WTWY

Metis Fall 2020

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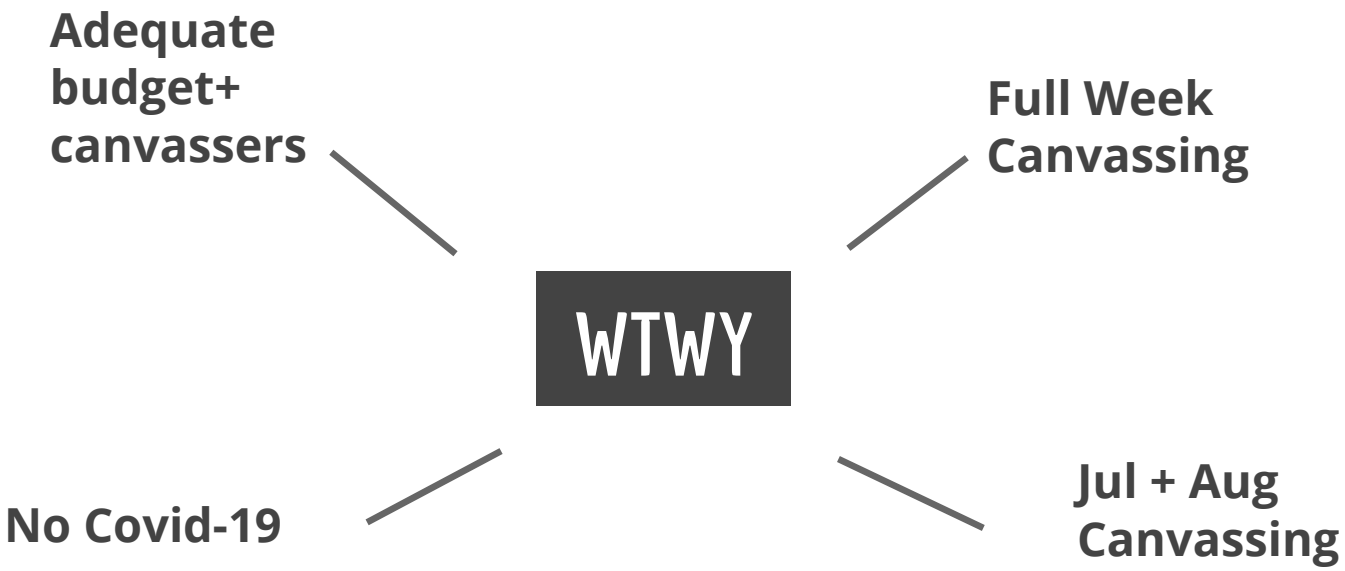
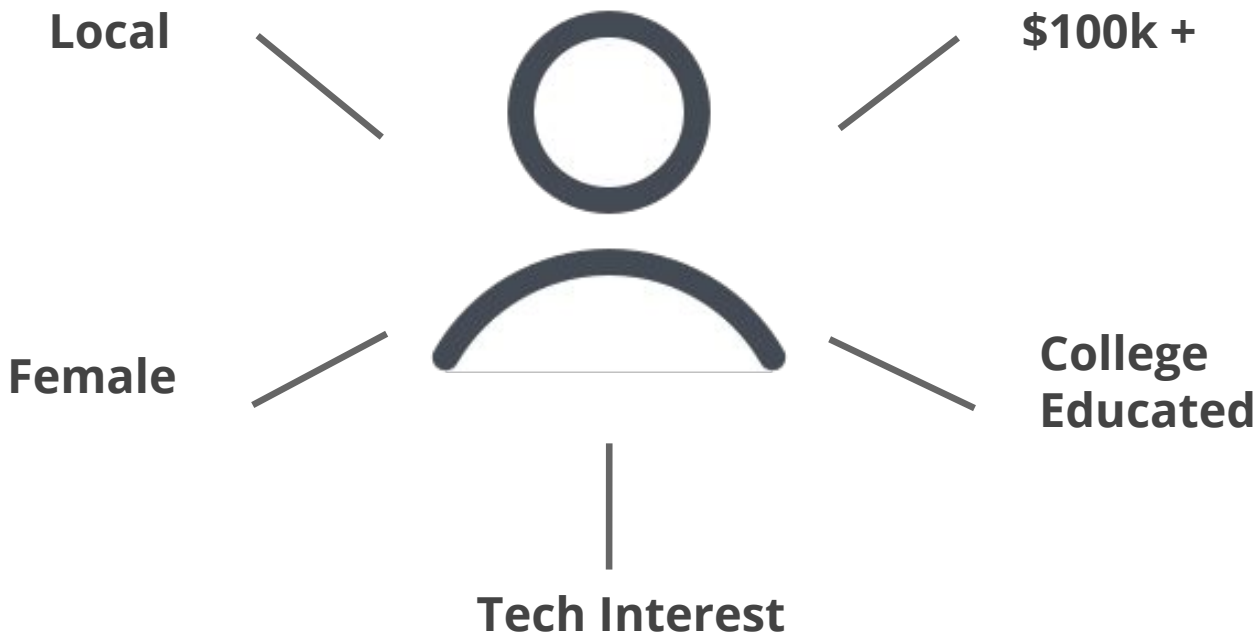
September 25, 2020

Assumptions



Ideal Gala Attendee



Our Strategy...

...is to focus on neighborhoods that meet the following criteria:

- high density of women dwelling or working
- high income population
- locations that are tech hubs
- universities with STEM based programs

Data Methodology

Collection

MTA Turnstile Data:

- Two months prior to event date
- 2019 for better representation of NYC volume

NYU Furman Center - American Community Survey:

- State of NYC's Housing & Neighborhoods for 2006, 2010 and 2018

MTA Analysis

1. Filtered turnstile counts for errors:
    a. Counts > 1 Million between days
    b. Summed entries and exit counts

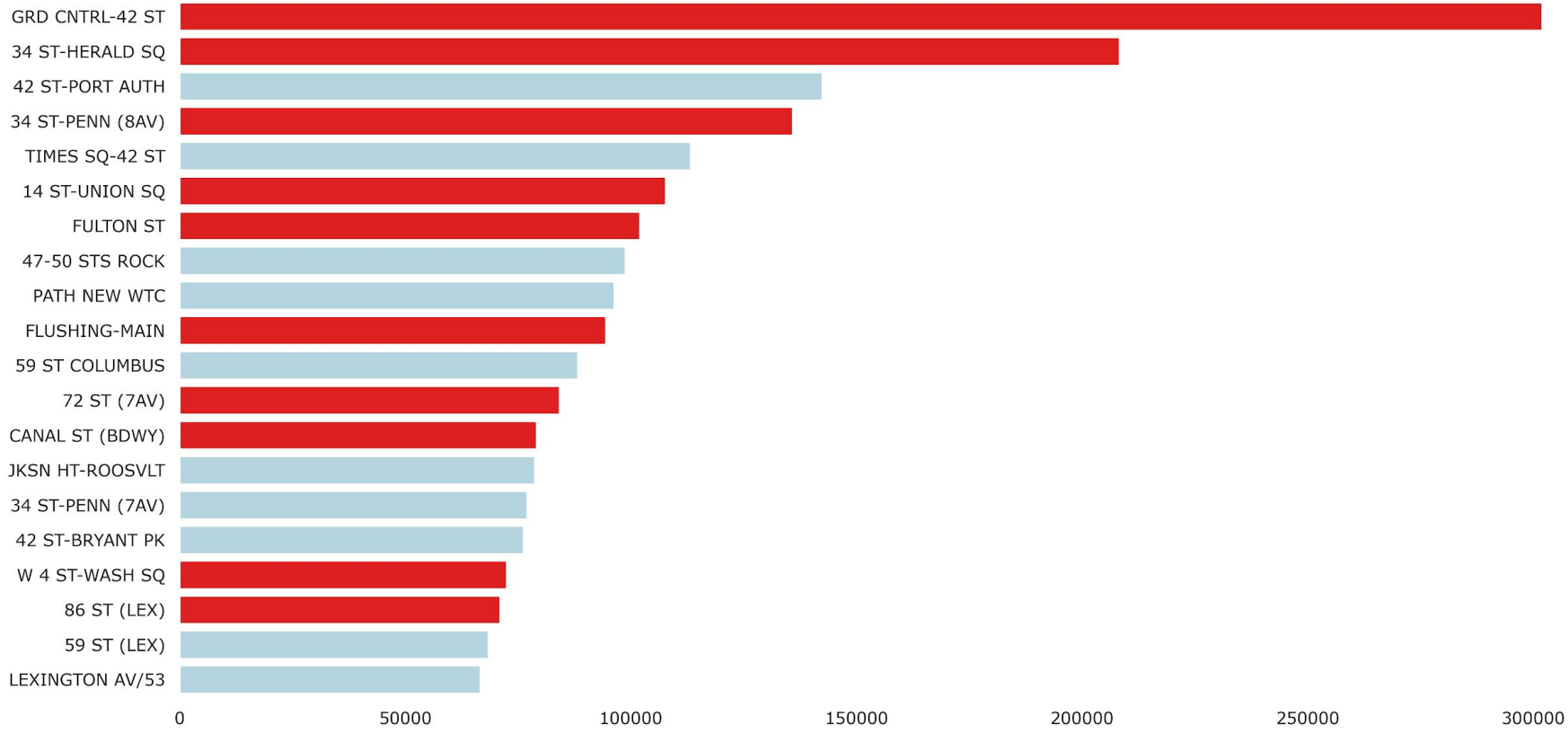
2. Grouped and summed turnstiles in each station:
    a. Avoiding duplicate station naming by grouping each station with its subway line.

MTA Result

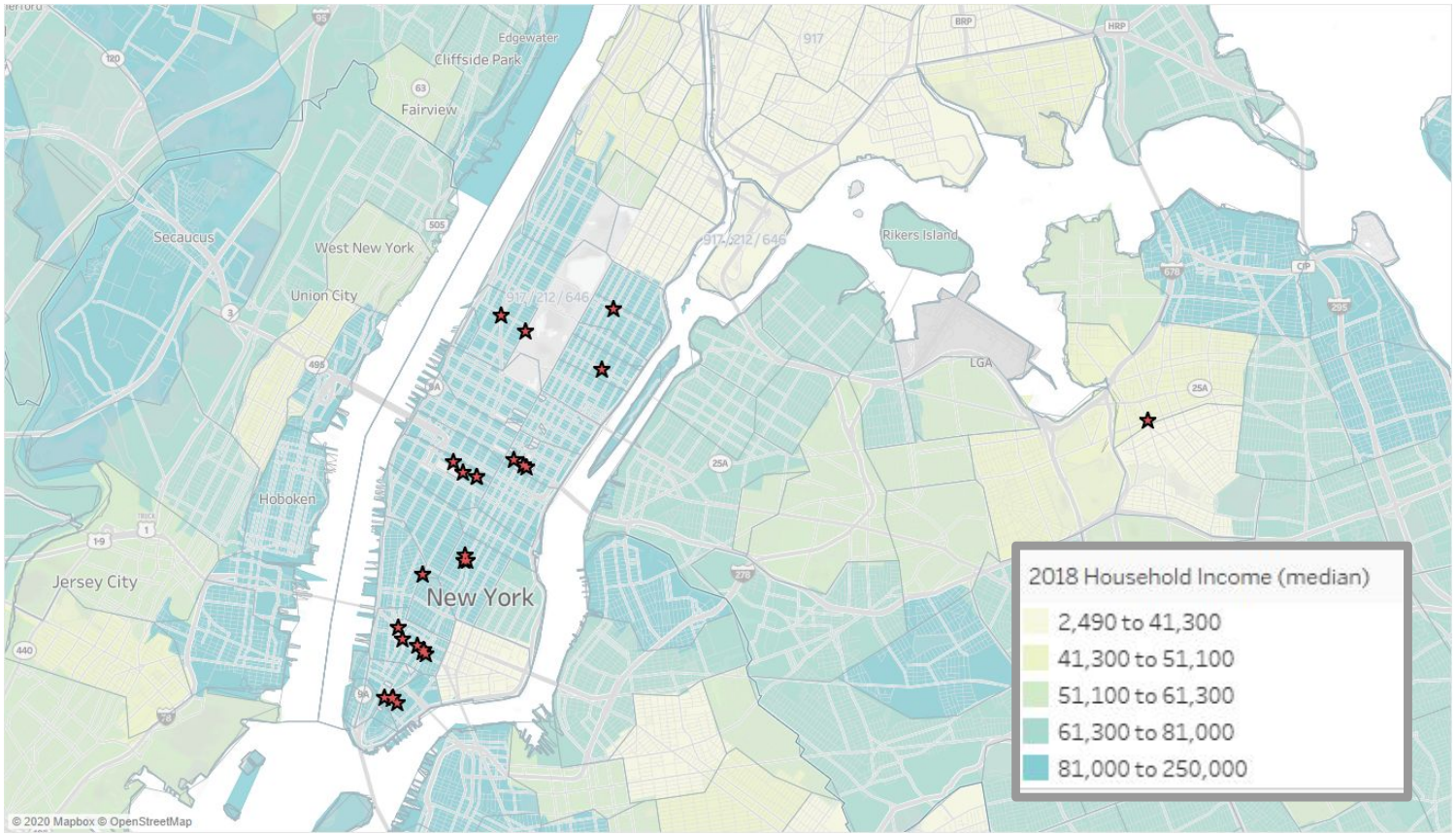
3. Daily station average across 2 month period.

4. Daily station average by day of the week.

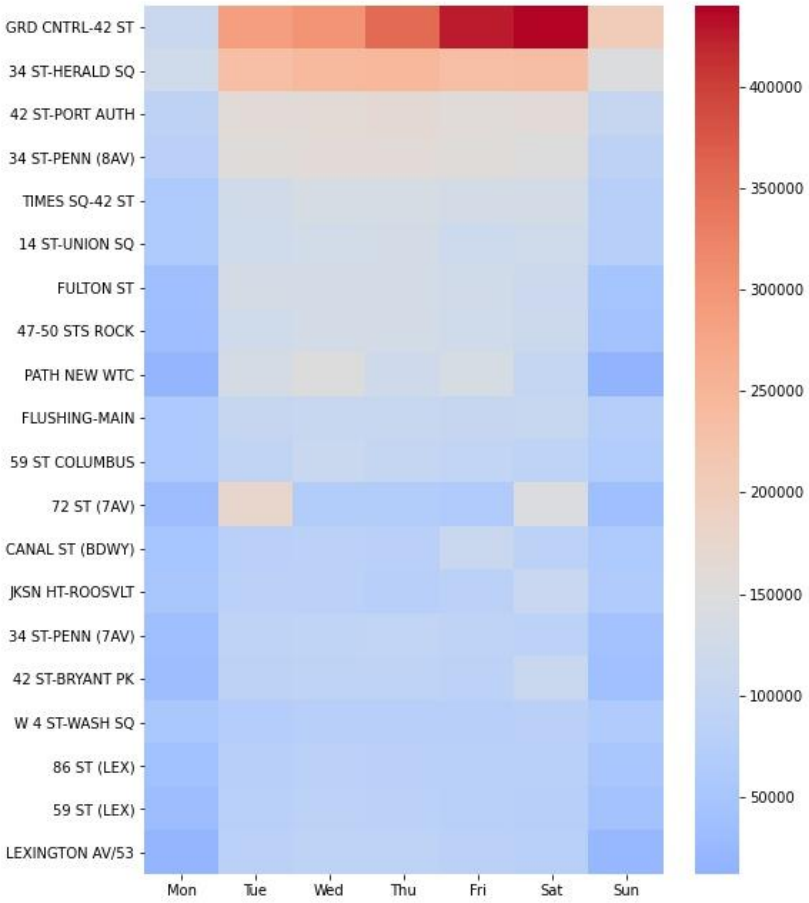
Top 20 Busiest Stations



Visualizing Demographics

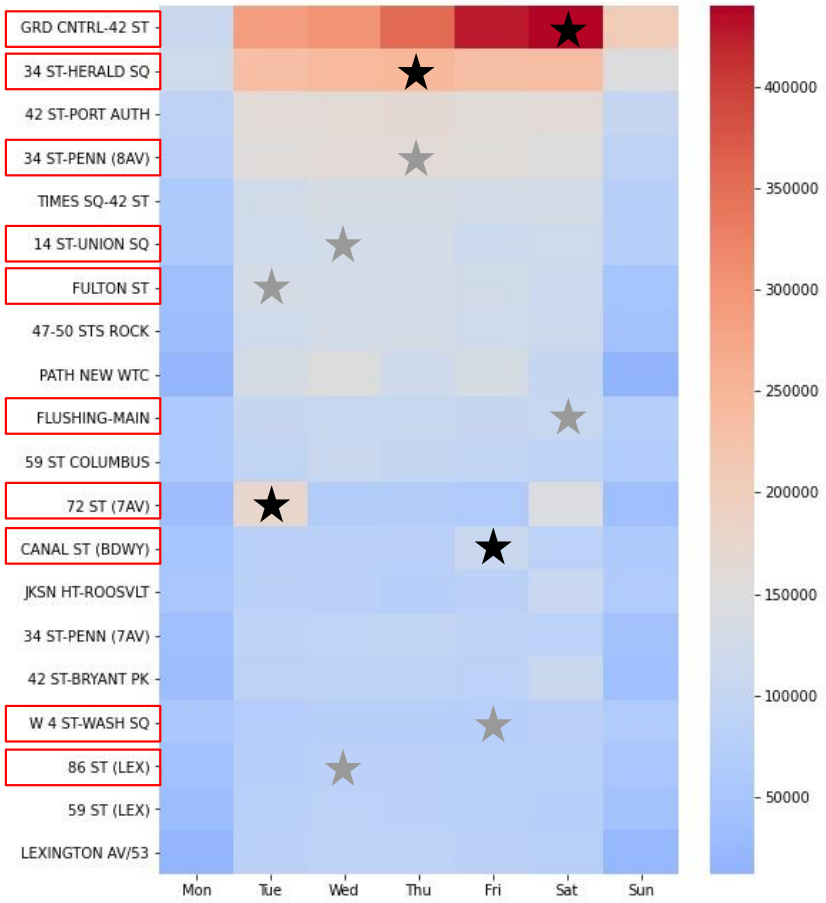


Busiest Days at Top Busiest Stations



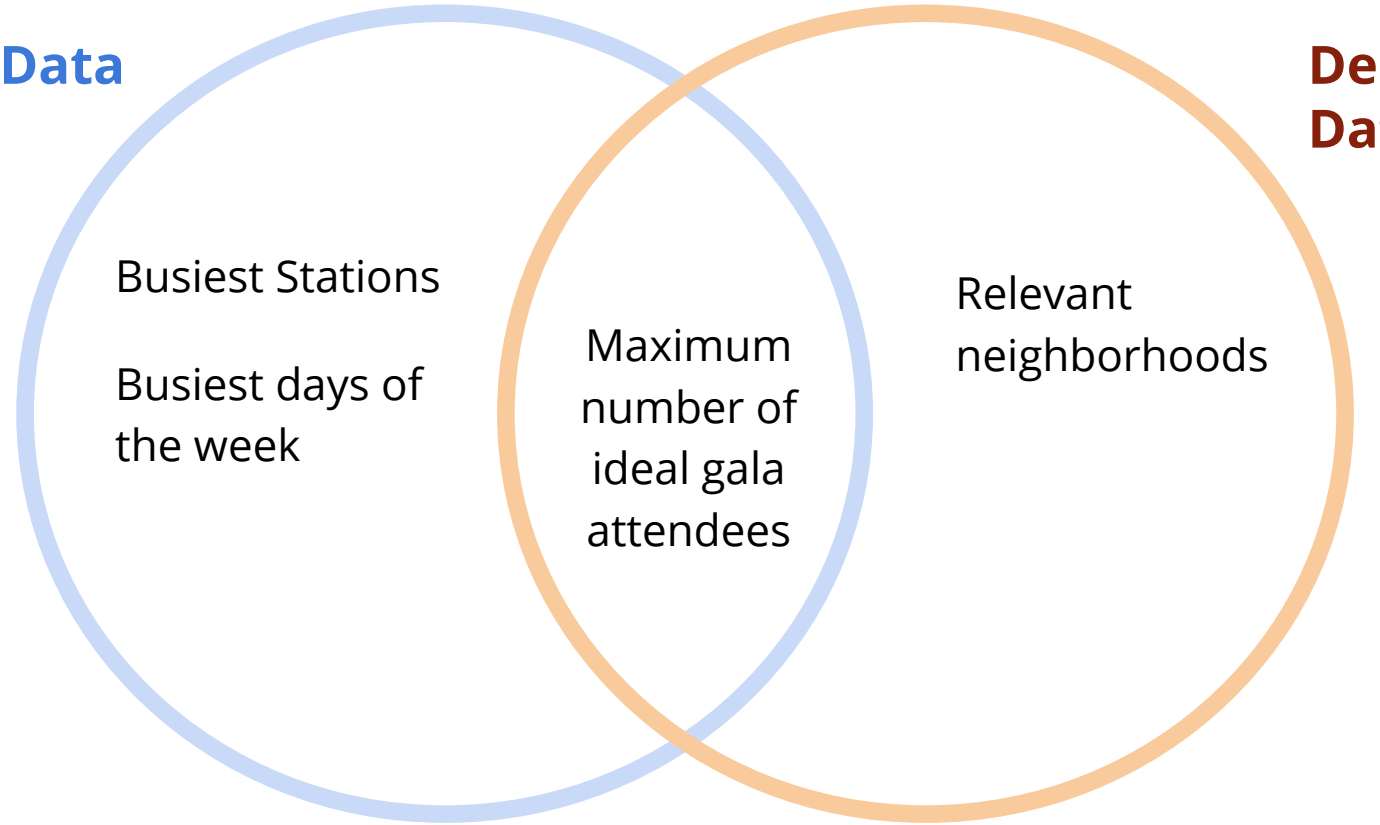
Daily volume averaged across 9 weeks (Jul-Aug)

Recommended Stations and Days of the Week



Canvas recommended stations on the busiest day of the week

Our Recommendations

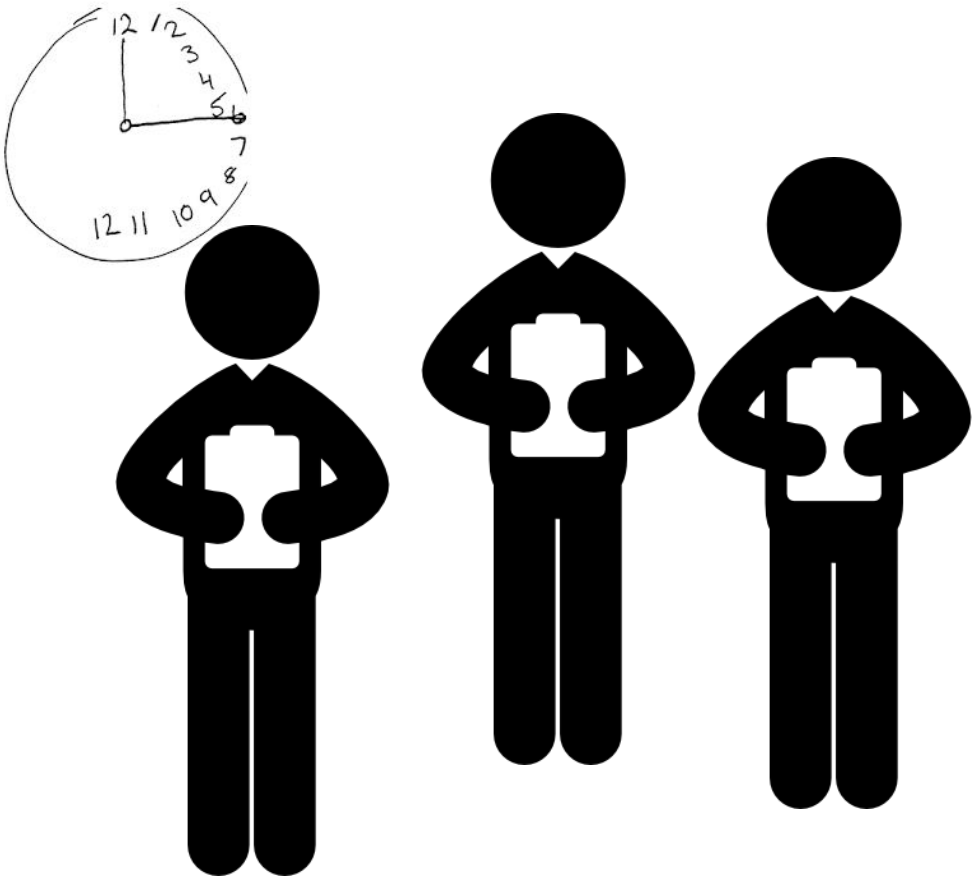


Further Considerations

When should canvassing be done?

Where should canvassing be done?

How many people should canvass?



THANK YOU