# WTWY - Initial Analysis

Women Tech Women Yes (WTWY) are looking to increase not only the attendance to their yearly summer gala, but also to increase awareness around their organizations value: the disparity of women in the tech industry when compared to men.

My initial analysis to present is a high level view of the busiest subway stations in NYC. The MTA provides a database on their website of turnstile entrances/exits per subway station. Given that WTWY has street teams available to hand out flyers and marketing, the busiest subway stations in the city would provide a quick response on where deploying teams could have the largest impact. Given that the client did not specify an exact date for the summer gala, or what their marketing strategy entails (how far ahead in the year they are planning to market) - the data represented below is of the top 20 busiest subway stations for Spring 2021 onwards (March 21' - Present).
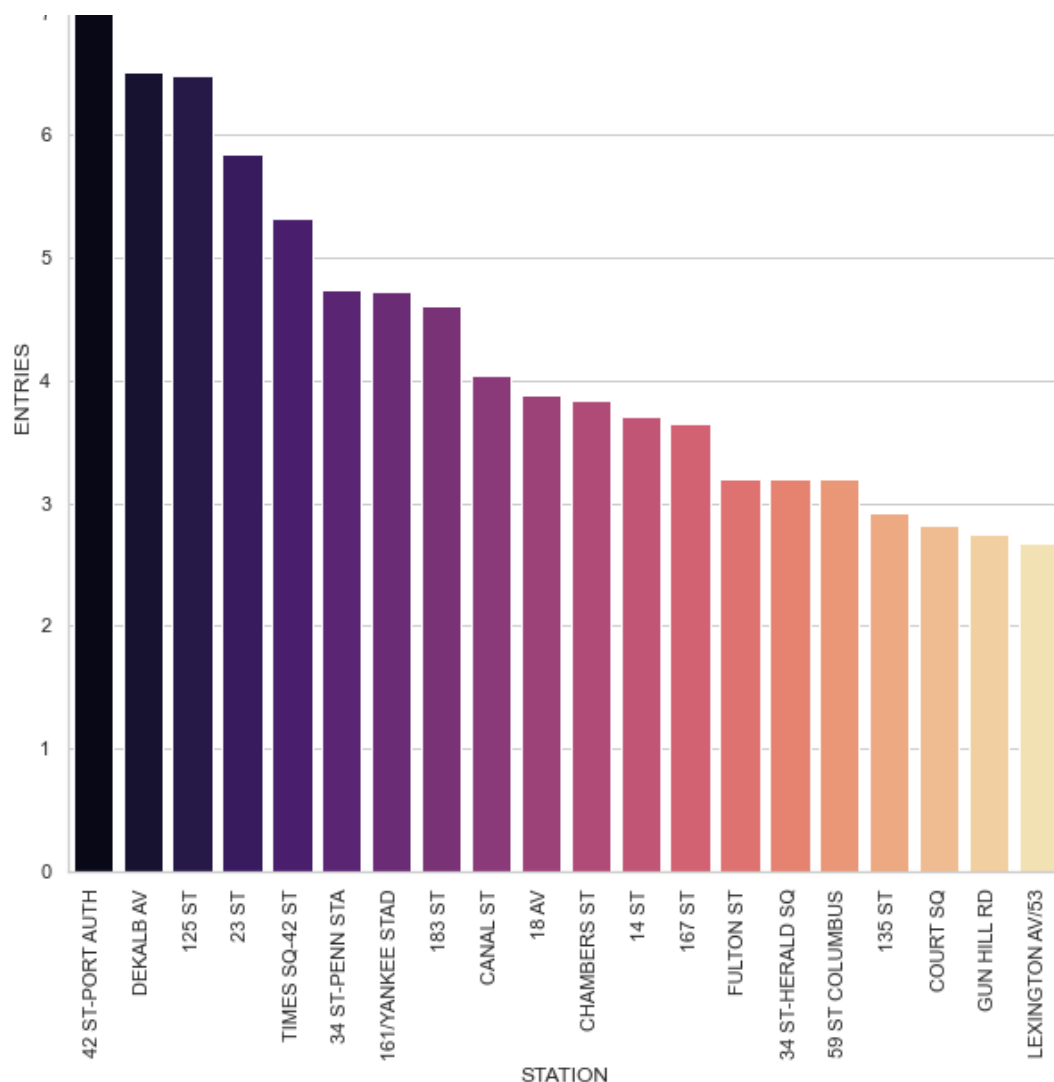
The data used compiled together the unique turnstile data given by the MTA (noted in their database by columns such as: 'C/A', 'SCP', and 'UNIT') and analyzed the entries on a daily basis. 42 ST- Port Authority, Dekalb Avenue, 125th Street, 23rd Street, and Times Sq- 42nd Street were the busiest stations observed.

Looking Forward:

This analysis however, is not complete. While we can note the busiest stations in the MTA for the given time frame, the next step in analysis is to take a closer look at the top 5 stations, and further analyze what trends we can notice in uptick in foot traffic. We can do this both by taking a look and visualizing the overall traffic increase or decrease in a line graph beginning from Spring and heading towards summer. Similarly, there is a correlation in times throughout the day on certain weekdays or weekends that traffic may be higher in order to further produce an effective marketing strategy for WTWY.