



Introduction

GOAL: Optimize effectiveness of street teams

WHY? Maximize WTWY gala attendance Increase awareness and fundraising Support participation of women in tech!

HOW? Analyze MTA Subway data
Focus on top 6 busiest stations
Deploy teams during high traffic

Methodology

CONDITIONS:

-Location: New York

-Event season: Summer

-Promotion: Early Spring

-Street teams are volunteers

-All signature gathering is happening at turnstiles

DATA: March-June, 2016-2019

MTA Data http://web.mta.info/developers/turnstile.html

c/a	unit	scp	station	linename	division	date	time	desc	entries	exits
A002	R051	02-00-00	59 ST	NQR456W	ВМТ	02/27/2016	03:00:00	REGULAR	5562172	1877574
A002	R051	02-00-00	59 ST	NQR456W	BMT	02/27/2016	03:00:00	REGULAR	5562184	1877586

Methodology

Maximum

Metrics: Average

- expected traffic at any point in time throughout the typical week

- largest entry/exit traffic = best engagement!

Tools:



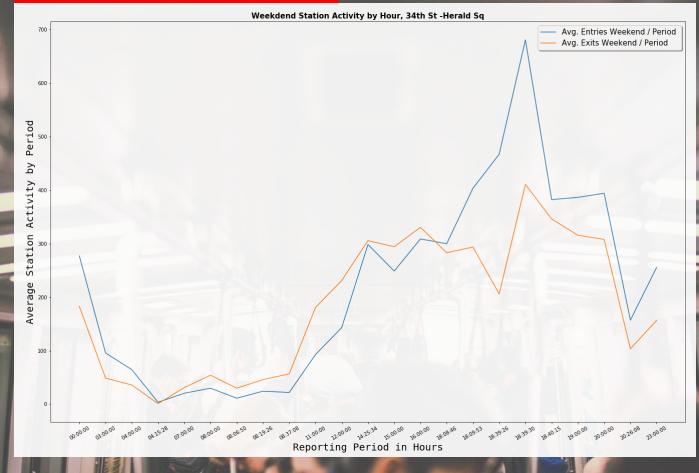






TOP STATION BY THE HOUR ON WEEKDAYS: **Grand Central** Avg. Entries Weekday / Period 1400 Avg. Exits Weekday / Period 1200 Period 1000 þ Station Activity 600 400 Average 200 0 -00.000 01.00.00 04.00.00 05.00.00 08.00.00 08.03.01 05.00.00 08.53.10 05.53.14 10.03.34 12.00.00 12.03.32 13.00.00 16.00.00 17.00.00 20.00.00 12.00.00 Reporting Period in Hours

TOP STATION BY THE HOUR ON WEEKENDS:





Conclusions

Weehawken

oboken

UPPER EAST SIDE

LONG

ISLAND CITY

MANHATTAN

Weehawken

Union City

Top	Weekday	Weekend	"Silicon Alley"
1	Grand Central	34 th St – Herald Sq	28 th St
2	Penn Station	Union Square	23 rd St
3	Times Square	Times Square	33 rd St

GREENWICH VILLAGE

EAST VILLAGE

LOWER MANHATTAN

New York

HACKENSACK RIVER WATERFRONT Jersey City



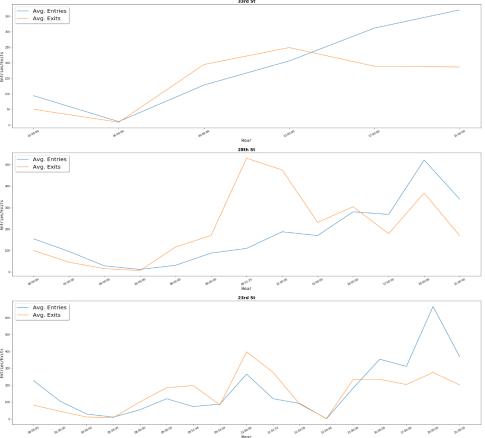
THANK YOU!

APPENDIX

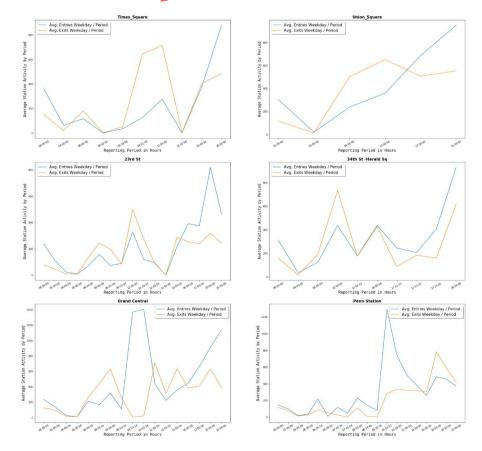
Appendix List

- I. SILICON ALLEY STATIONS by HOUR
- II. TOP STATIONS by HOUR on WEEKDAYS
- III. TOP STATIONS by HOUR on WEEKENDS
- IV. MAP of MOST TRAVELED STATIONS by INCOME LEVEL
- V. TOP FIVE CONTROL AREAS

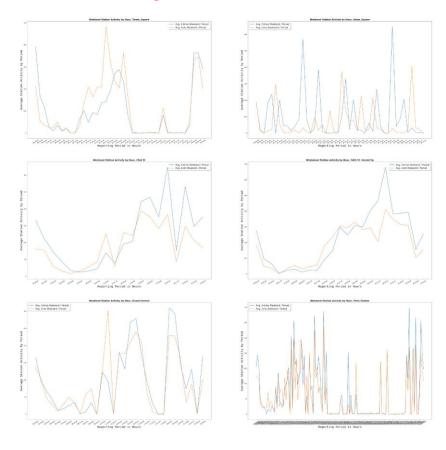
I. Silicon Alley Stations by Hour



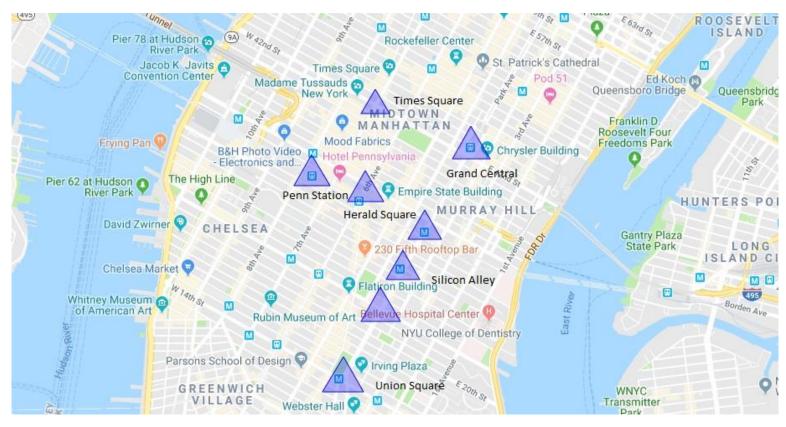
II. Top Stations by Hour on Weekdays



III. Top Stations by Hour on Weekends



IV. Map of Most Traveled Stations by Income Level



V. Top Five Control Areas

