

WTWY Street Team Recommendations

by Browning, Jaydon, Jit, and Jon



Project Goal

Raise awareness and maximize attendance
for WomenTechWomenYes Gala

Approach

Distribute leaflets and collect signatures



Task at Hand

Determine which subway entrances will yield the highest rate of signups

General Assumptions

Financially empowered individuals will contribute more

More Foot Traffic = More Signups

Men and Women ride equally



Our Data

Data Source	Reason	Parameters
MTA Turnstile Data for May 2017	Determine Foot traffic by station	Stations with max swipes
	Determine busiest times of day	Busiest stations by traffic during four hour window

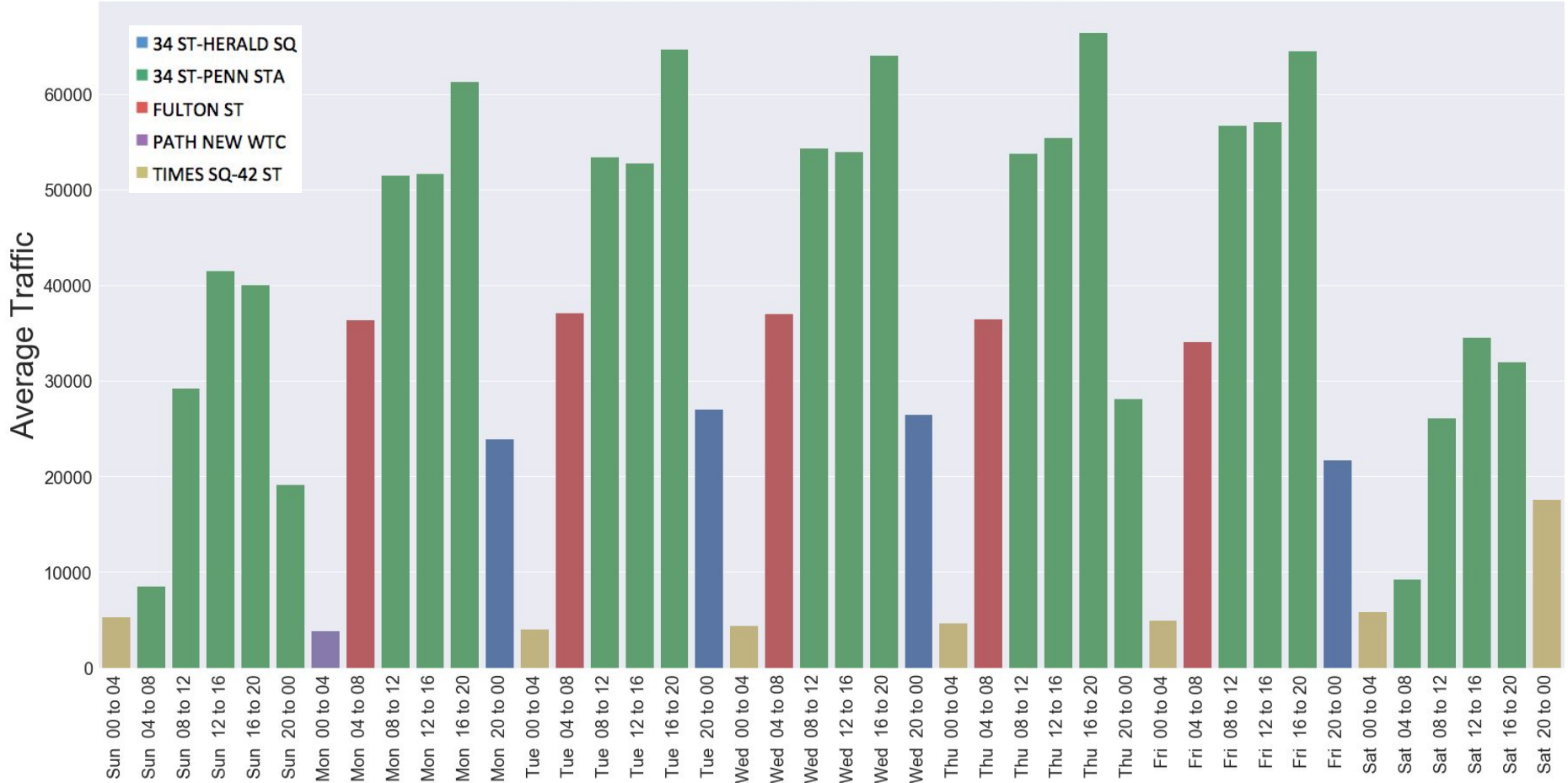
Data Source	Reason	Parameters
MTA Station Information Data	Focus volunteers on busiest subway entrances	Number of entrances per station
	Determine station location	Station X,Y coordinates

Our Data

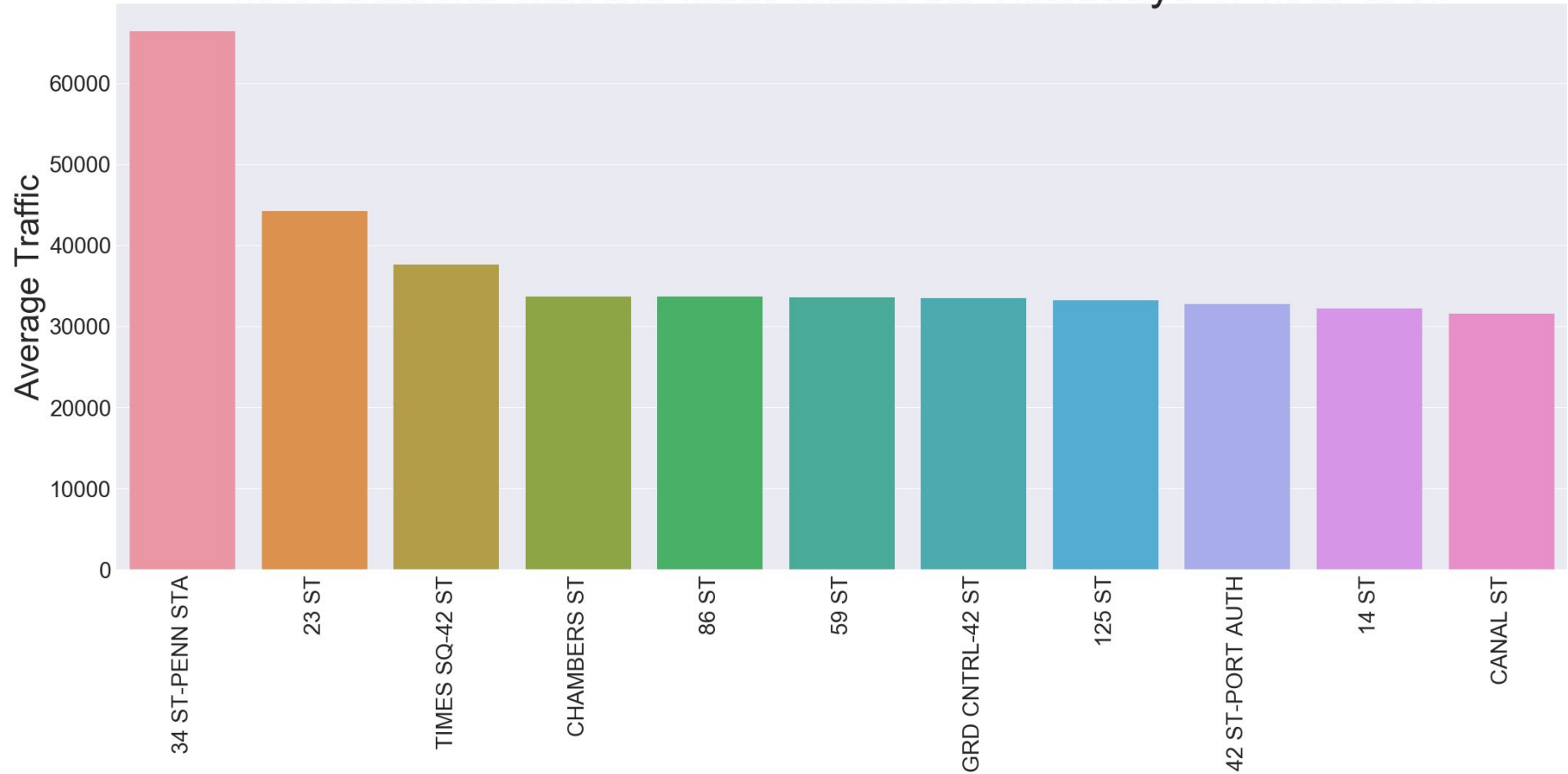
Data Source	Reason	Parameters
Google Maps/Bing Maps	Associate station with income level	Zipcode of station

Data Source	Reason	Parameters
Tax Declaration Information for 2015 in NY State	Determine zipcodes with highest weighted spending power	Midpoint of income brackets
		Number of returns

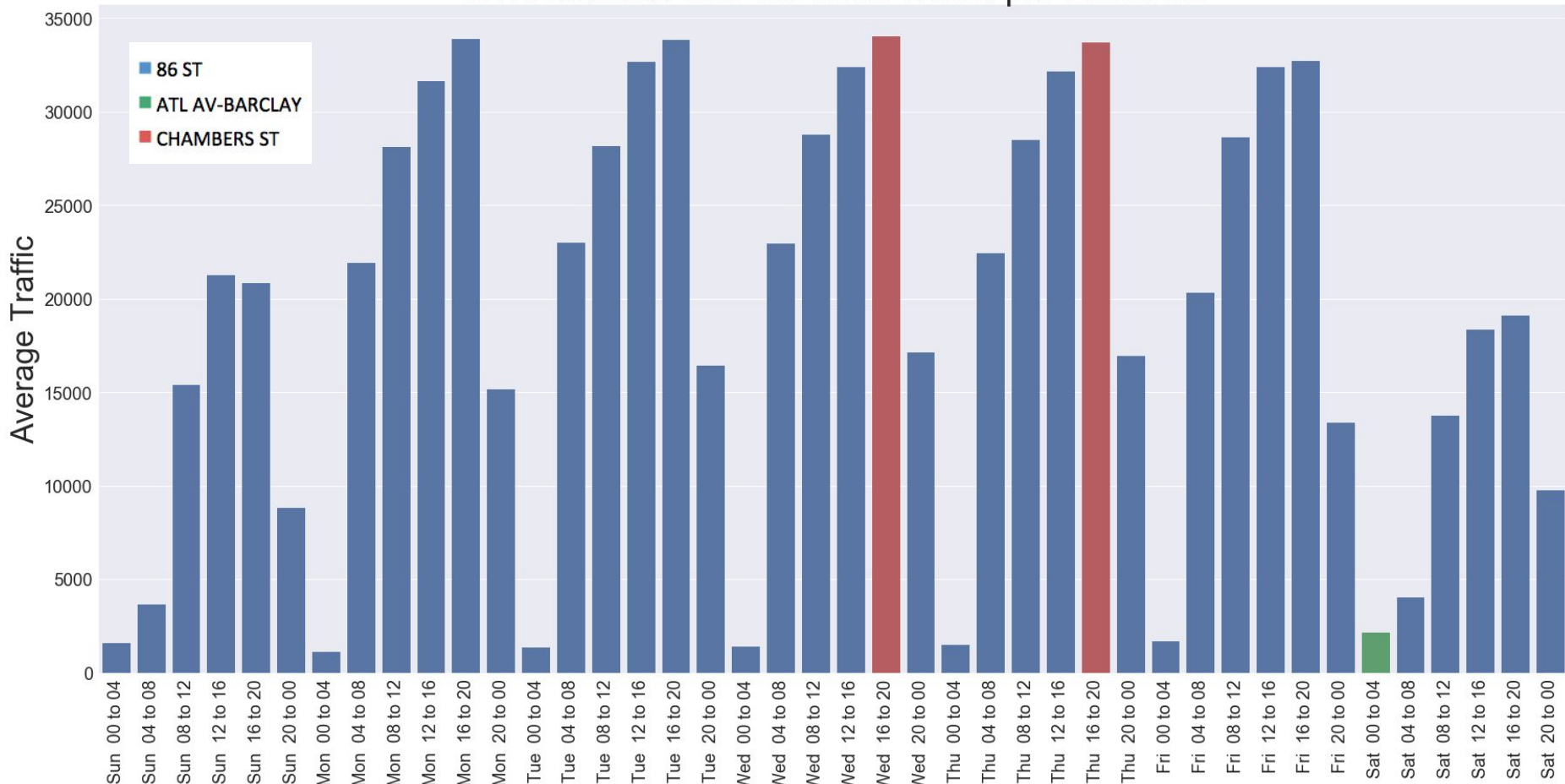
MTA Stations with the Most Traffic



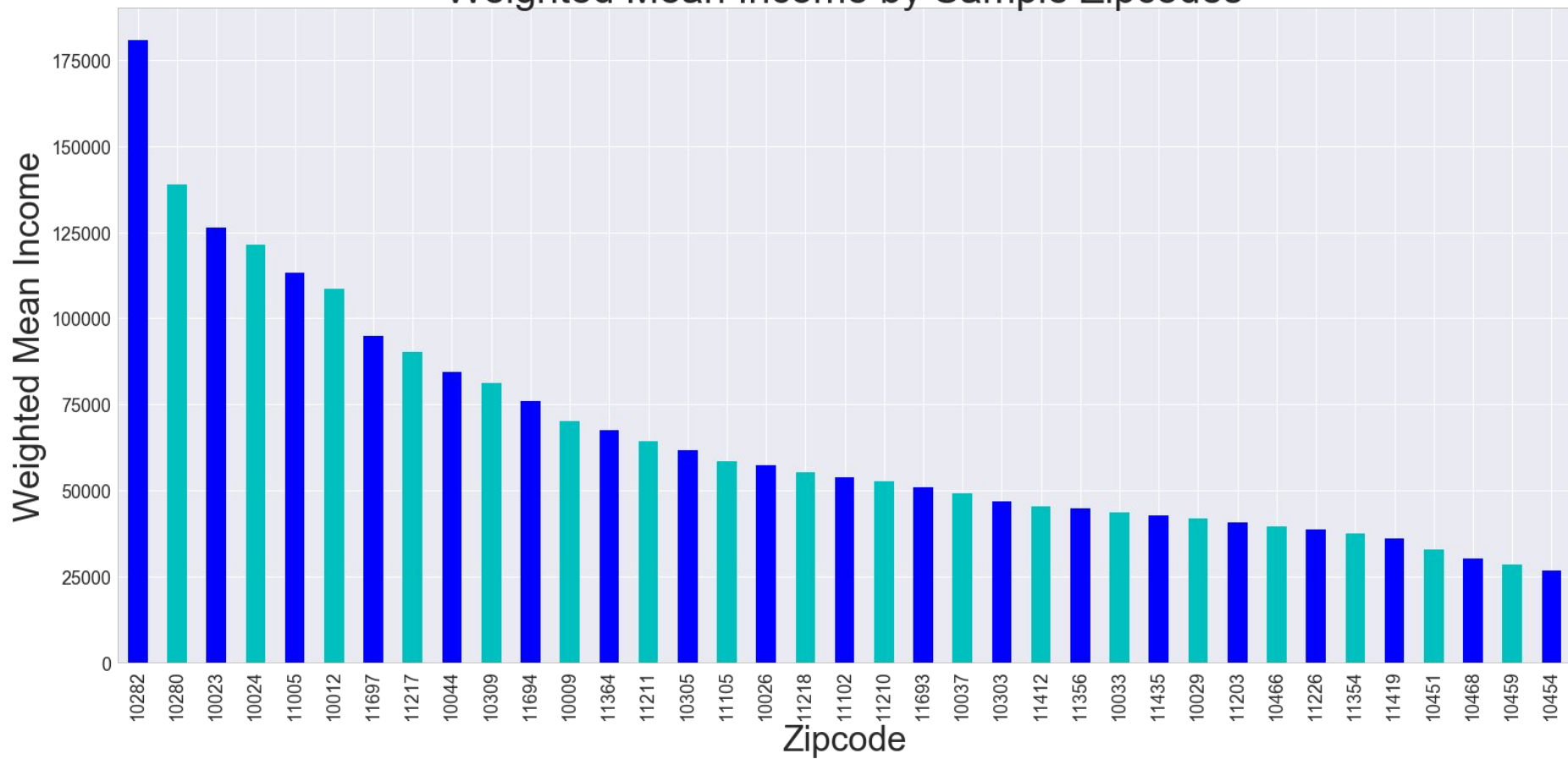
MTA Stations with the Most Traffic on Thursdays 4PM to 8PM



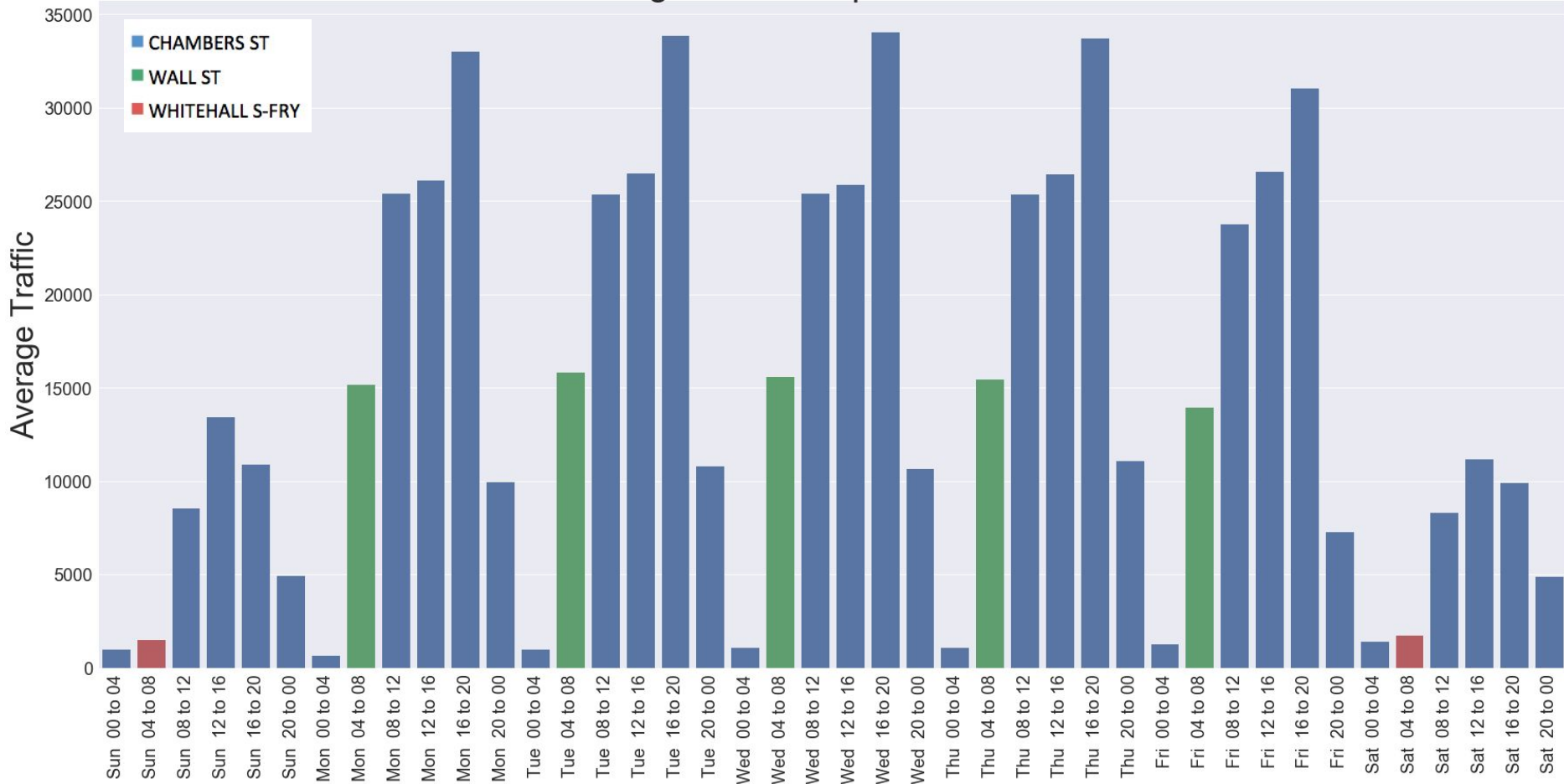
MTA Stations with the Most Traffic per Entrance



Weighted Mean Income by Sample Zipcodes



MTA Stations in High Income Zip Codes with the Most Traffic



Recommendations

Busiest Time Periods:

1. 4 PM to 8 PM
2. 12 PM to 4 PM
3. 8 AM to 12 PM
4. 4 AM to 8 AM

Busiest High Income Stations:

1. Chambers St.
2. Wall St.
3. Lexington Ave / 53 St.
4. 51 St.
5. Bowling Green

Advise against promoting the event late at night or on weekends

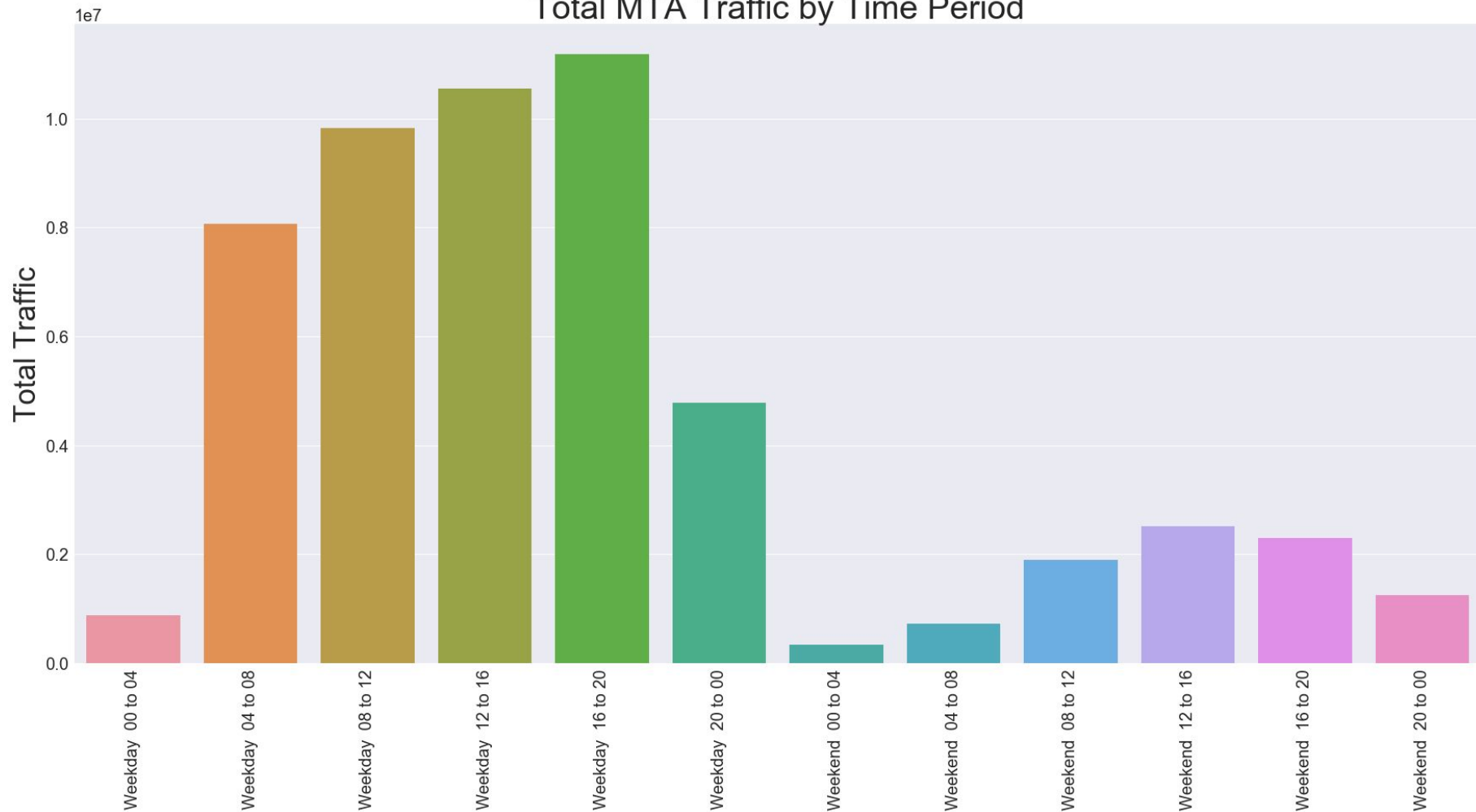
**Where to go from
here?**



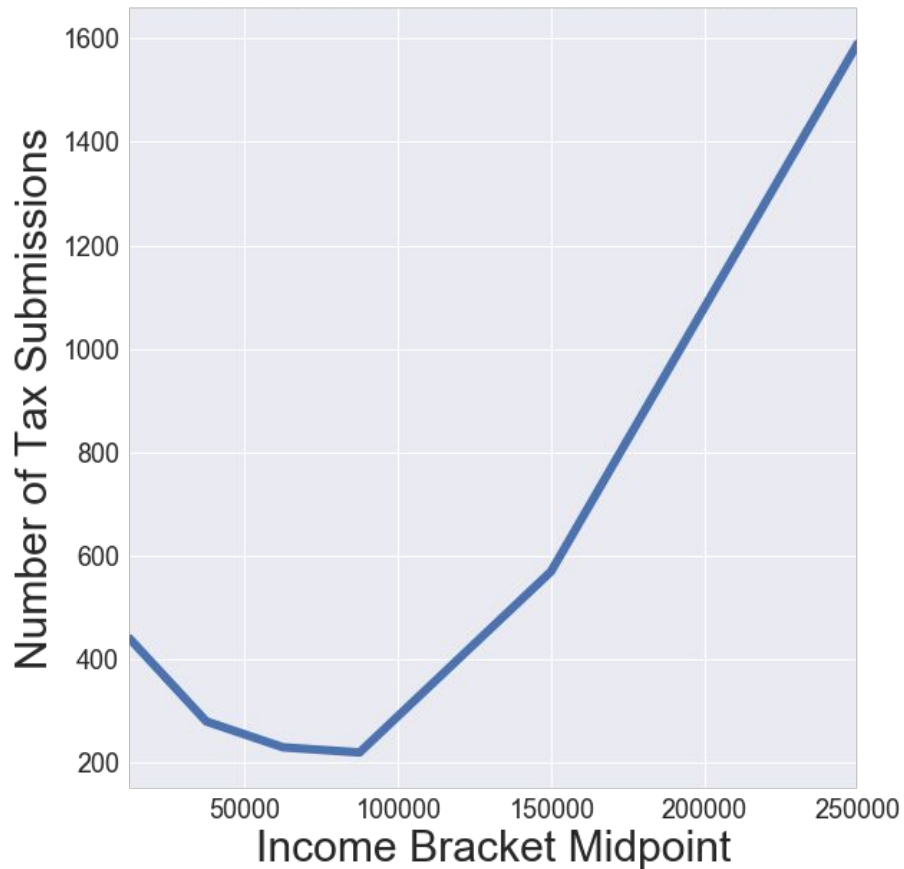
Thank you!



Total MTA Traffic by Time Period



Household Income for Tribeca



Household Income for Mott Haven

