



WomenTechWomenYes Gala Soliciting Recommendations



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Motivation

- WomenTechWomenYes's mission
 - "Increase the Participation of Women in Technology"
- Solicit & spread awareness
 - Fill Event Space
 - Raise Funds

Goals

- Target high volume NYC Subway stations
- Target Manhattan area
 - Highest per capita income
 - Largest percentage with a Bachelor's Degree or higher

Approach

- Target data is for Exits and Evenings only.
- Eliminate stations with high “commuter effect”
 - Port Authority, Penn Station, Grand Central, Herald SQ, Times SQ (tourists)



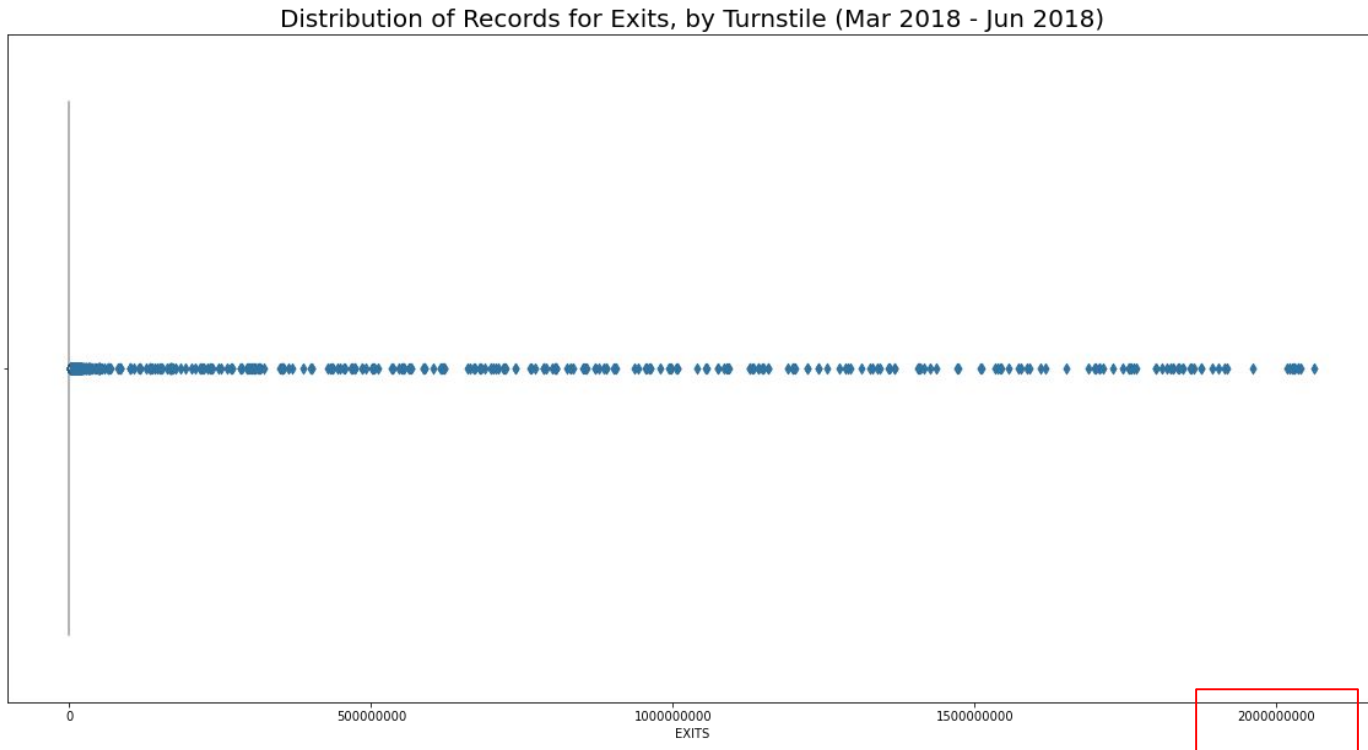
What is our data telling us?



What is our data telling us?

Hm... hard to see...

Lets try narrowing
the x-axis range.

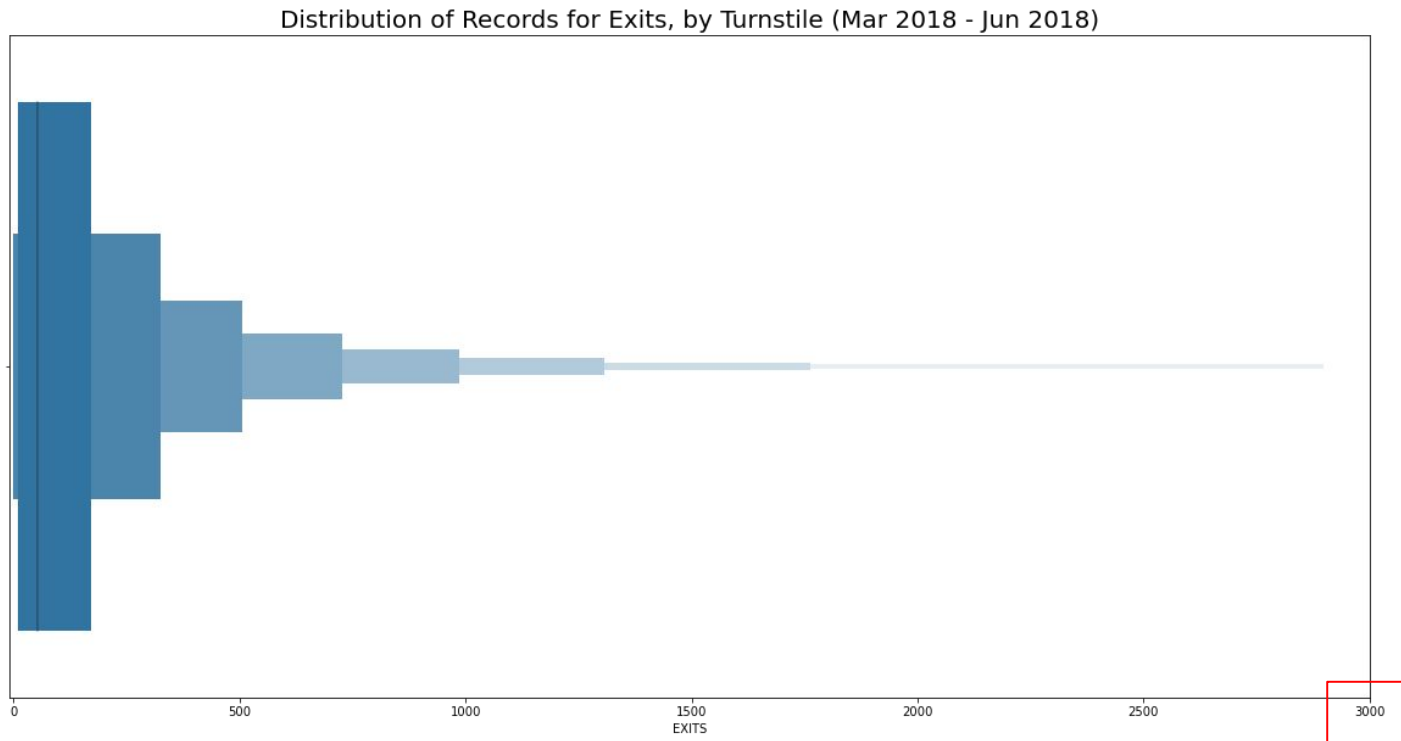


What is our data telling us?

Much better.

Looks like **most** of
Turnstile **Records**
are **less than 3,000**.

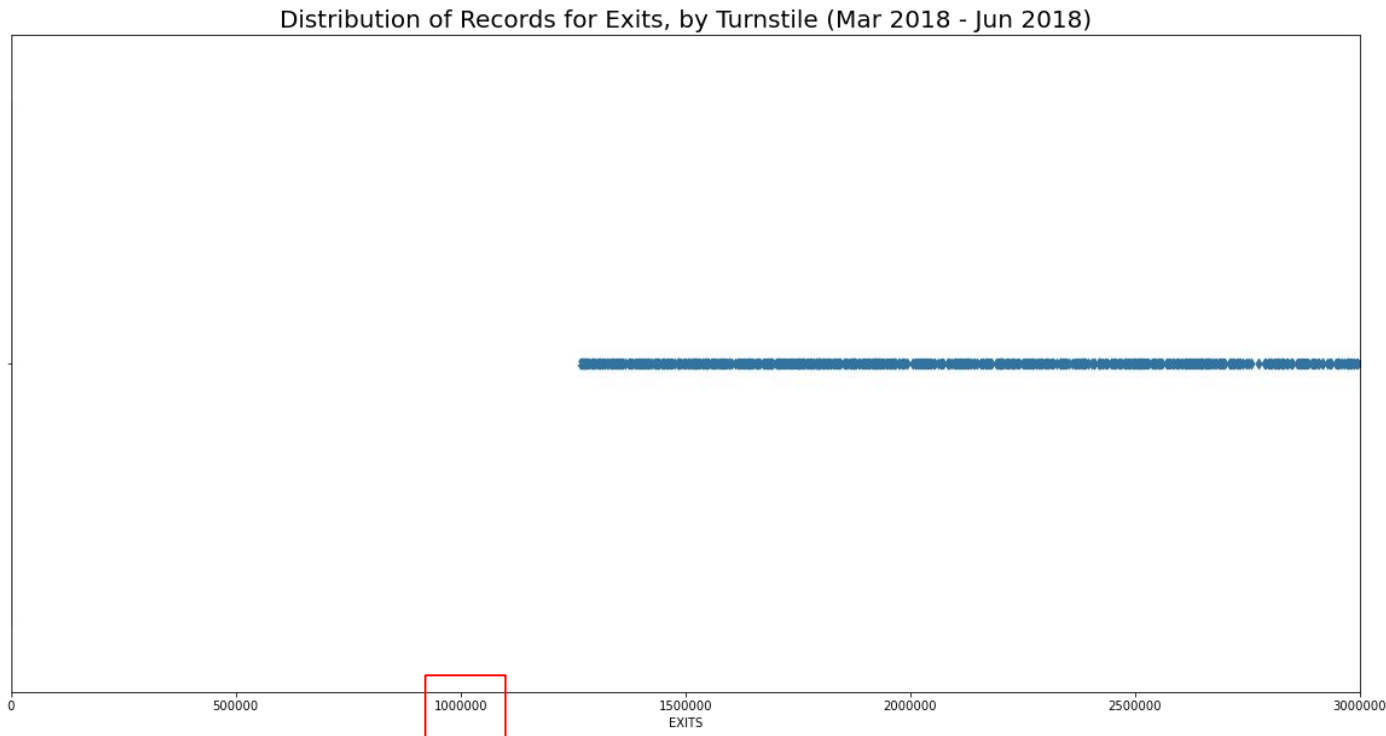
But where do our
outliers start...?



What is our data telling us?

Outliers start after
1 million.

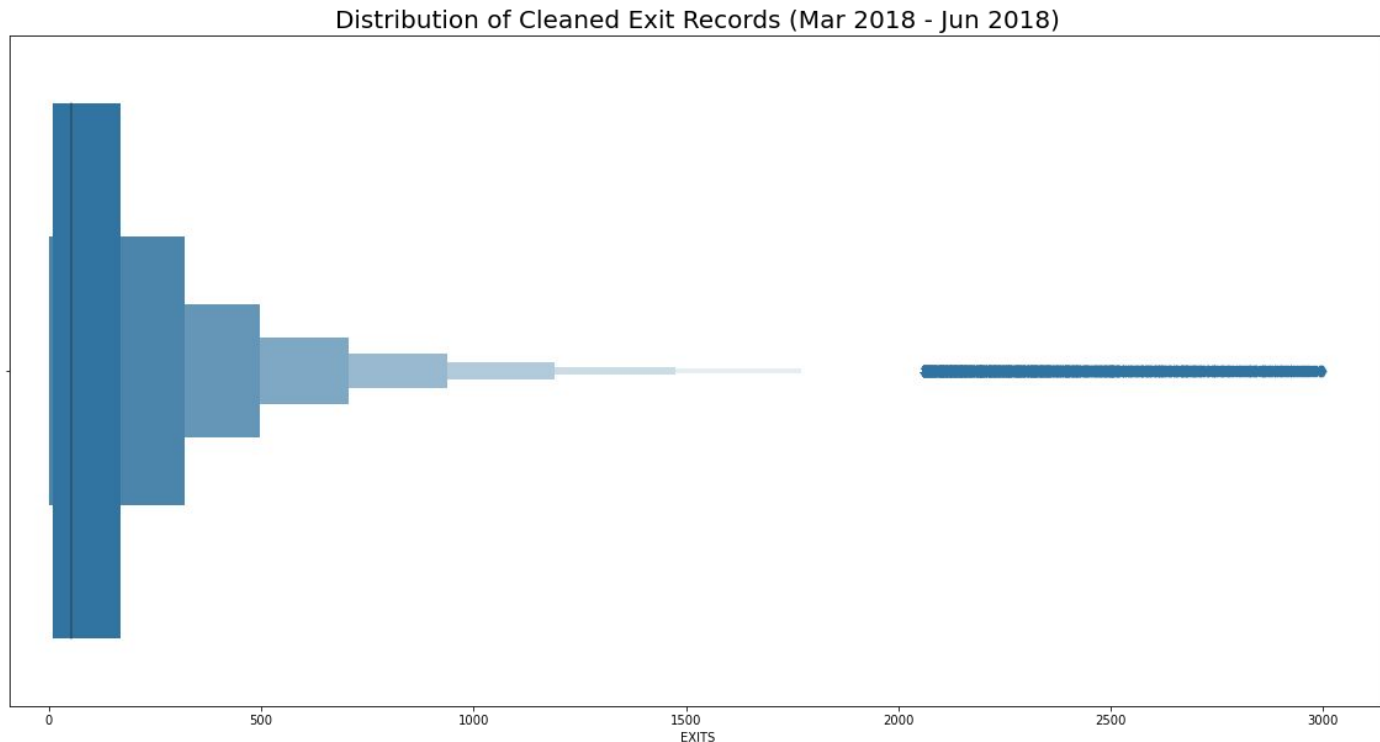
Safe to assume no
one turnstile
incremented 1
million in 4 hours.



What is our data telling us?

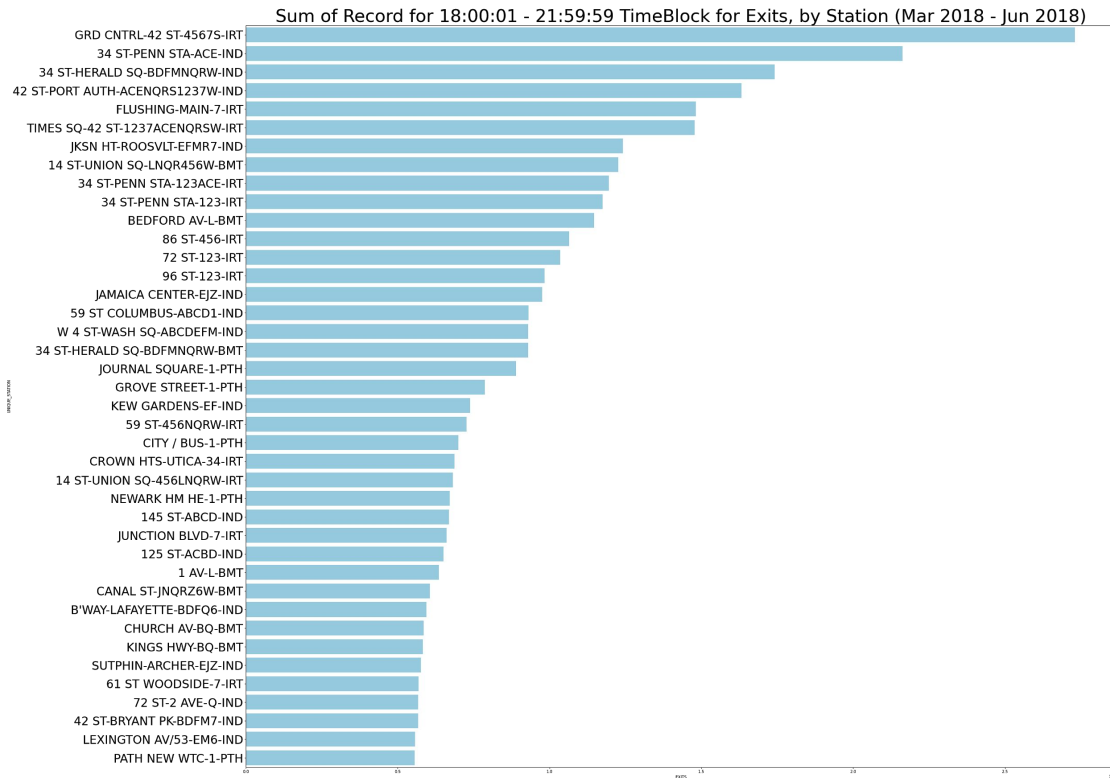
We **removed** any
records above
3,000 (<1% of data)

Here is how the
data is distributed
after bad data is
removed.

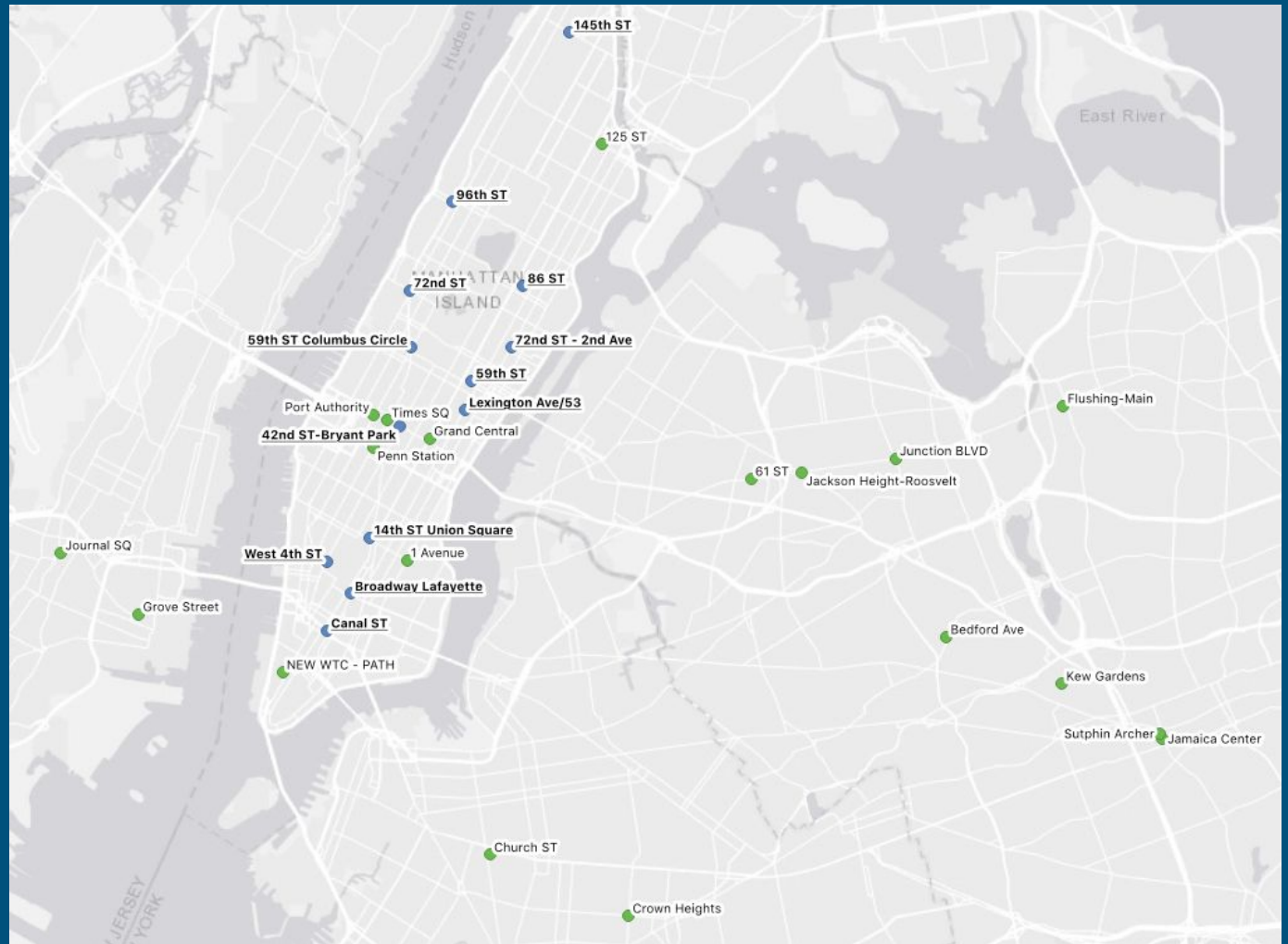


Results - Targeting Subway Stations with Data

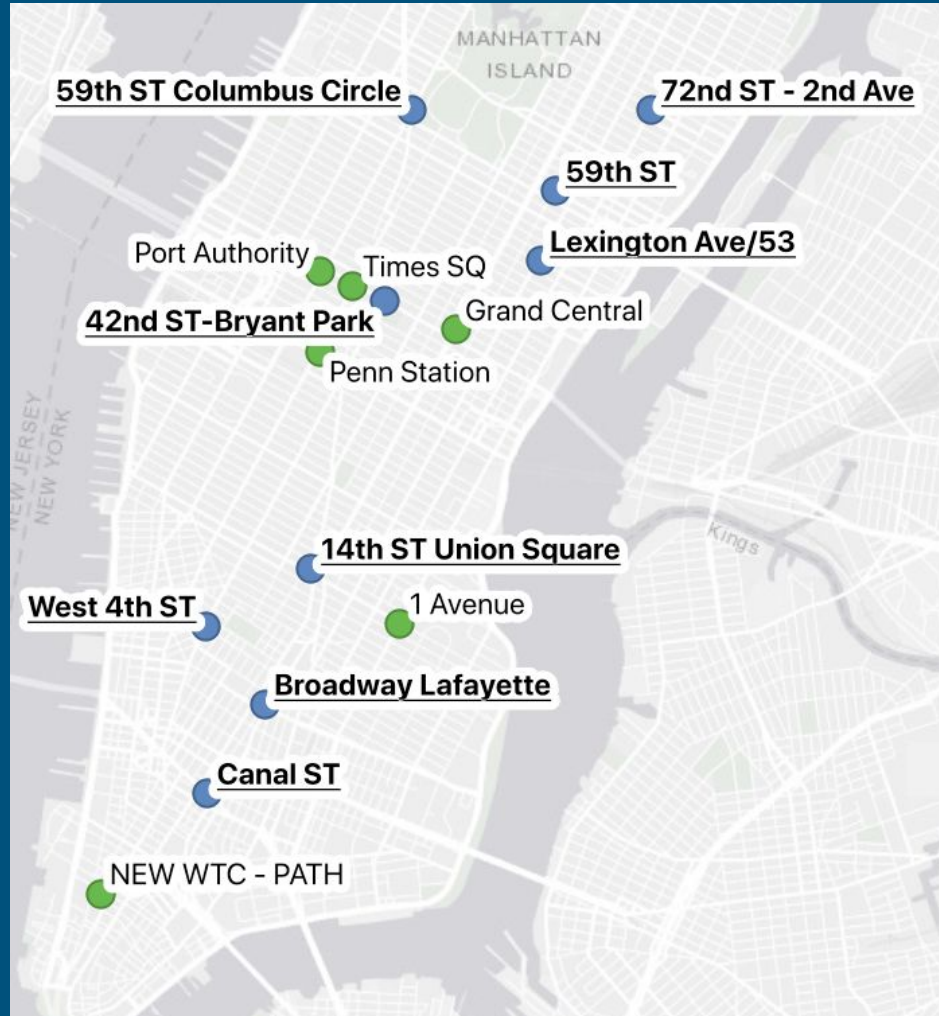
Weekly MTA
turnstile data
from March
2018-June
2018



Map of Highest Volume of Exits in the Evening



Map of Target Stations- Lower Manhattan



Map of Target Stations- Upper Manhattan



Recommendation

- Teams of 2 soliciting at 13 target stations
- Collect at least 2 days for each station, 6pm to 10pm
- Outgoing volunteers/employees with a passion for the cause
- Collect data on:
 - Age
 - Sex
 - Ethnicity
 - Education
 - Interest
 - Subway Station

Q&A

Thank you!