



It's Gala Time.

**Increasing Awareness
A NYC Subway Approach**



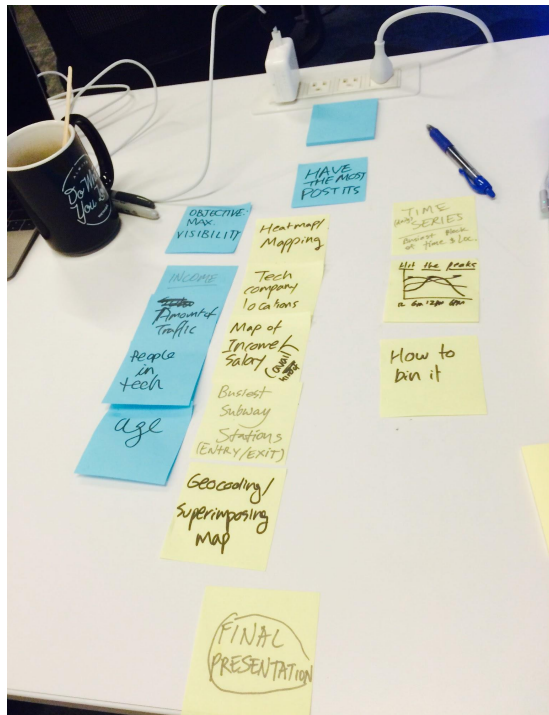
A proposal by
Derek Janni, Yong Cho, Allison Chau

Objective



**Increase awareness
for WTWY's
upcoming Gala.**

Methodology & Approach



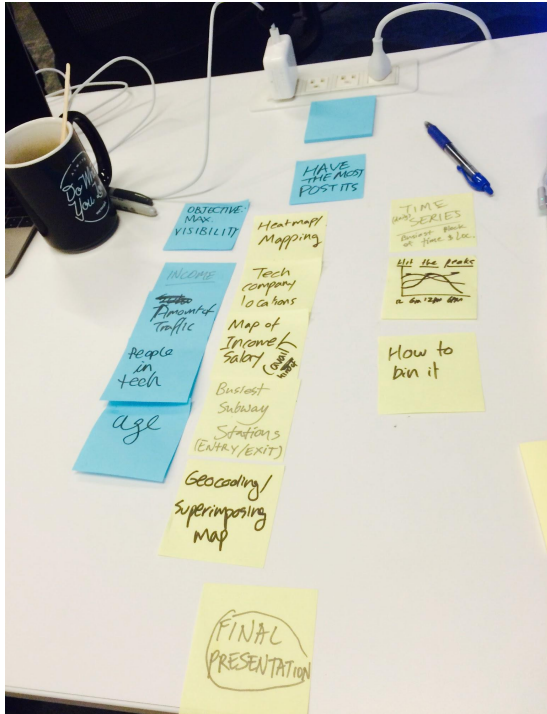
Target Demographic?

- Groups who are likely to attend Gala/contribute to WTWY.
- High Income/Tech Sector

Available Data?

- MTA Turnstile data.
- NYC Income data.
- Tech firm location data.

Methodology & Approach



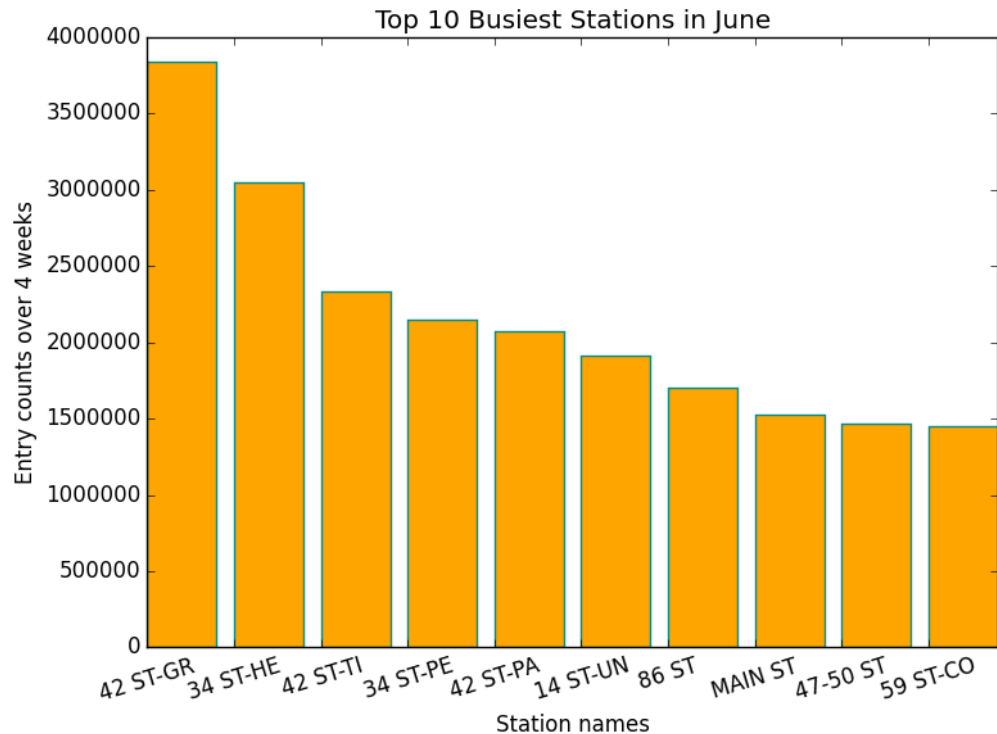
CASED

- **C**lean Data
- **A**nalyze Data
- **S**how/Visualize Data
- **E**valuate Options
- **D**ecide Next Steps

Broad Location Analysis

Top 10 Stations by Entry Count:

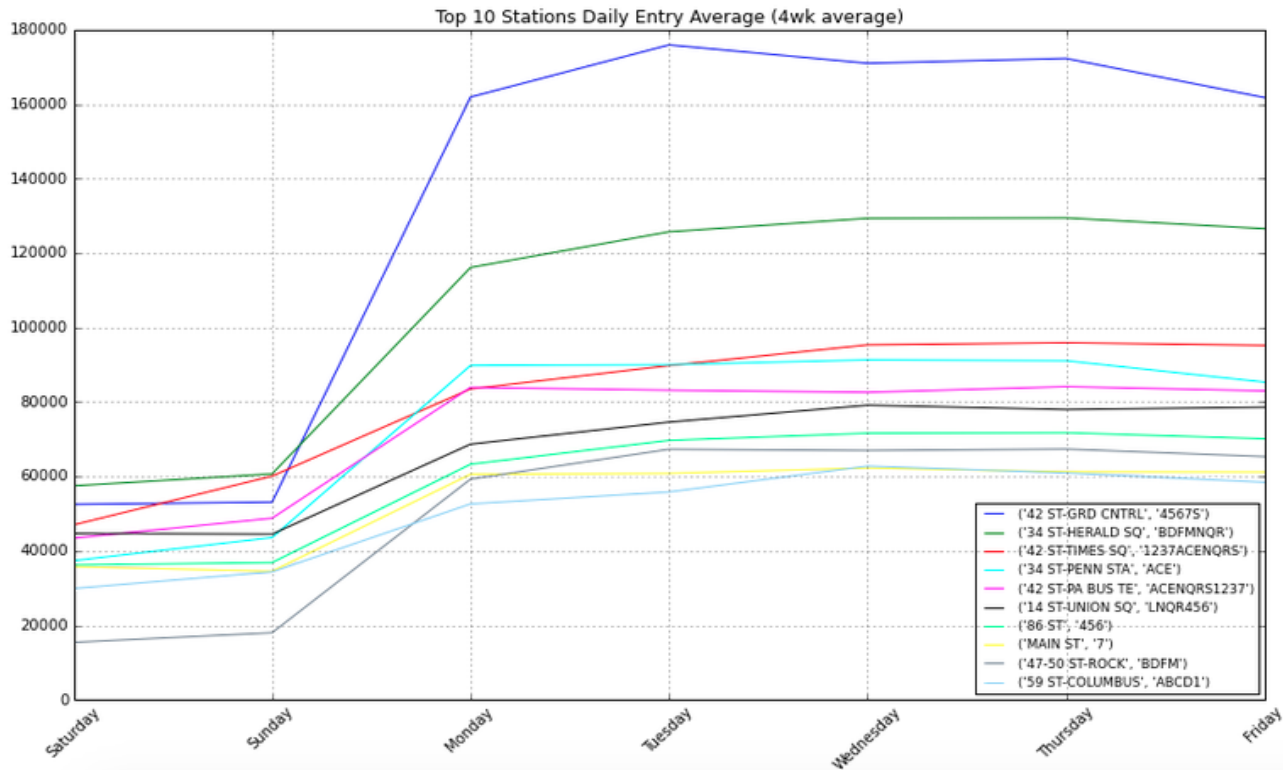
(past 4 wk total)



Broad Location Analysis

Entry Traffic by Day of Week for Top 10 Stations:

(past 4 wk average)

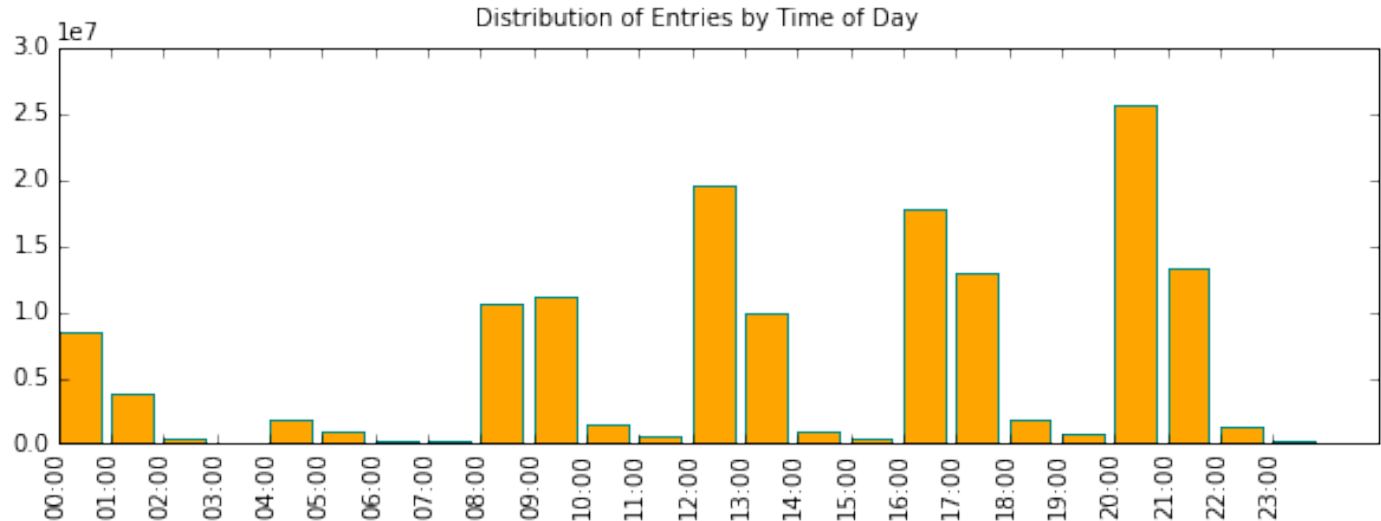


Broad Time Series Analysis

Entry Traffic by Hour of the Day:

(past 4 wk average)

- Interpretation is key
- Faulty data reporting
- We can do better!



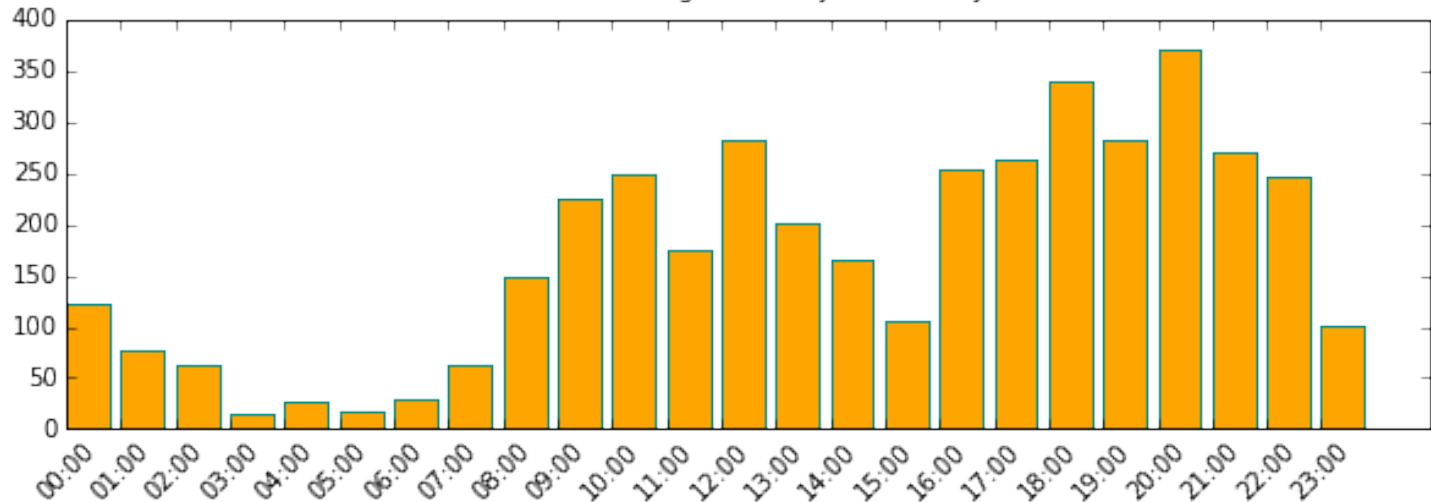
Broad Time Series Analysis

Entry Traffic by Hour of the Day:

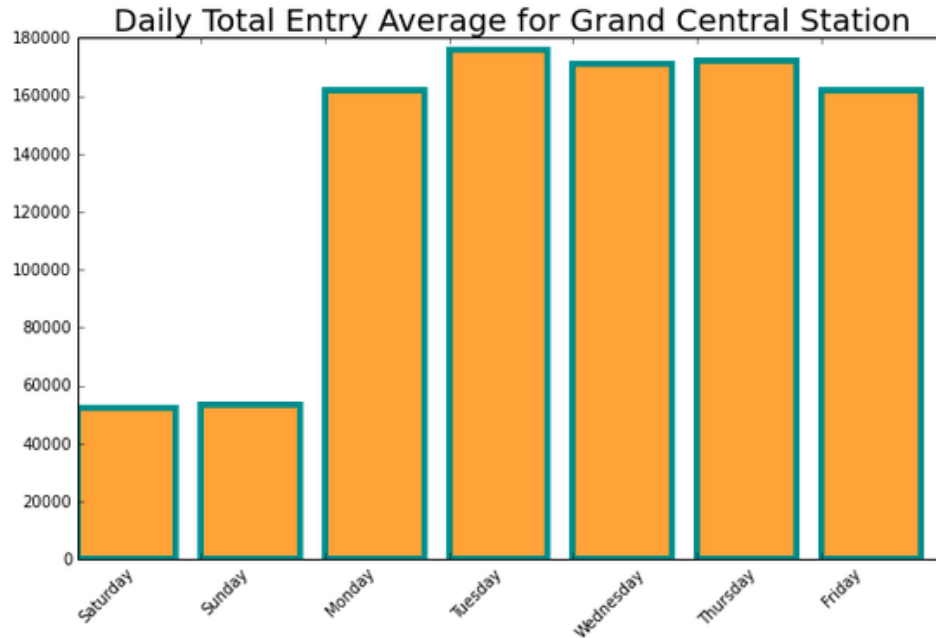
(past 4 wk average)

Distribution of Avg. Entries by Time of Day

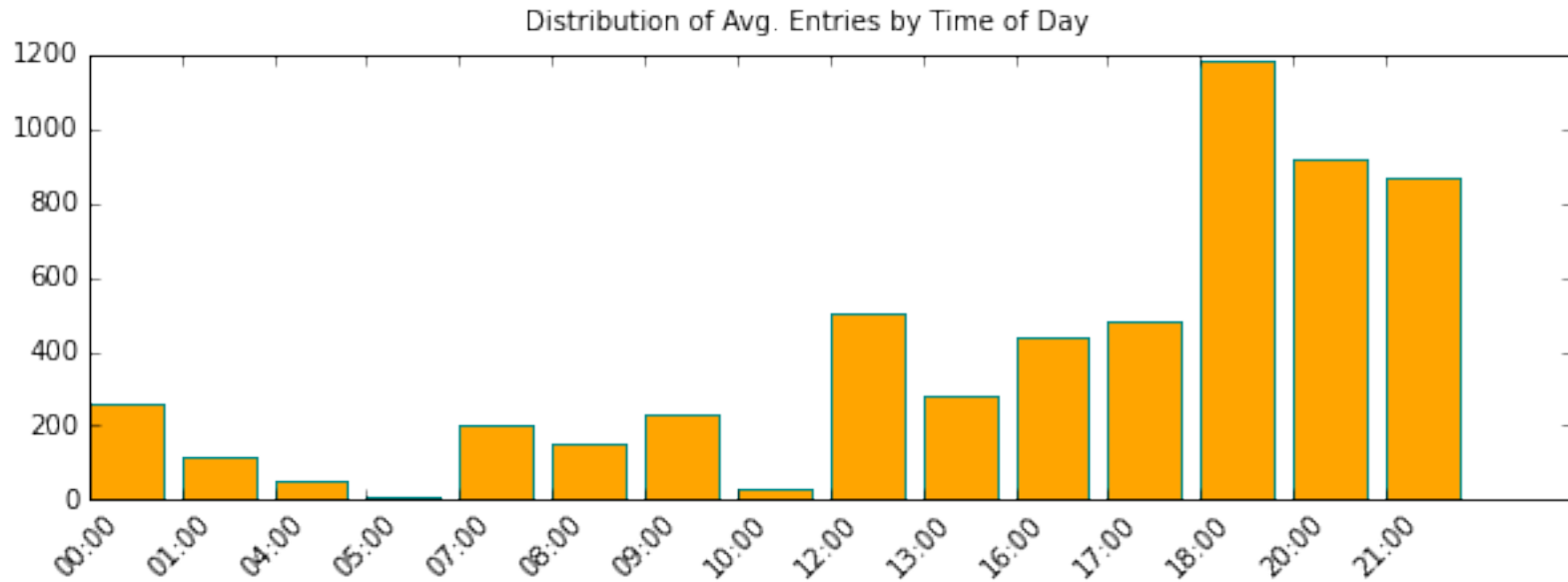
- **Average eliminates “humps”**
- **Best times to work in subway entrances**



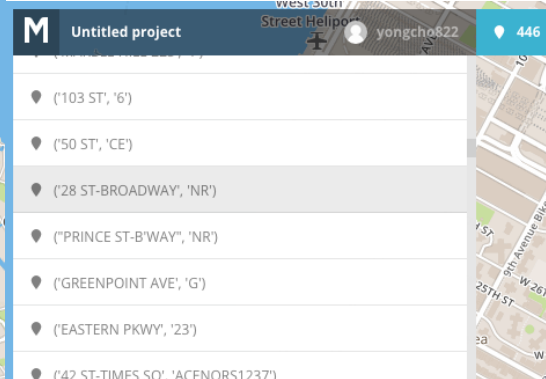
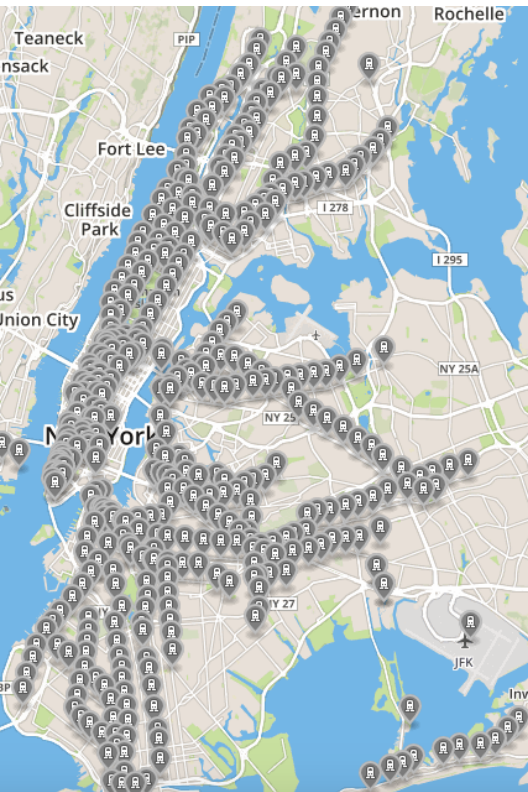
Specific Location Analysis



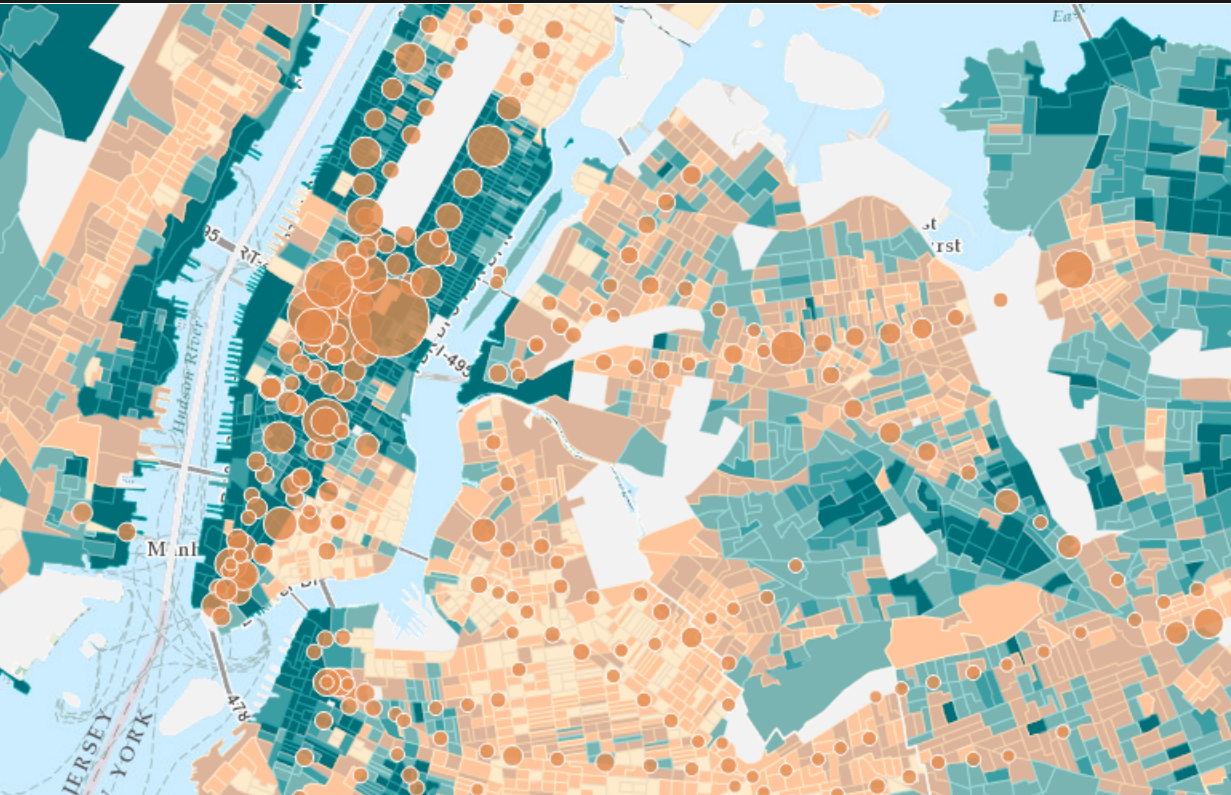
Specific Location Analysis



Maps? Maps!



We can do more...



Income-StationLoc Heatmap/Bubble Chart

- Dimensionality
- Consumable
- Actionable
- Customizable

Further Steps

Peel back more layers

Additional map dimensions

- NYC Tech firms?
- Women?

Post-Station selection

- More time series
 - Other stations
 - Different bin sizes