

Women in Tech Gala

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Objective

Gala Mission:

- Increase participation and awareness of women in tech

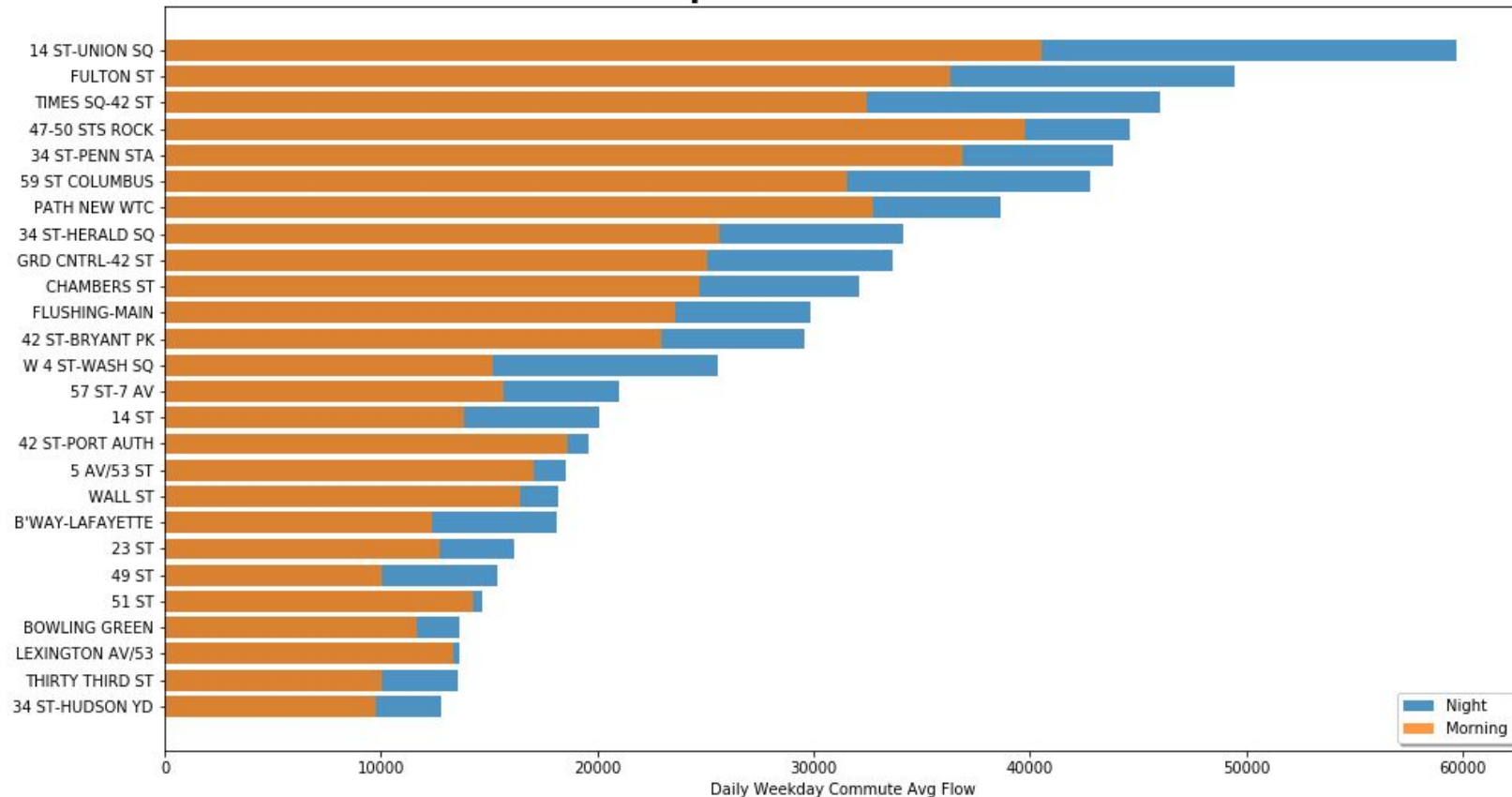
Our Goal:

- Find most effective MTA stations and times for gala signups

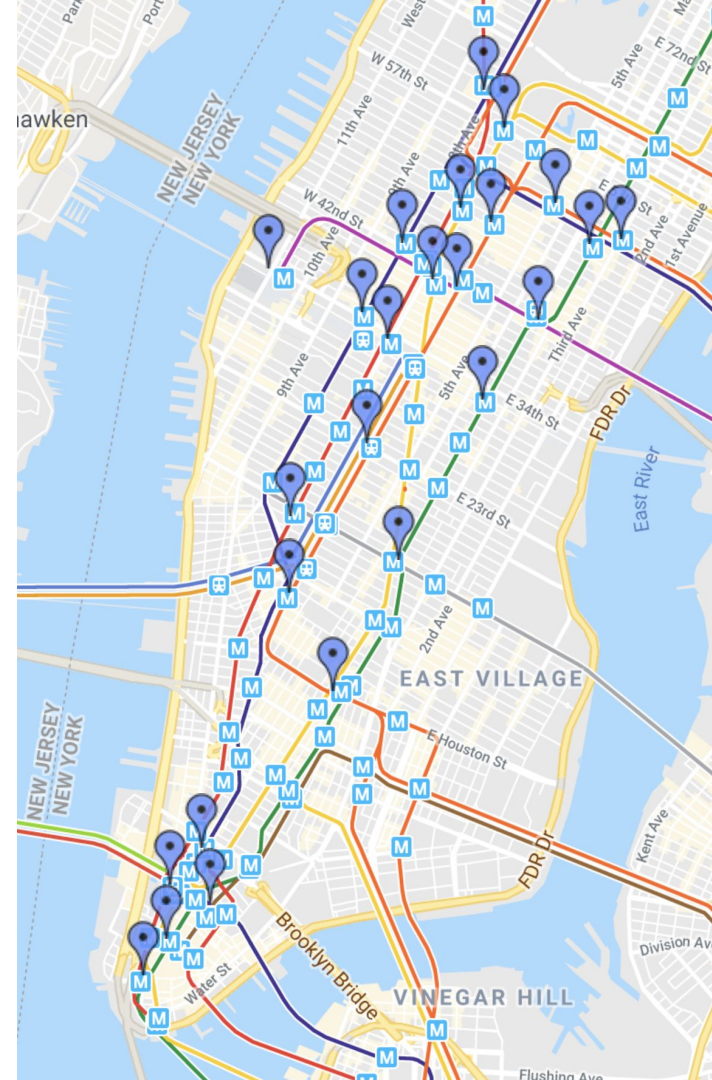
Methodology

We combined the **MTA Turnstile Data** and the **NYC Startups Map** to target local female engineers in the tech and financial industries

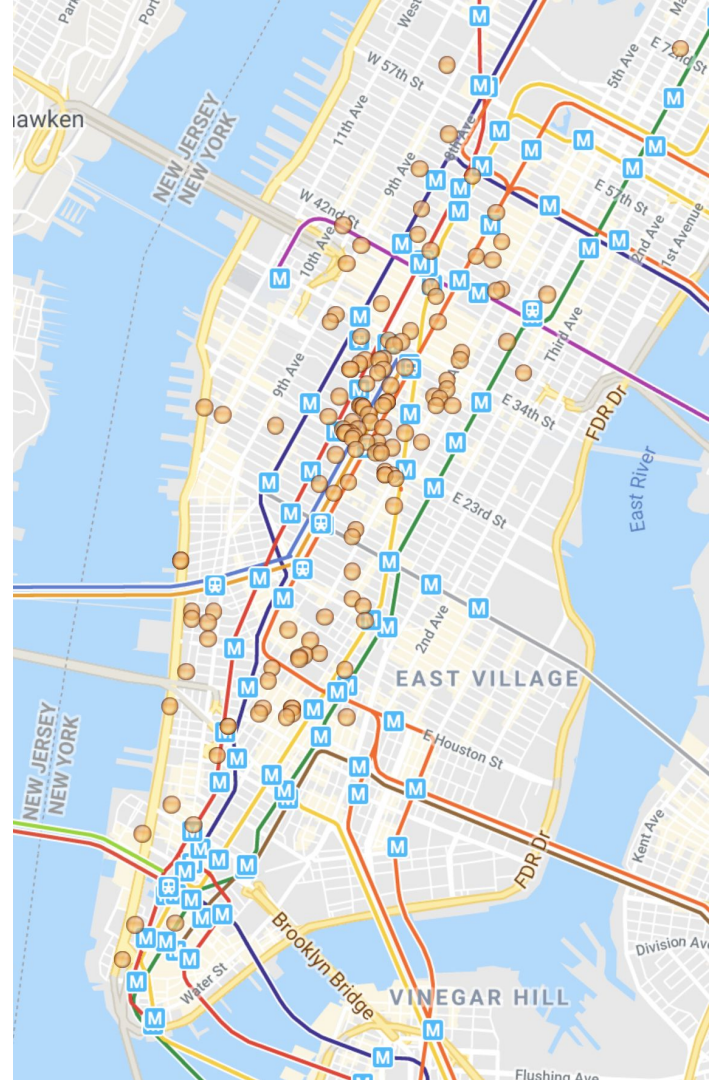
Top Commute Stations



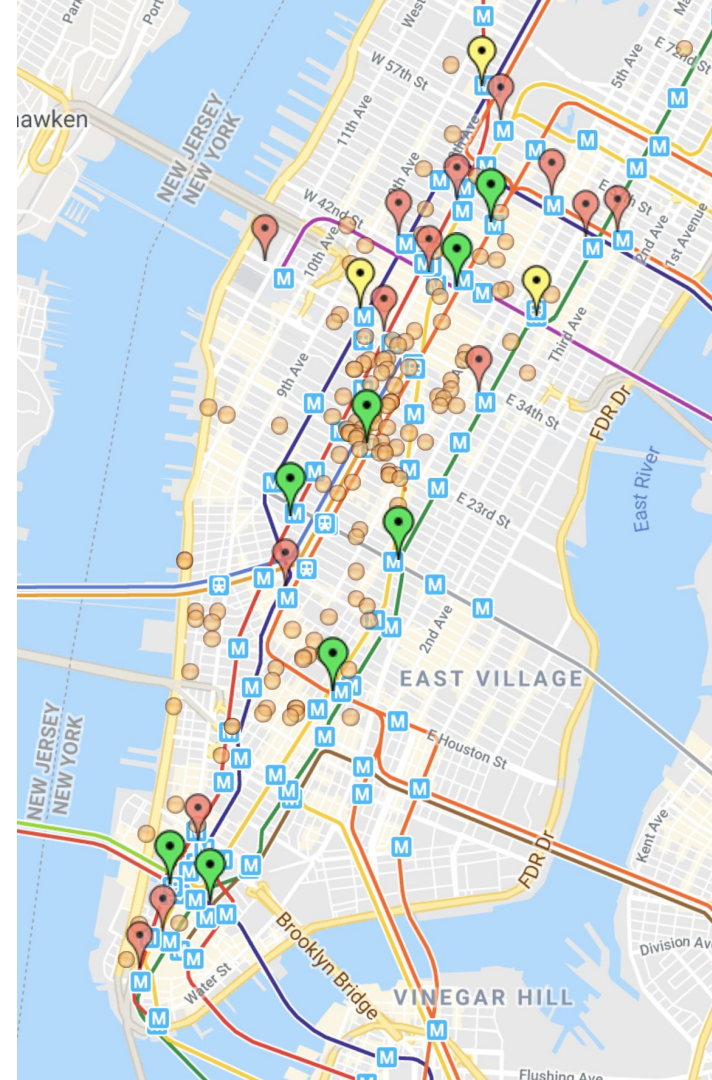
These are top 26
most commuted
MTA stations



This is where most startups are in NYC



These are the 8 best stations for reaching women in tech audience



Best stations for WTWY

Finance

Fulton St

WTC Path

Bryant Park

Rockefeller

Tech

Union Square

Broadway Lafayette

14th St (Google)

23rd St (Flatiron)

Other Stations

Commuter Lines

- Columbus Circle (Uptown)
- Penn Station (New Jersey)
- Grand Central (Connecticut)

**We could use
these steps
to further
curate train
stations:**

1

Match startups with stations

2

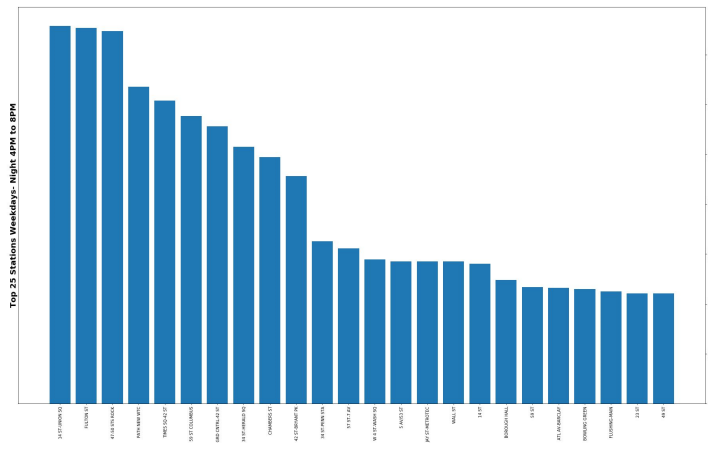
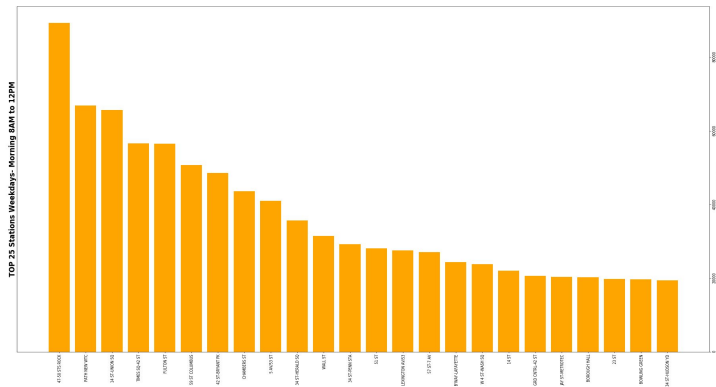
Normalize stations by line count

3

Target stations with affluent ridership

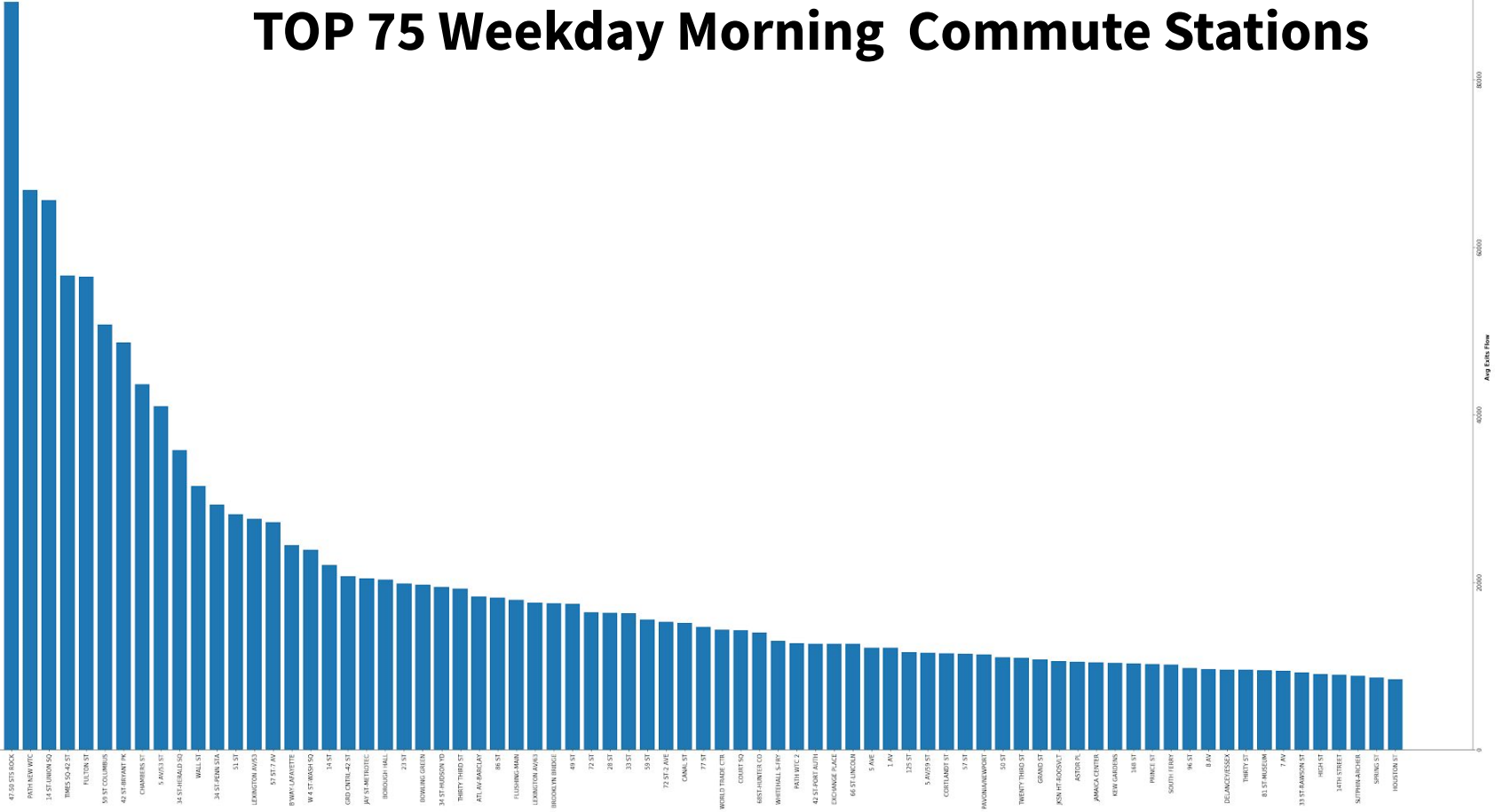
Appendices

MTA DATA

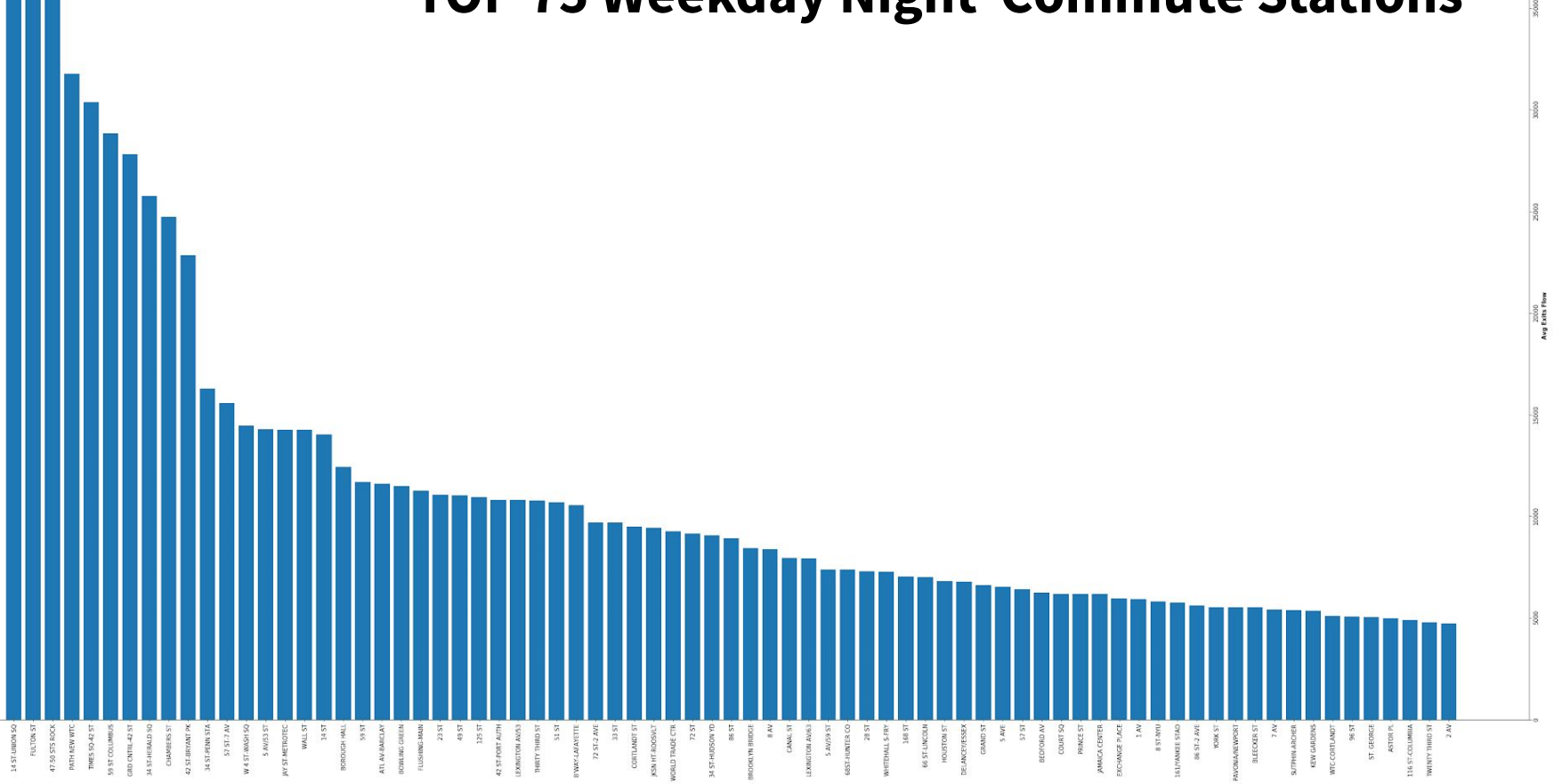


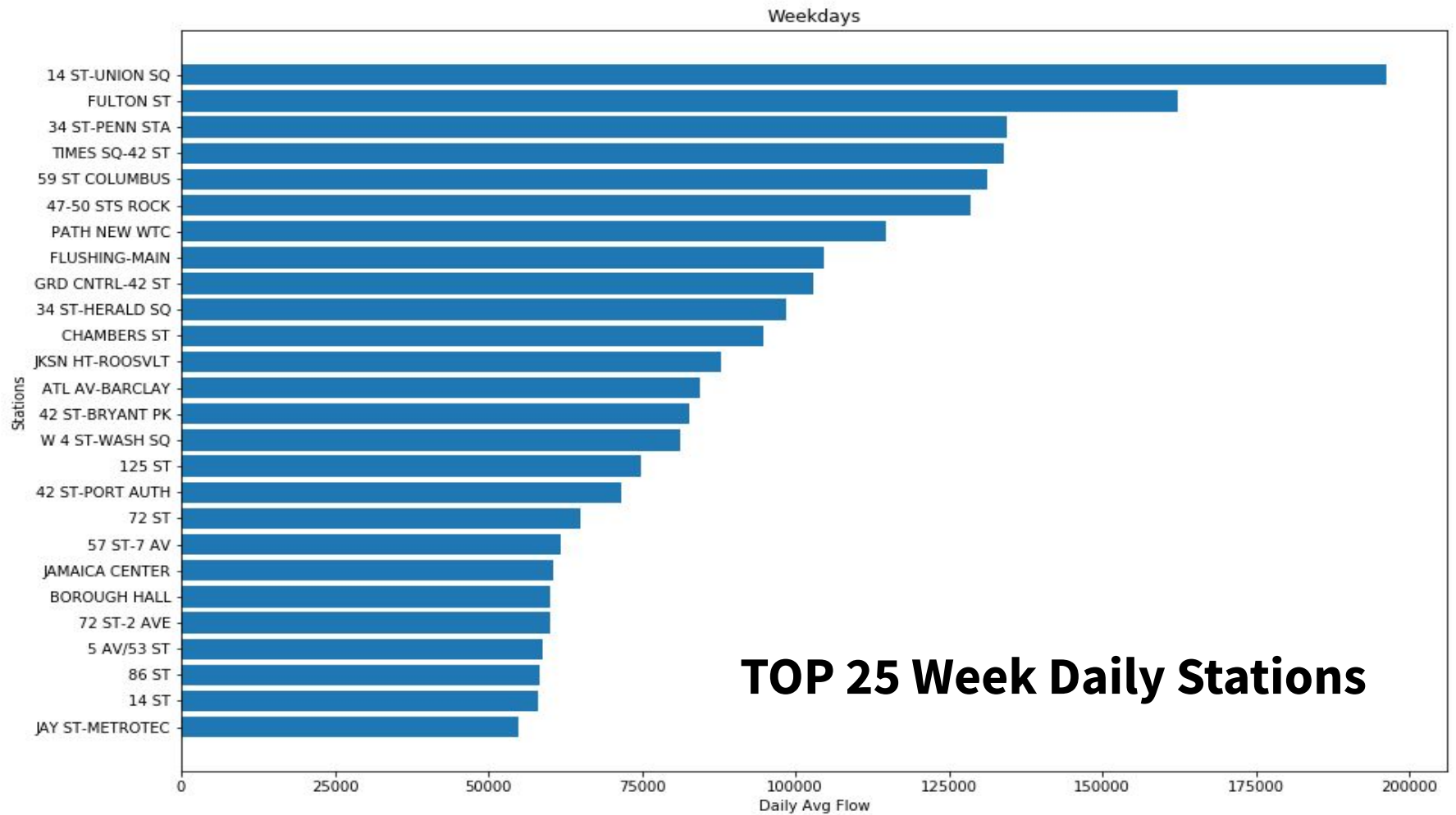
TOP 75 Weekday Morning Commute Stations

All Stations Weekdays- Morning 8AM to 12PM

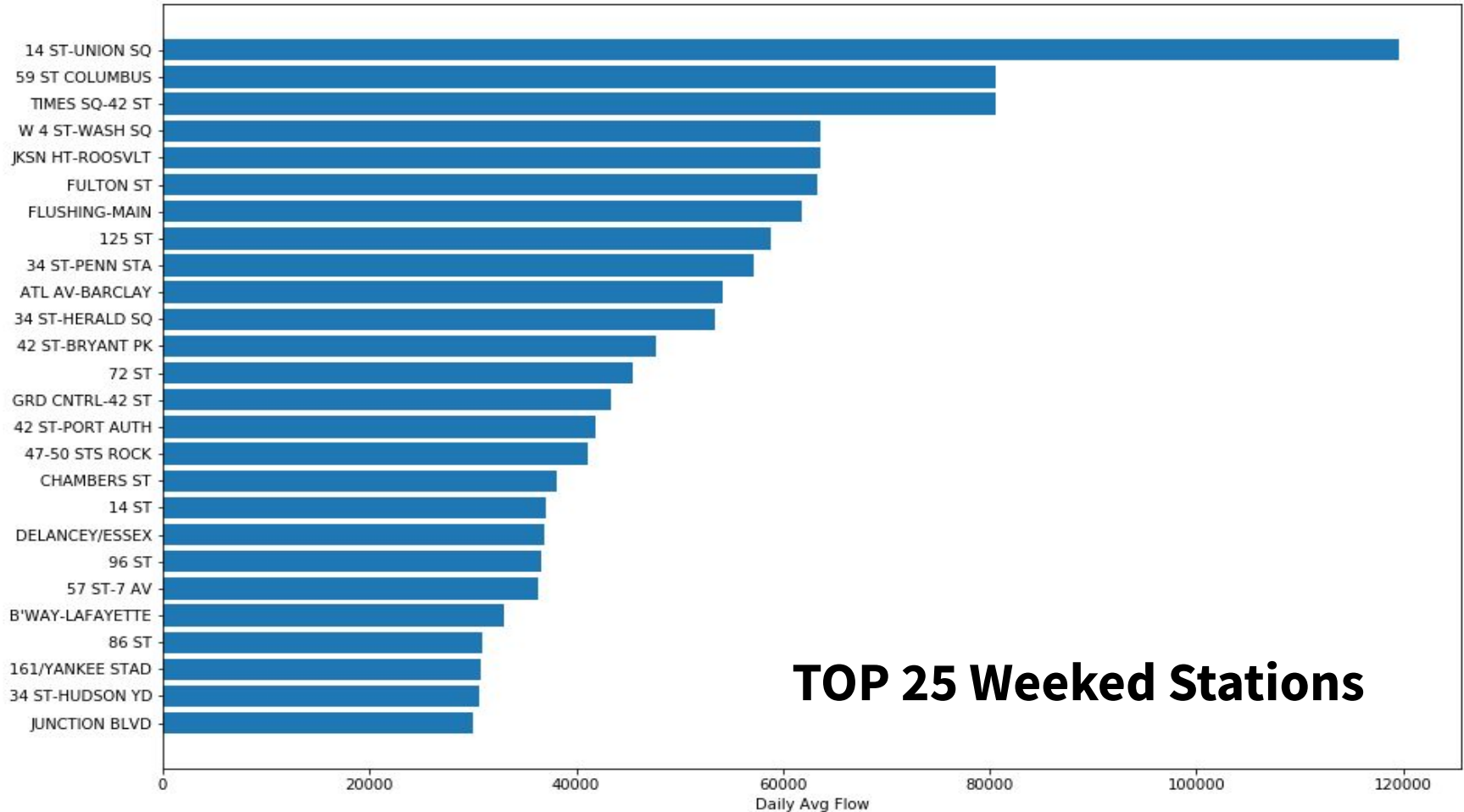


TOP 75 Weekday Night Commute Stations



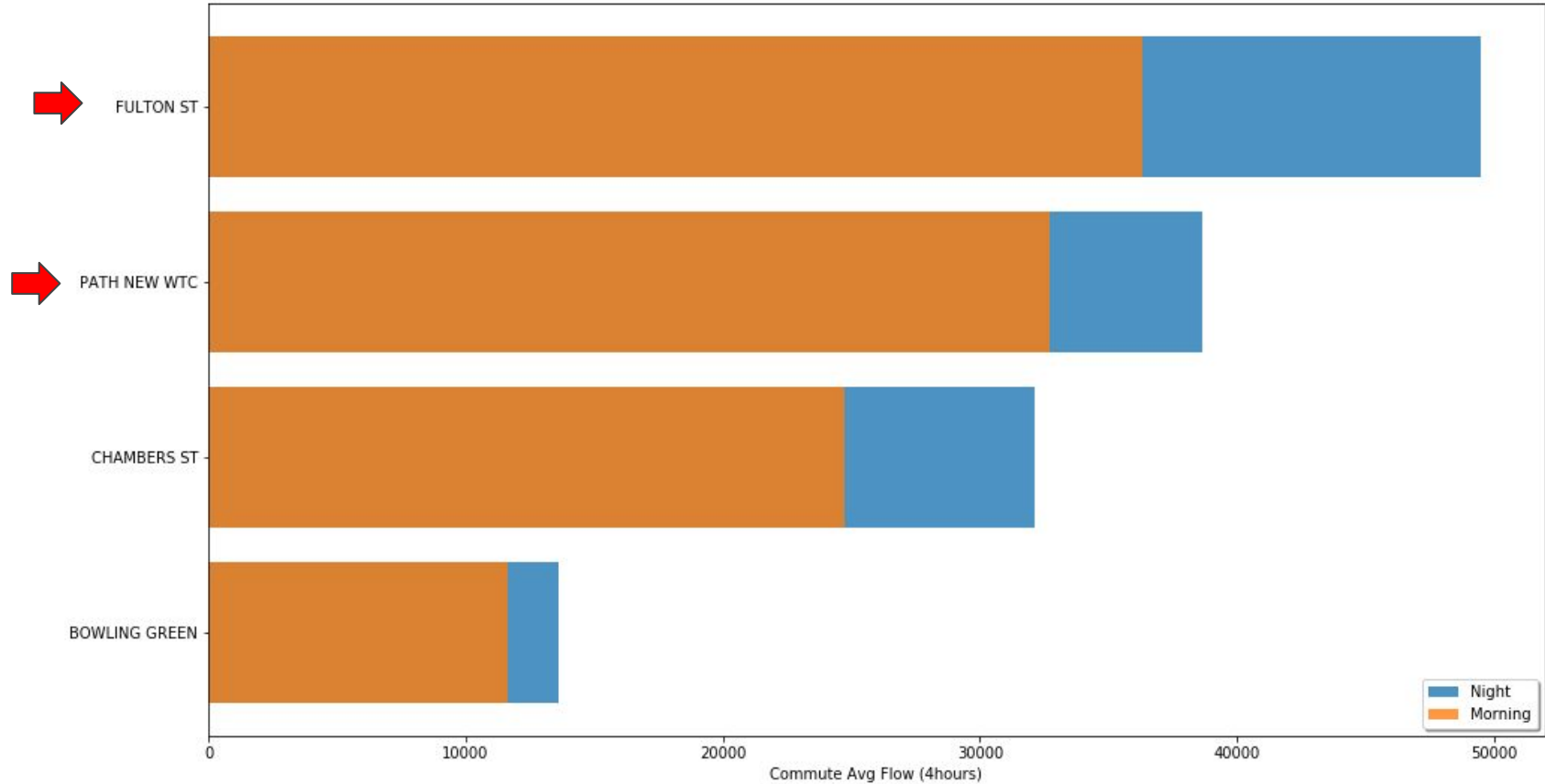


Weekends



TOP 25 Weeked Stations

Finacial Districts



TECH HUB

