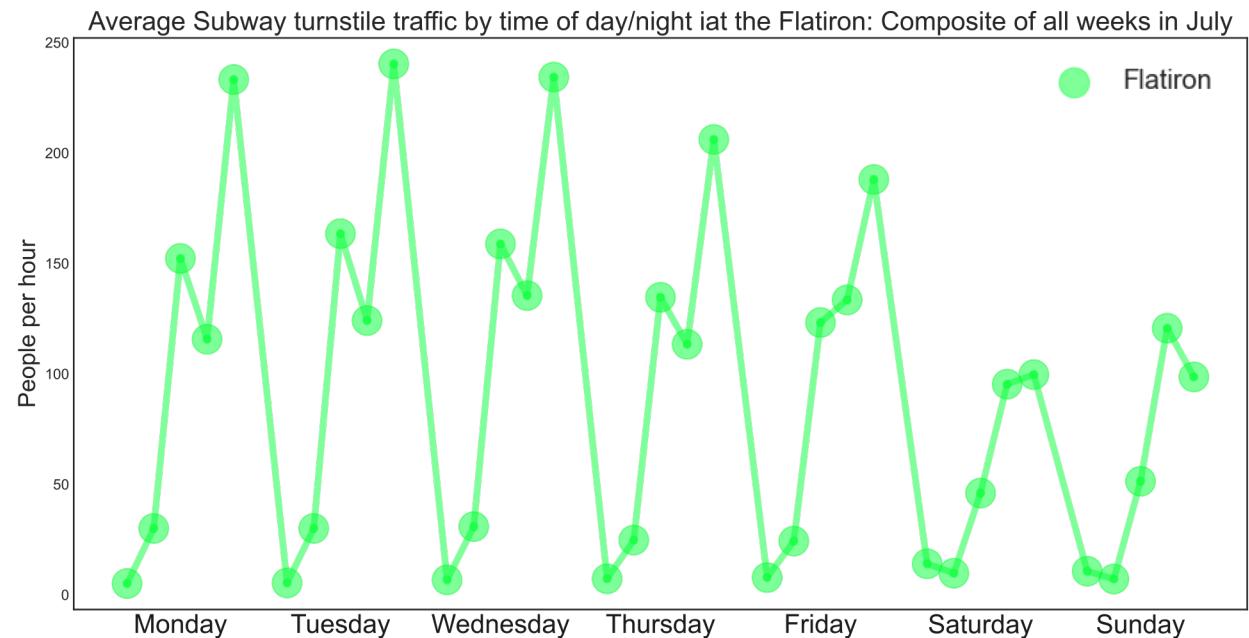
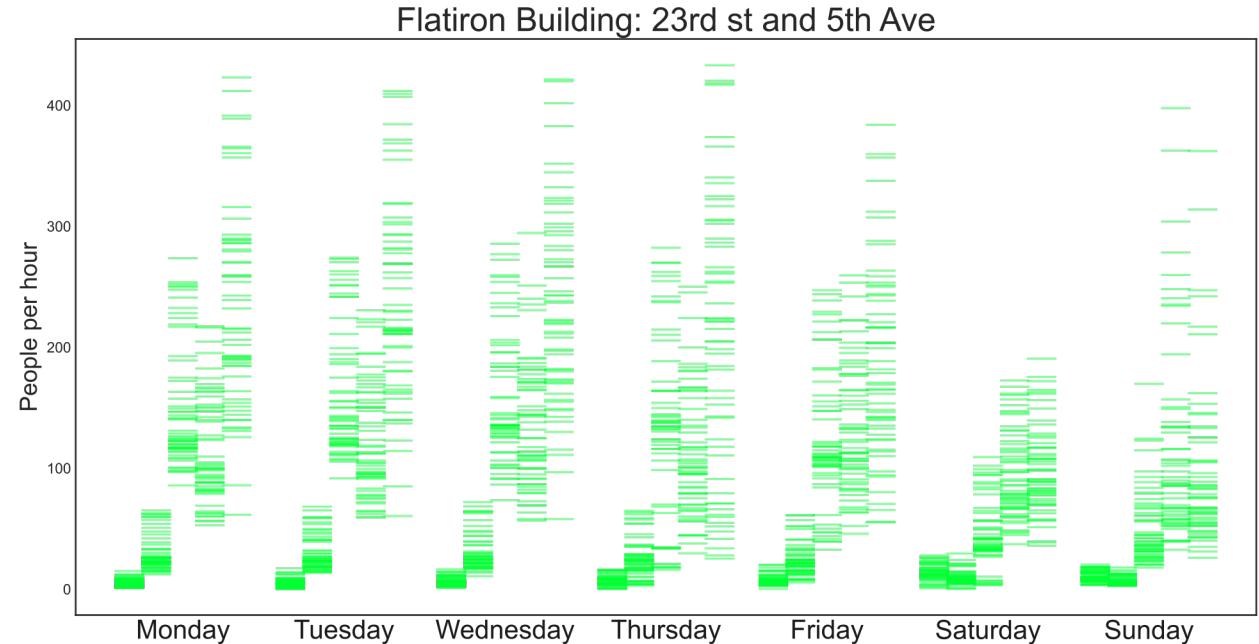


Average Subway turnstile traffic by time of day/night in the Flatiron area: Composite of all weeks in July



# The Flatiron district: NYC's tech hub

The Flatiron building subway stop: 23<sup>rd</sup> and 5<sup>th</sup> Ave



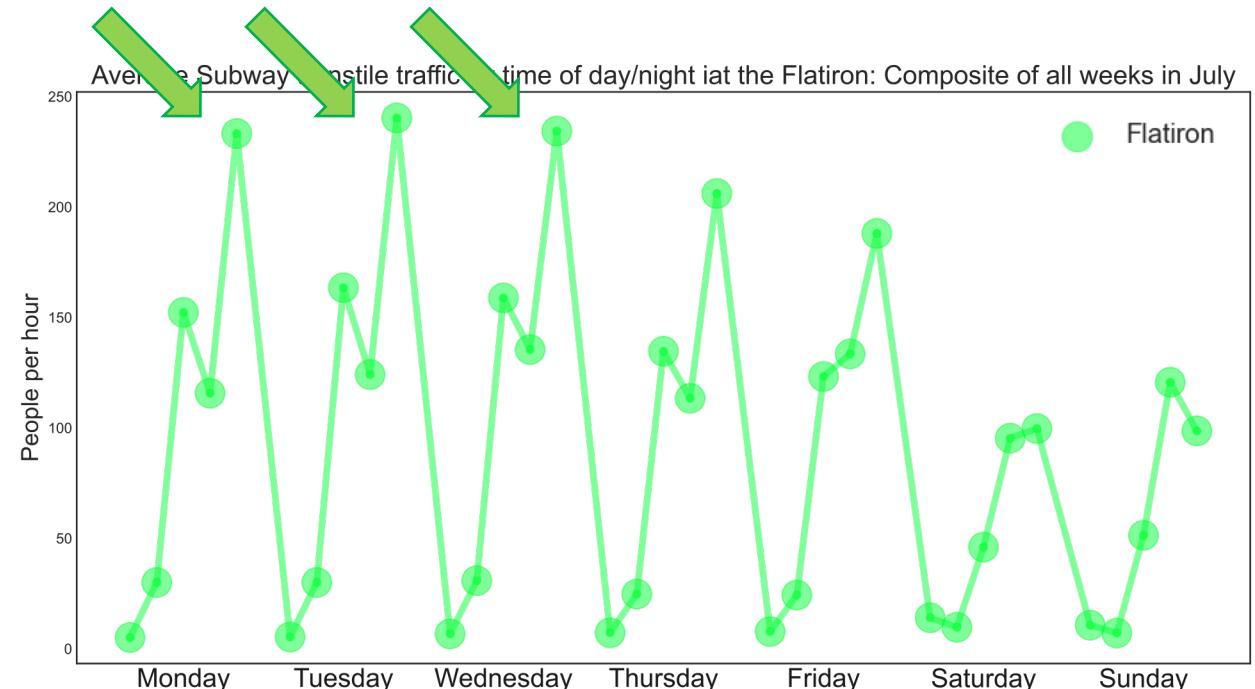
# First Recommendation

The Flatiron building subway stop: 23<sup>rd</sup> and 5<sup>th</sup> Ave



Flatiron, 23rd st at Broadway and 5<sup>th</sup> Ave

8pm to midnight , Monday, Tuesday, Wednesday



# Location, Location, Location



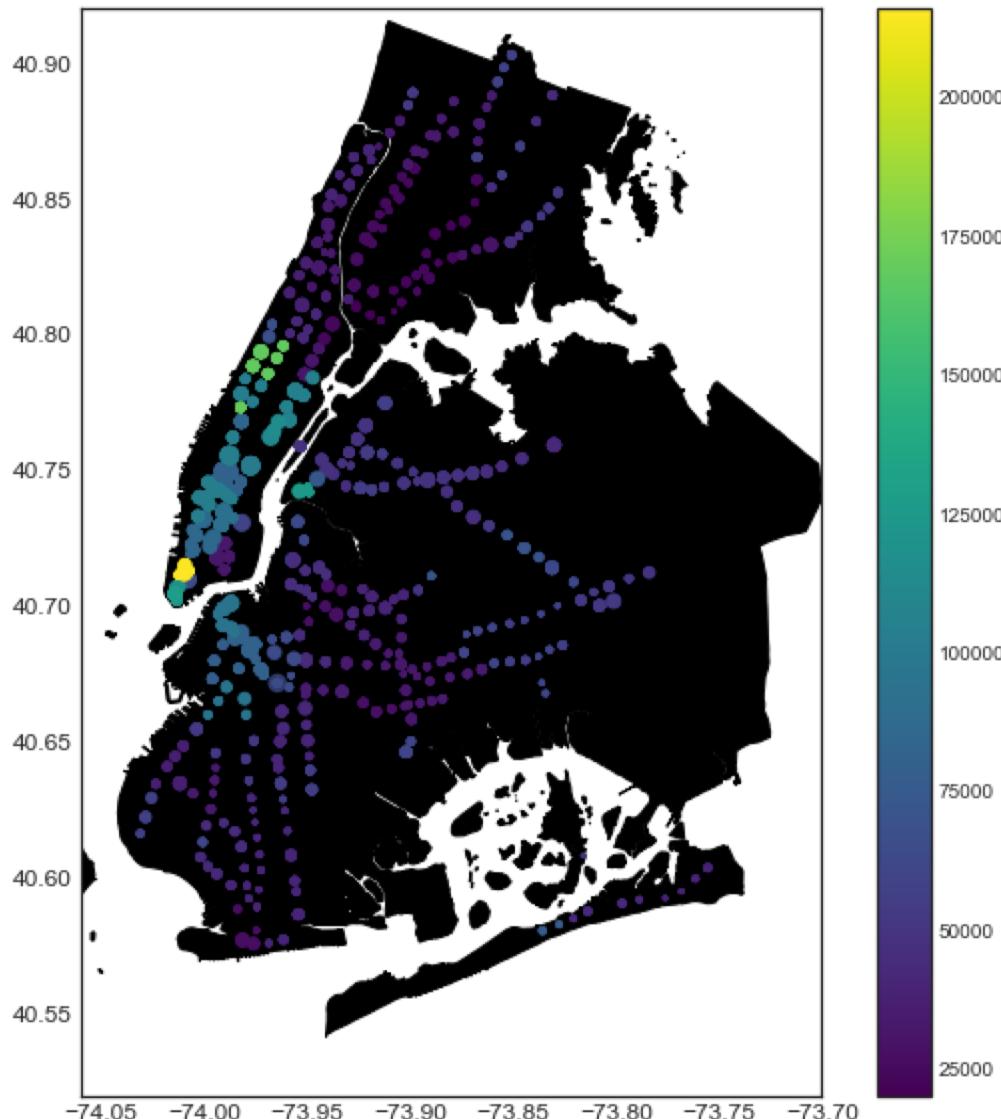
High-income neighborhoods



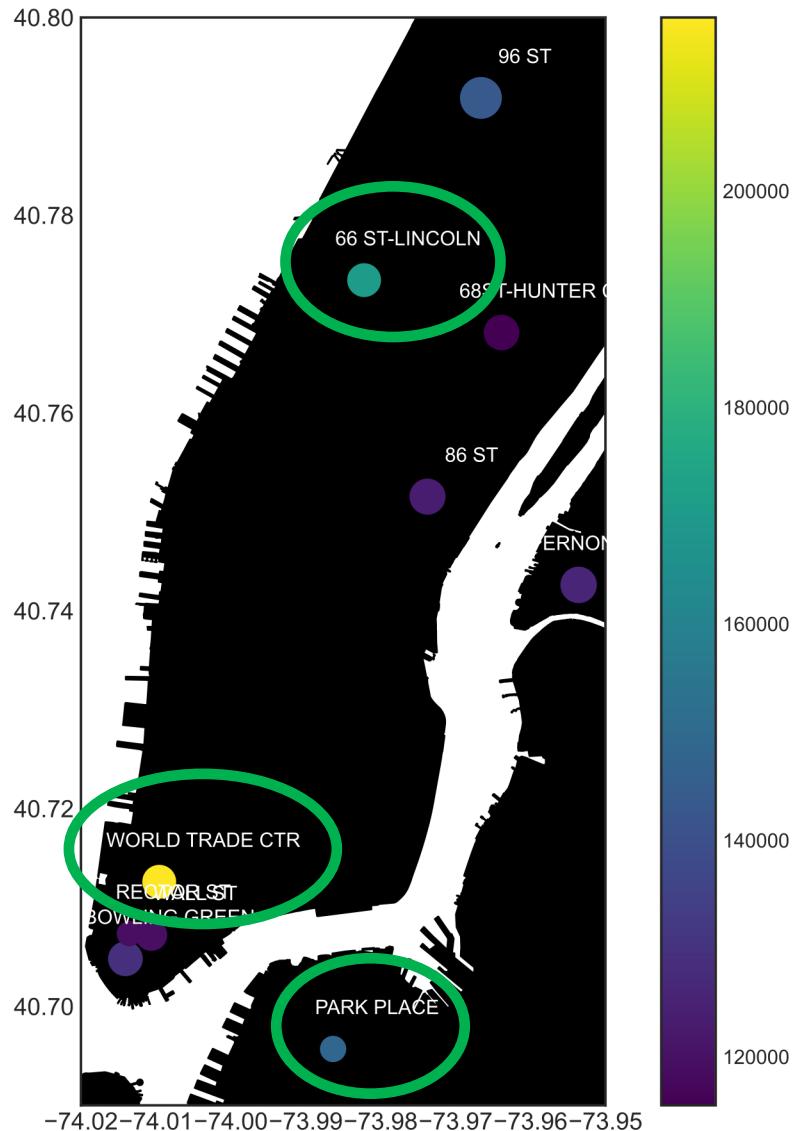
# Show me the Money!



# Median Household Income by NYC Subway Locations



# Top 10 Subway Stations by Household Income



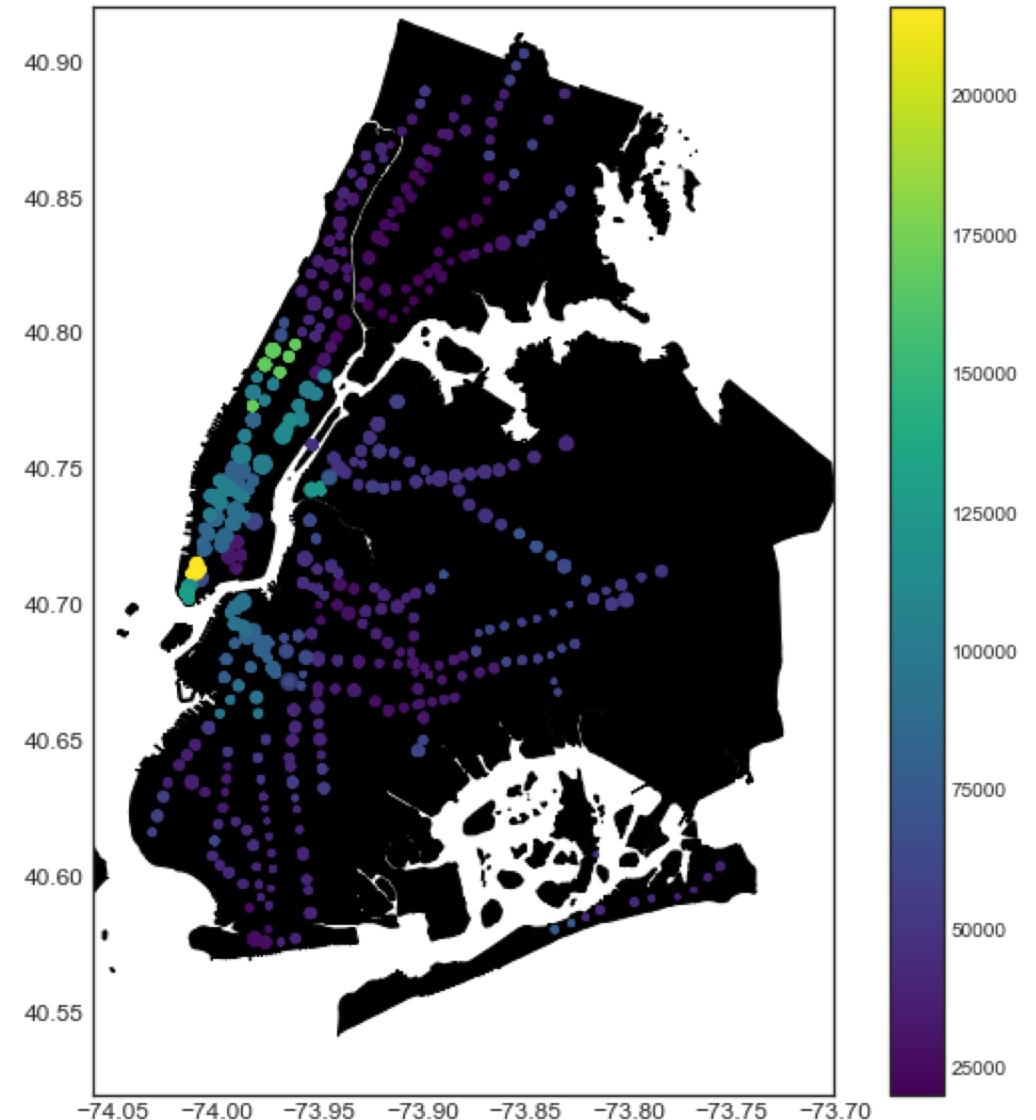
Top 3



Subway Station	Median HH Income
WORLD TRADE CTR	\$ 216,037
66 ST-LINCOLN	\$ 170,630
PARK PLACE	\$ 148,397
96 ST	\$ 143,436
BOWLING GREEN	\$ 129,574
VERNON-JACKSON	\$ 125,871
86 ST	\$ 123,803
RECTOR ST	\$ 119,274
WALL ST	\$ 119,274
68ST-HUNTER CO	\$ 115,519

# Location, Location, Location

Pursuing a second recommendation,  
by focusing on high-income  
neighborhoods



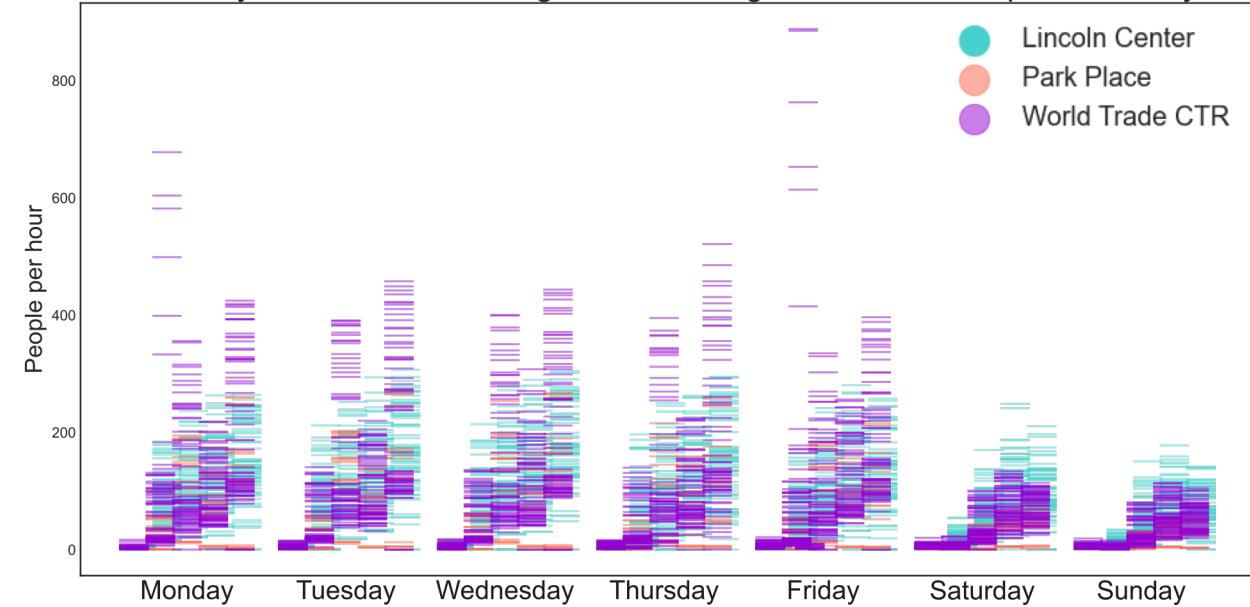
# High-income neighborhoods

Choose any from among these

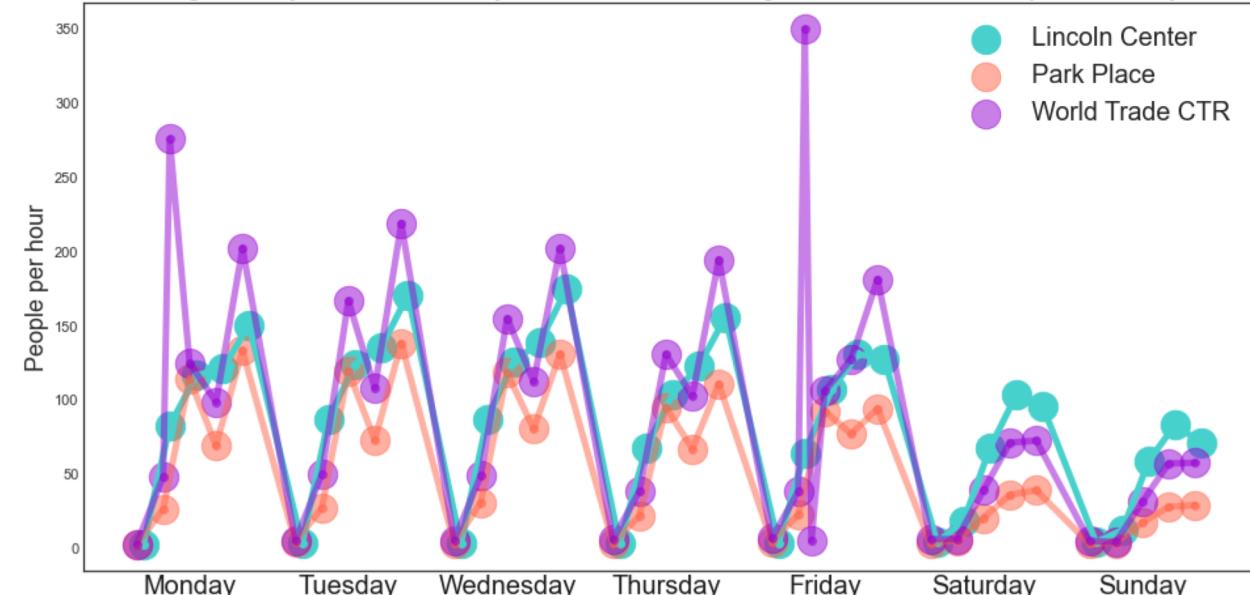
- World Trade CTR
- Lincoln Center
- Park Place



Subway turnstile traffic in high income Neighborhoods: Composite of July



Avg Subway turnstile traffic by time of the week in high-income Areas: Composite of July

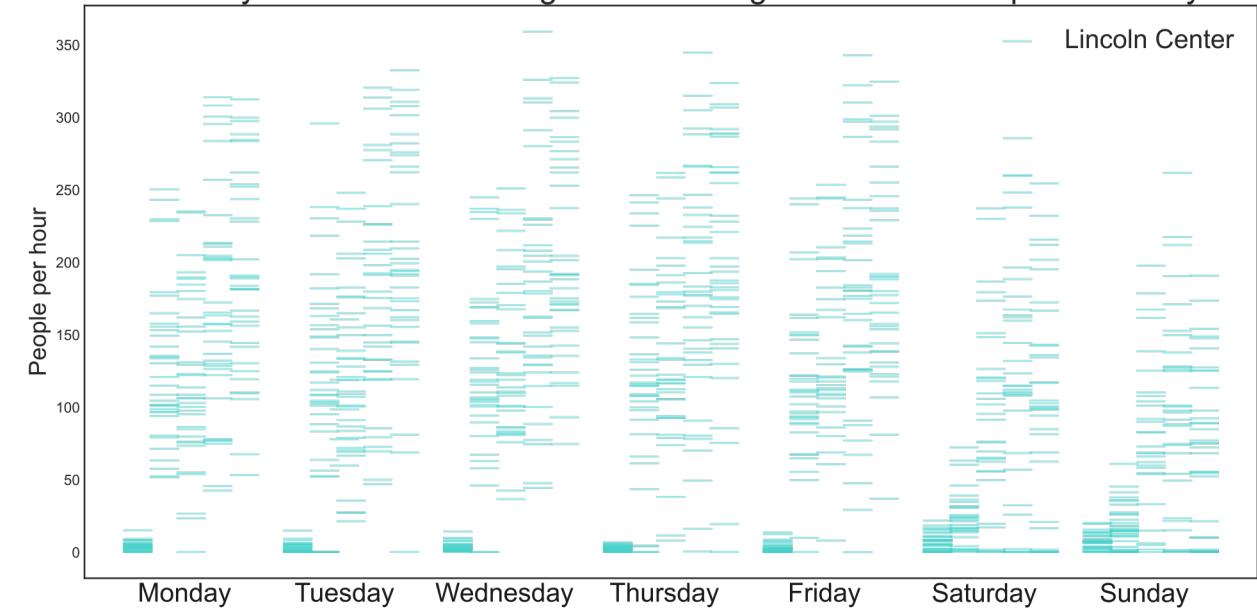


# High-income neighborhoods:

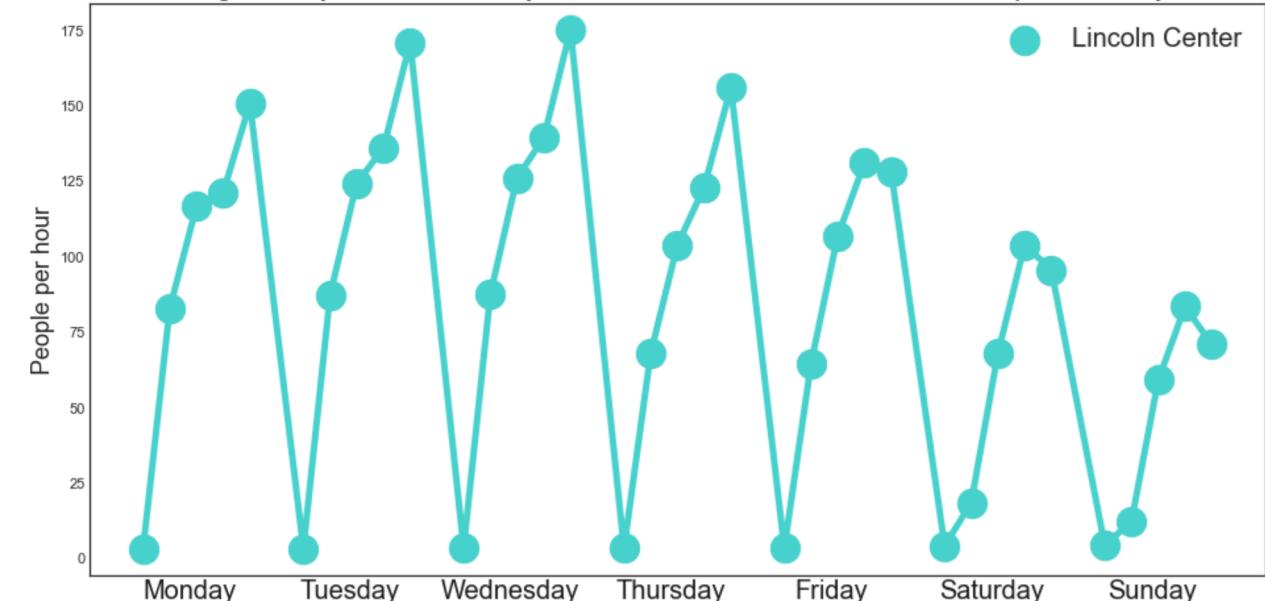
- World Trade CTR
- Lincoln Center
- Park Place



Subway turnstile traffic in high income Neighborhoods: Composite of July



Avg Subway turnstile traffic by time of the week at Lincoln Center: Composite of July



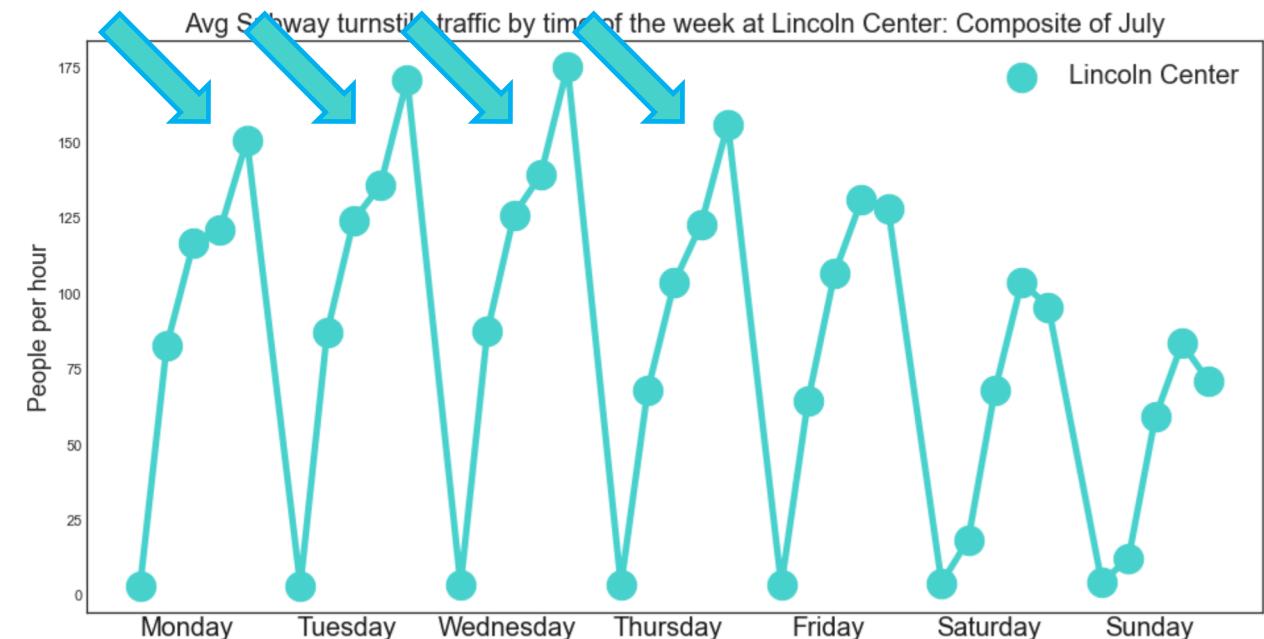
# Second Recommendation

The subway stop: 66<sup>th</sup> Street and Broadway, Lincoln Center

## Lincoln Center



12 noon to midnight , Monday through Thursday



# SUMMARY

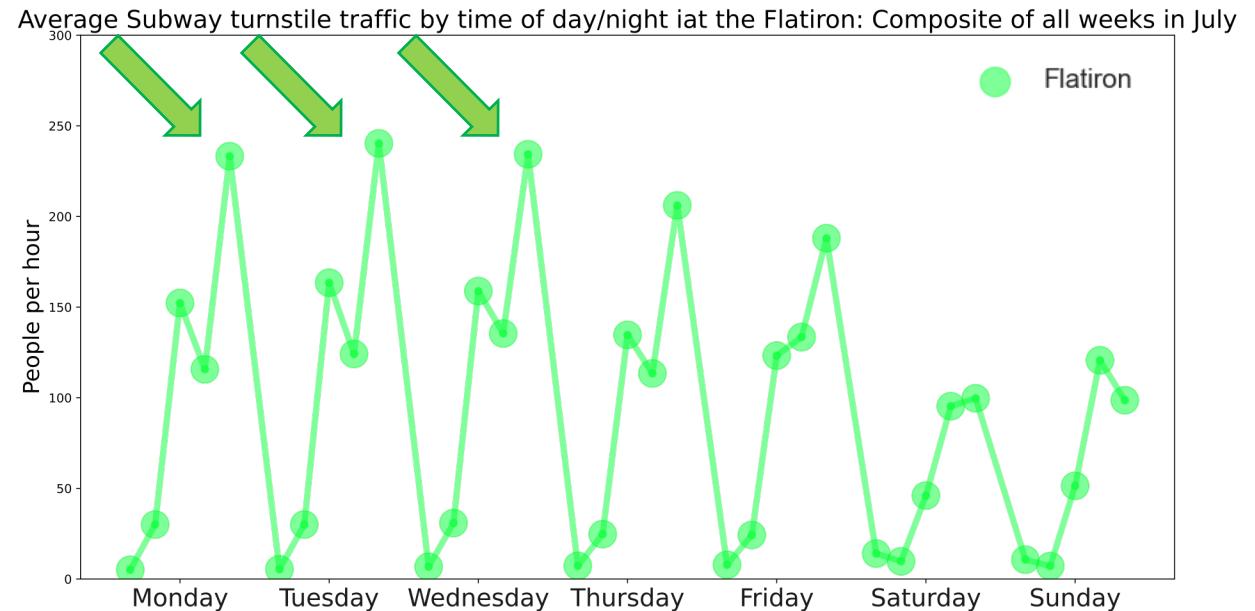
## Flatiron



And possibly the other three subway stops in the area:

- Gramercy
- 23<sup>rd</sup> st. and 6<sup>th</sup> Ave
- Union Square

8pm to midnight , Monday, Tuesday, Wednesday



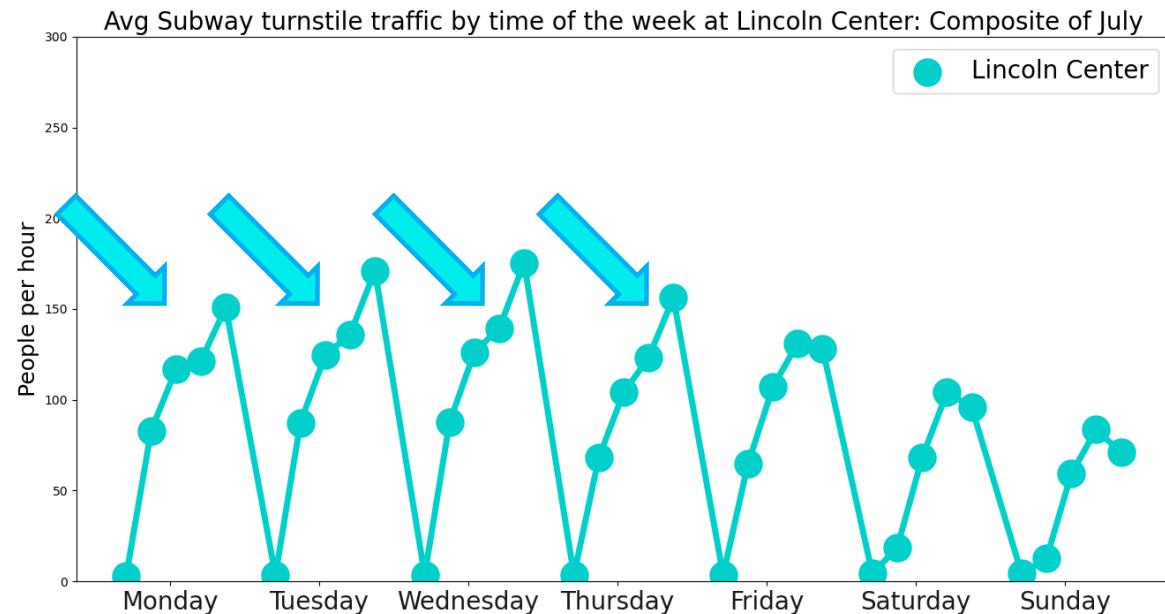
## Lincoln Center



Or

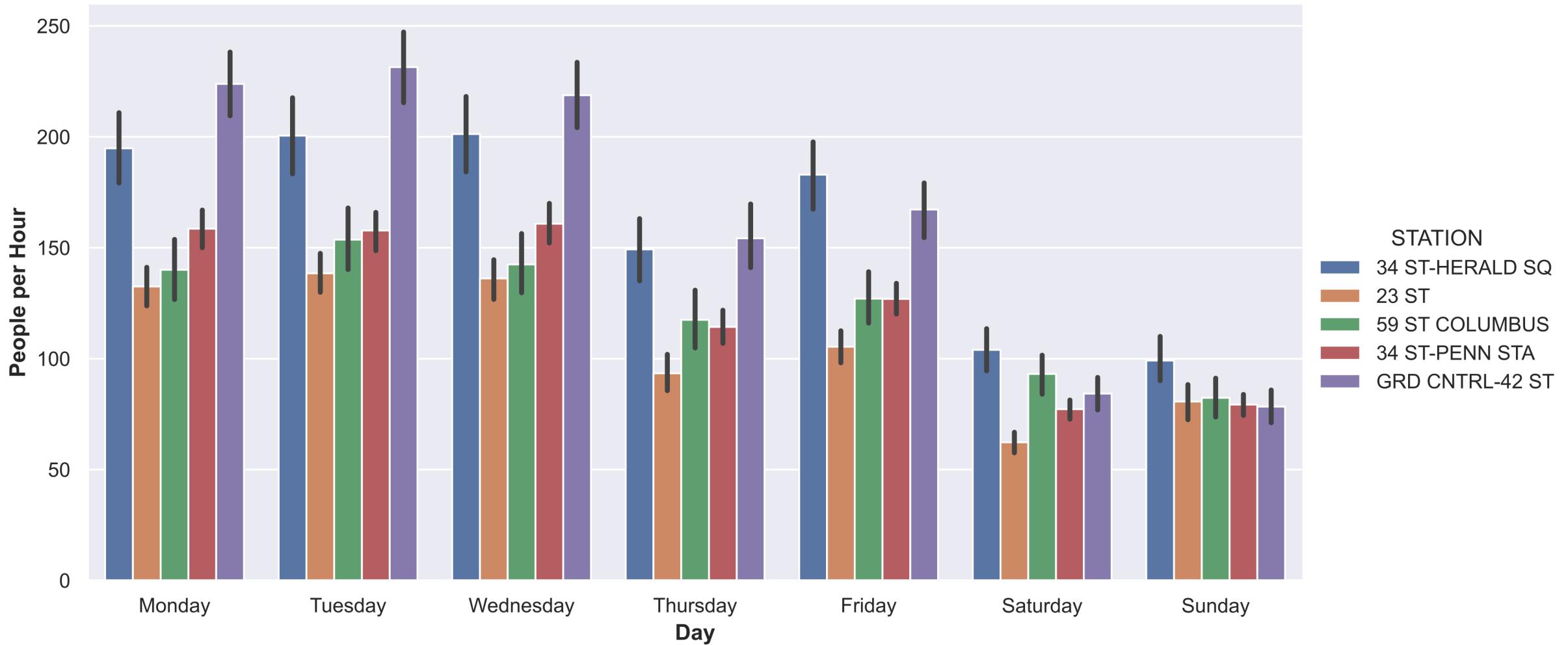
- World Trade CTR
- Park Place

12 noon to midnight, Monday through Thursday



# APPENDIX

### Traffic by Day per Station



# Turnstile Fluctuation By Time of Day

