Women Tech Women Yes: Optimizing Effectiveness of Street Team Engagement

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Objective

Using data and analytics, develop strategies to generate maximum interest in the Women Tech Women Yes gala

Methodology

Assumptions:

1. Gala is on 10/1 and WTWY will promote it for 2 months
2. Women, higher earners, and those who work in tech will be more likely to attend

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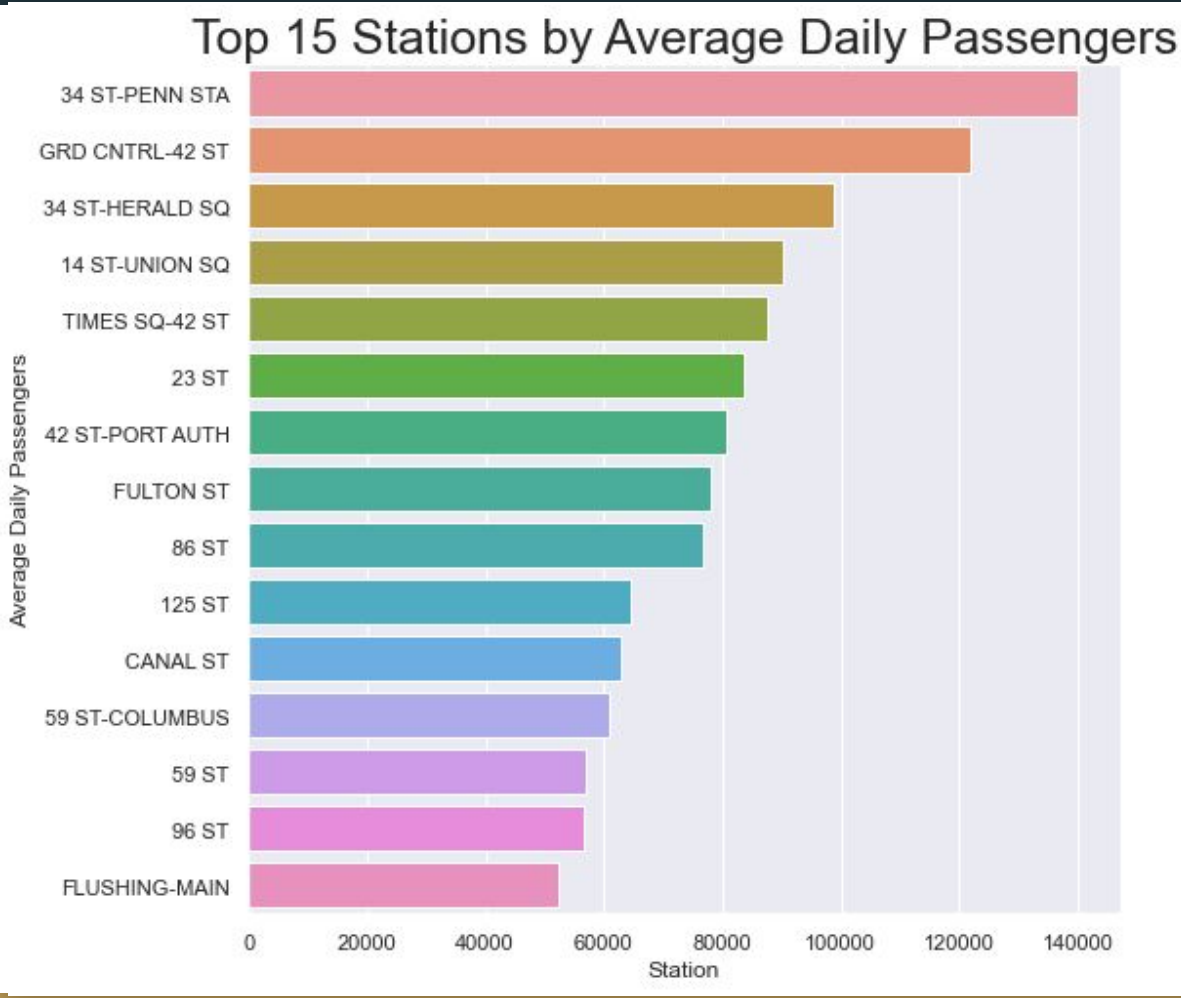
Data:

1. MTA turnstile data
2. Subway station entrance locations
3. NYC demographic data (U.S. Census Bureau)

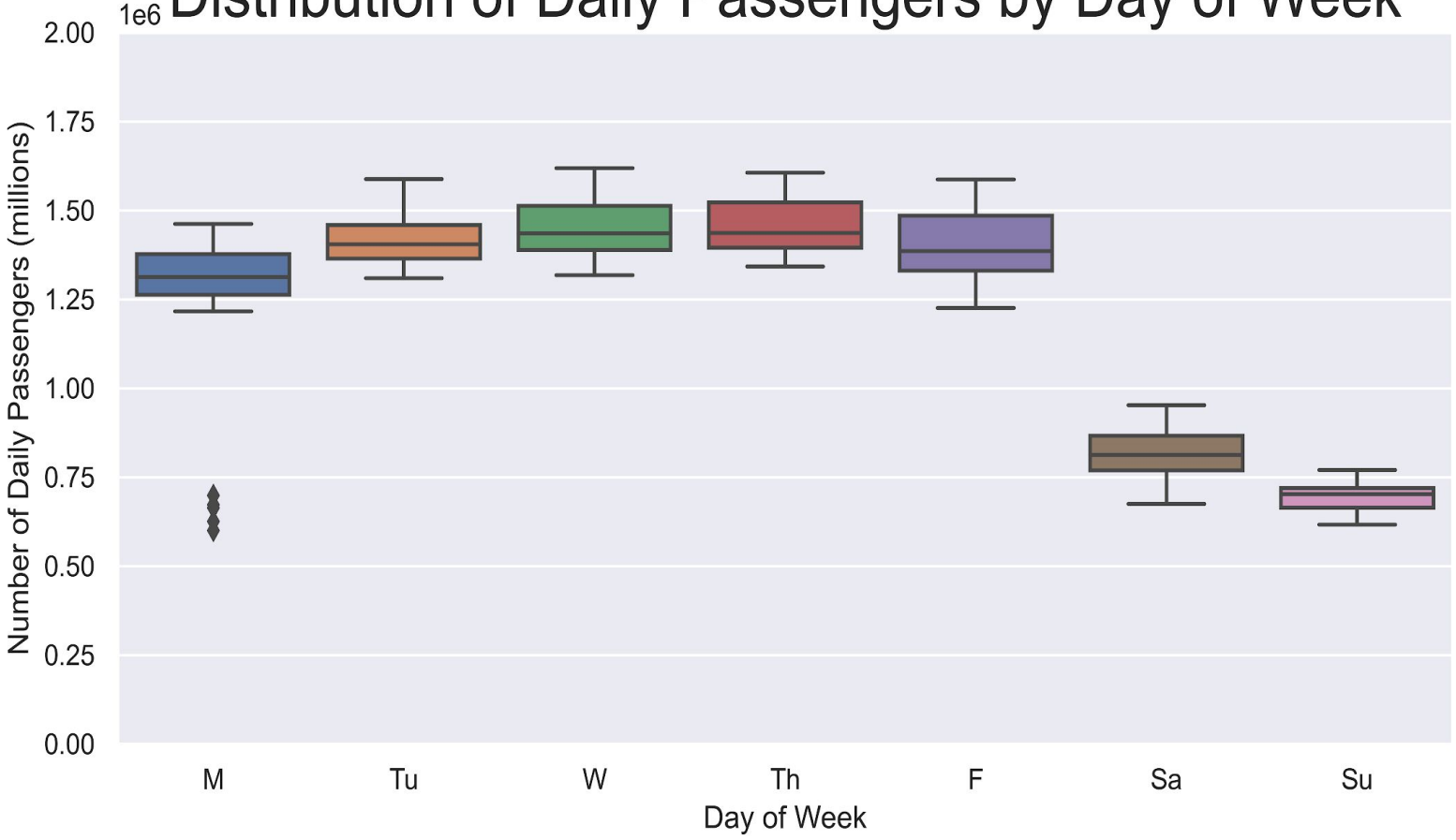
Results

MTA Analysis

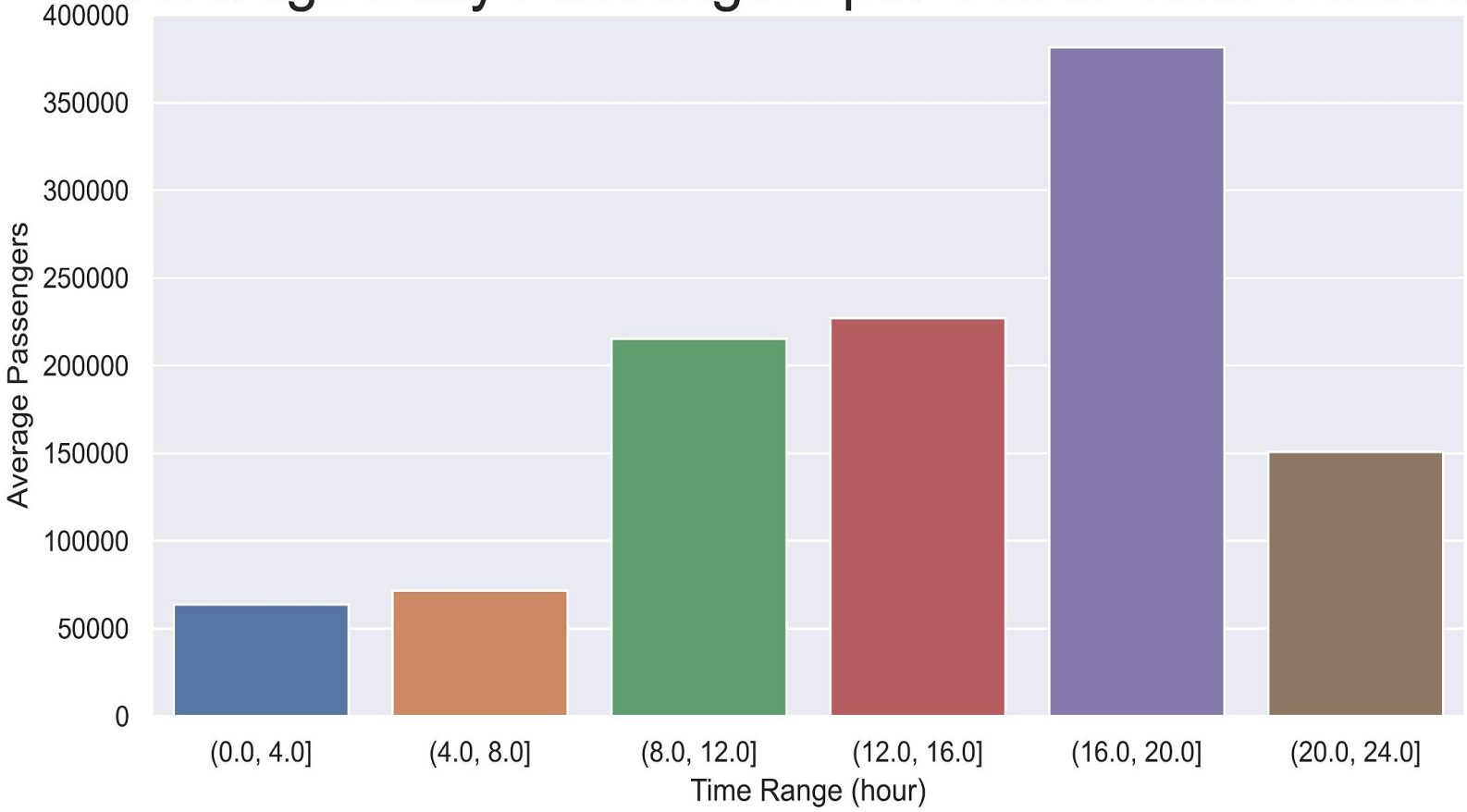

Top 15 Stations by Average Daily Passengers
34 ST-PENN STA
GRD CNTRL-42 ST
34 ST-HERALD SQ
14 ST-UNION SQ
TIMES SQ-42 ST
23 ST
42 ST-PORT AUTH
FULTON ST
86 ST
125 ST
CANAL ST
59 ST-COLUMBUS
59 ST
96 ST
FLUSHING-MAIN
Average Daily Passengers
0
20000
40000
60000
80000
100000
120000
140000
Station

Daily Passengers
56,493
80,000
100,000
120,000
140,104
125th St
96th St
86th St
59th St-Columbus Circle
59th St-Lexington Ave
42nd St-Port Authority
Times Square-42nd St
Grand Central-42nd St
34th St-Penn Station
34th St-Herald Square
23rd St
14th St-Union Square
Canal St

Distribution of Daily Passengers by Day of Week

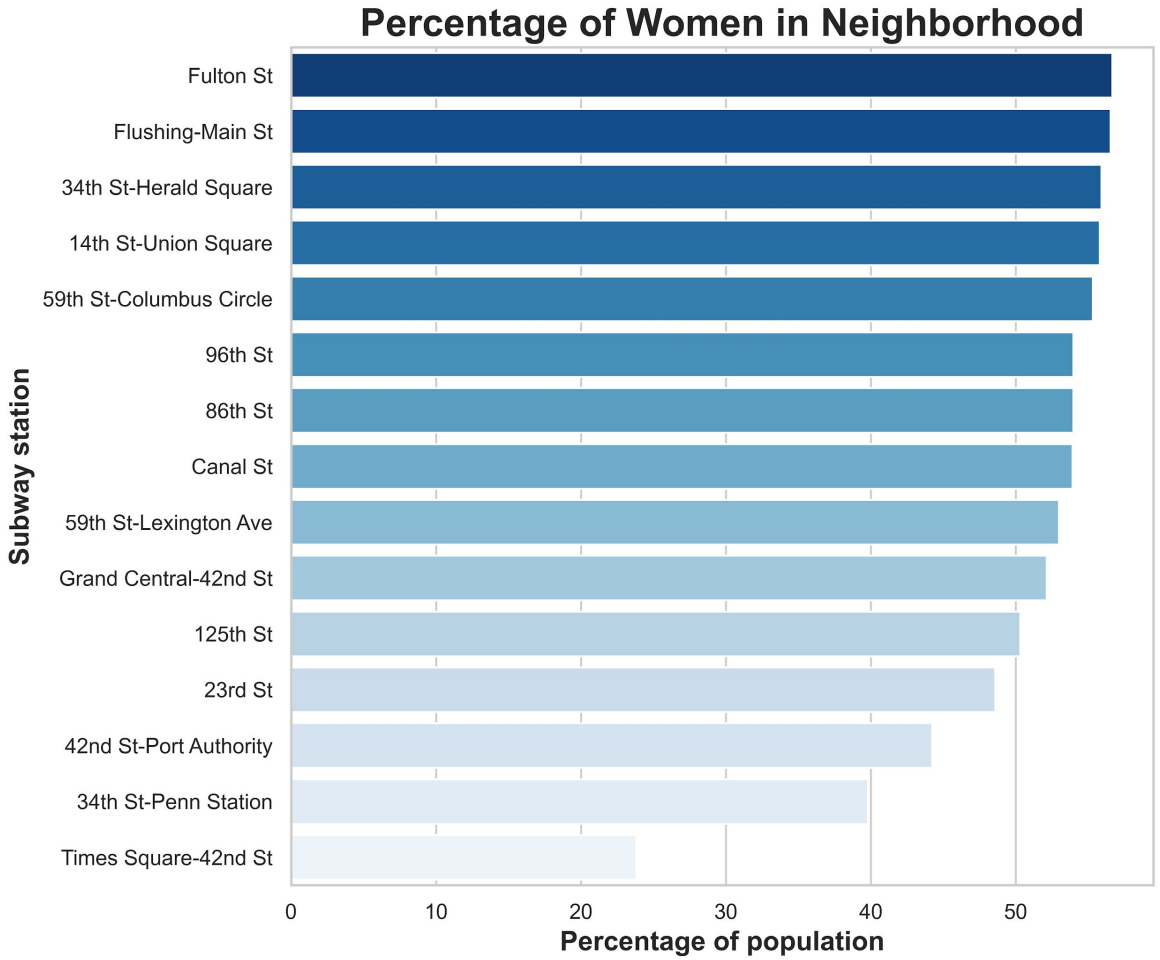


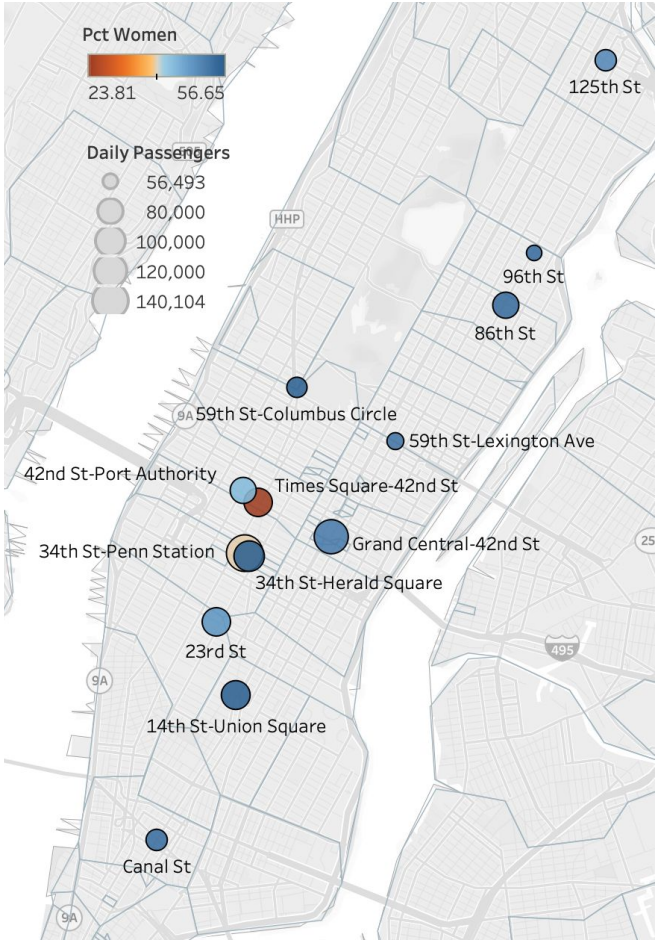
Average Daily Passengers per 4-hour Time Window

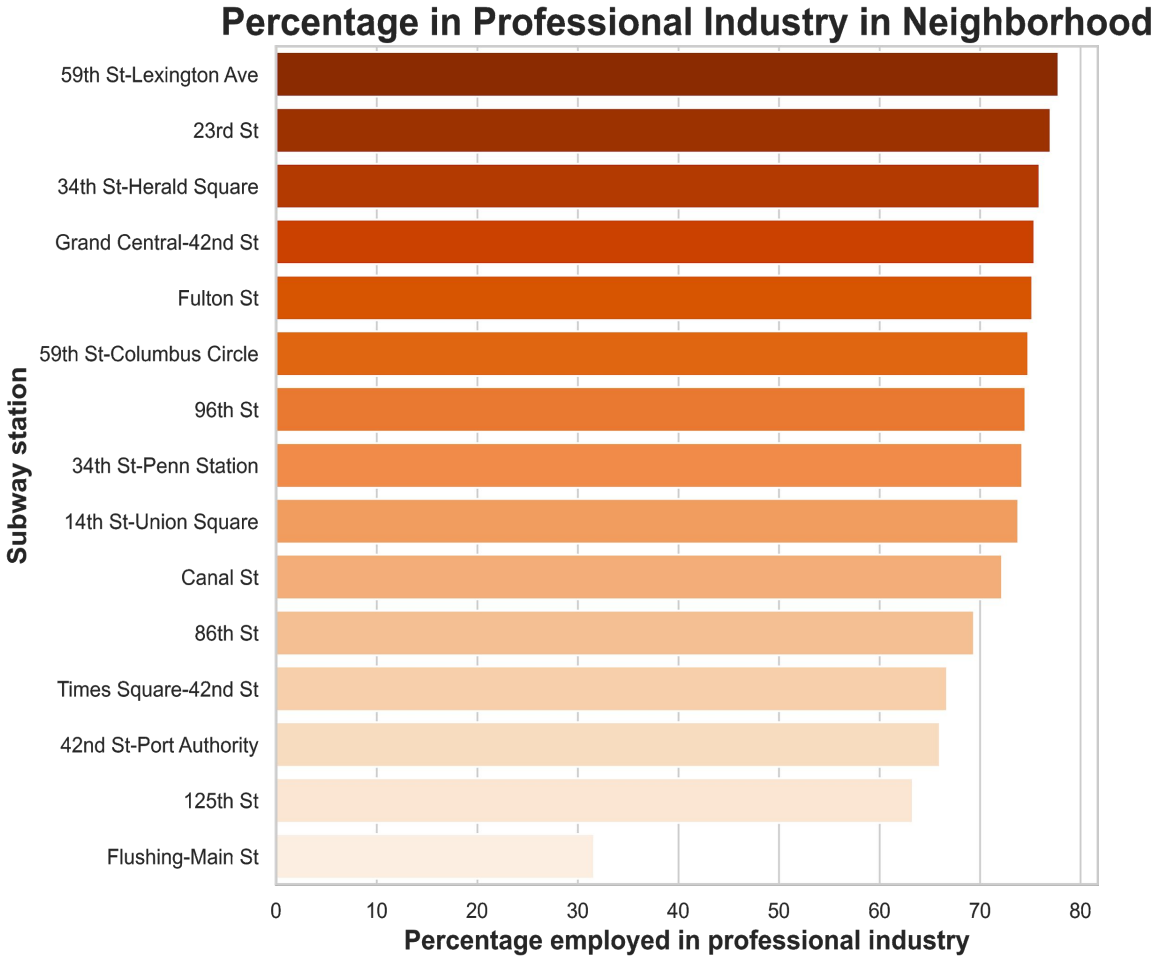


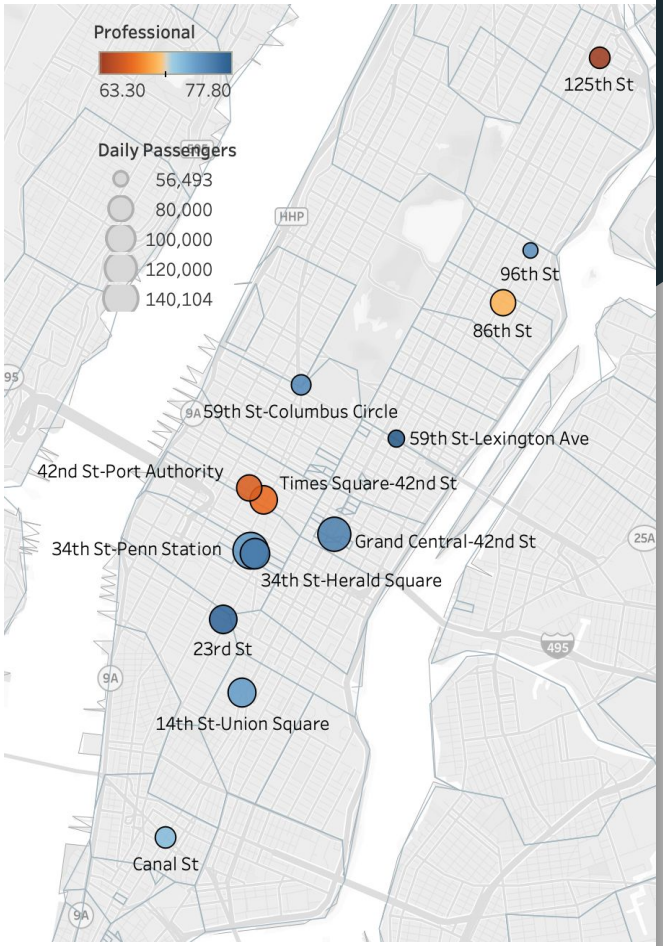
Results

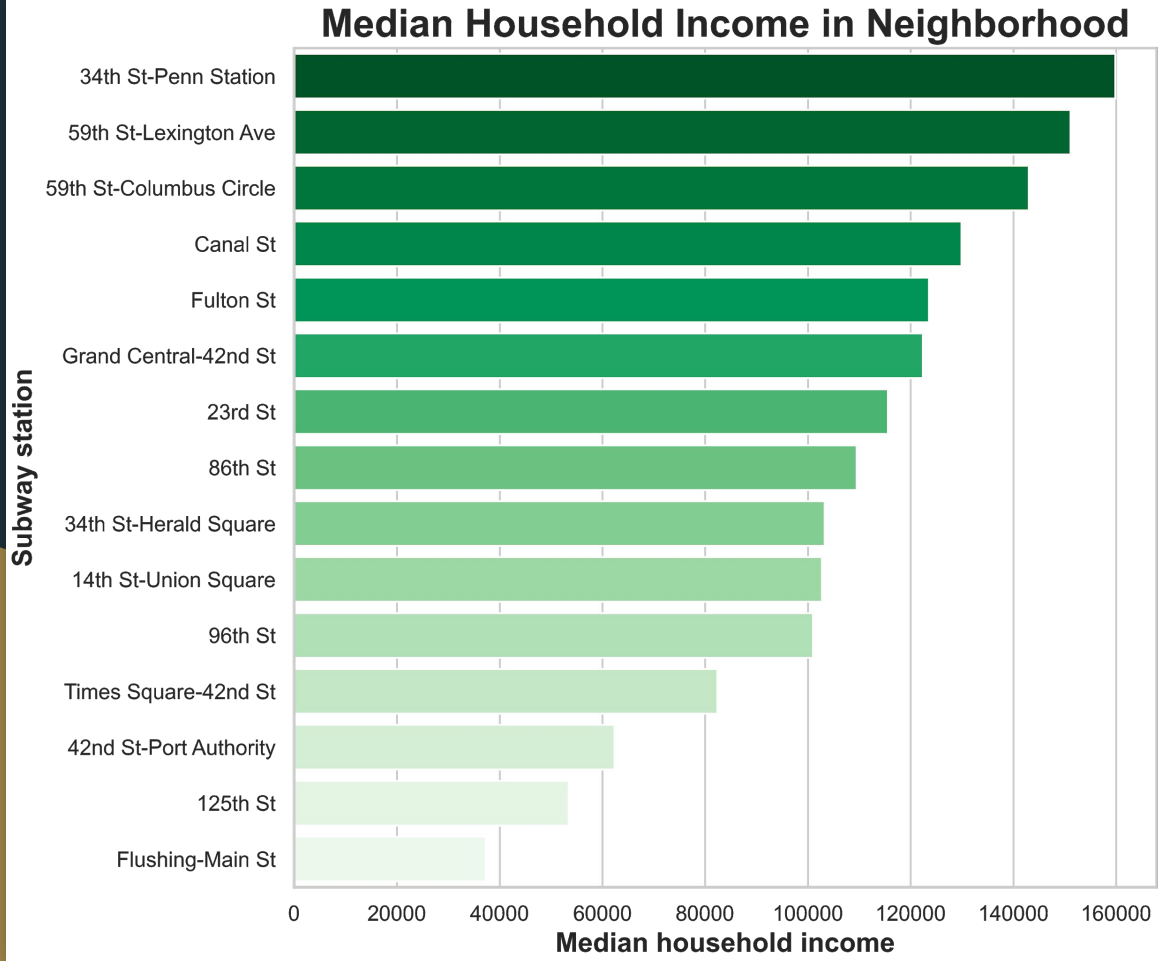
Demographics

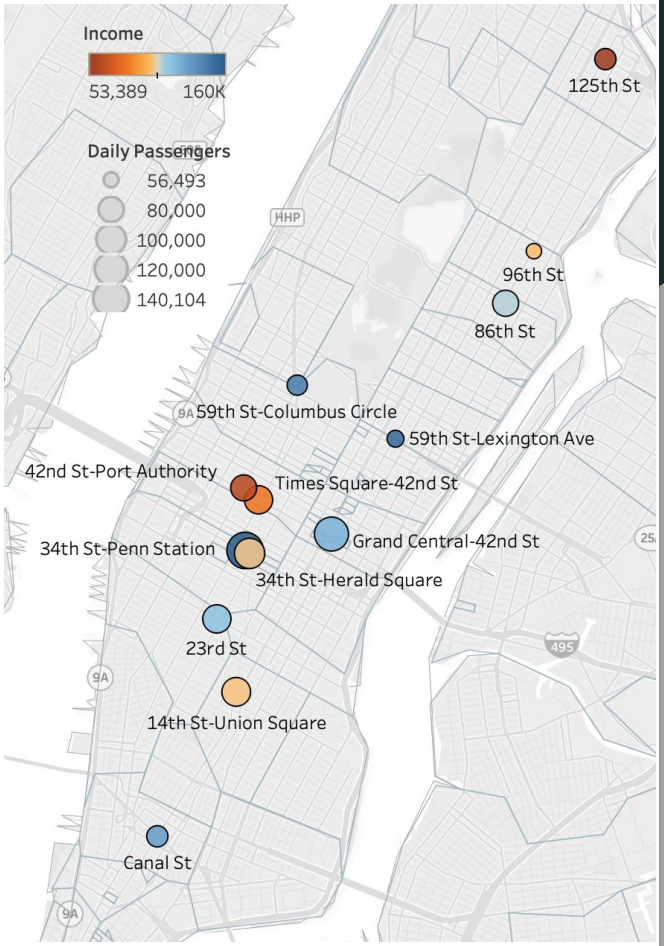

Percentage of Women in Neighborhood
Subway station
Fulton St
Flushing-Main St
34th St-Herald Square
14th St-Union Square
59th St-Columbus Circle
96th St
86th St
Canal St
59th St-Lexington Ave
Grand Central-42nd St
125th St
23rd St
42nd St-Port Authority
34th St-Penn Station
Times Square-42nd St
0
10
20
30
40
50
Percentage of population


Pct Women
23.81
56.65
Daily Passengers
56,493
80,000
100,000
120,000
140,104
125th St
96th St
86th St
59th St-Columbus Circle
59th St-Lexington Ave
42nd St-Port Authority
Times Square-42nd St
34th St-Penn Station
Grand Central-42nd St
34th St-Herald Square
23rd St
14th St-Union Square
Canal St

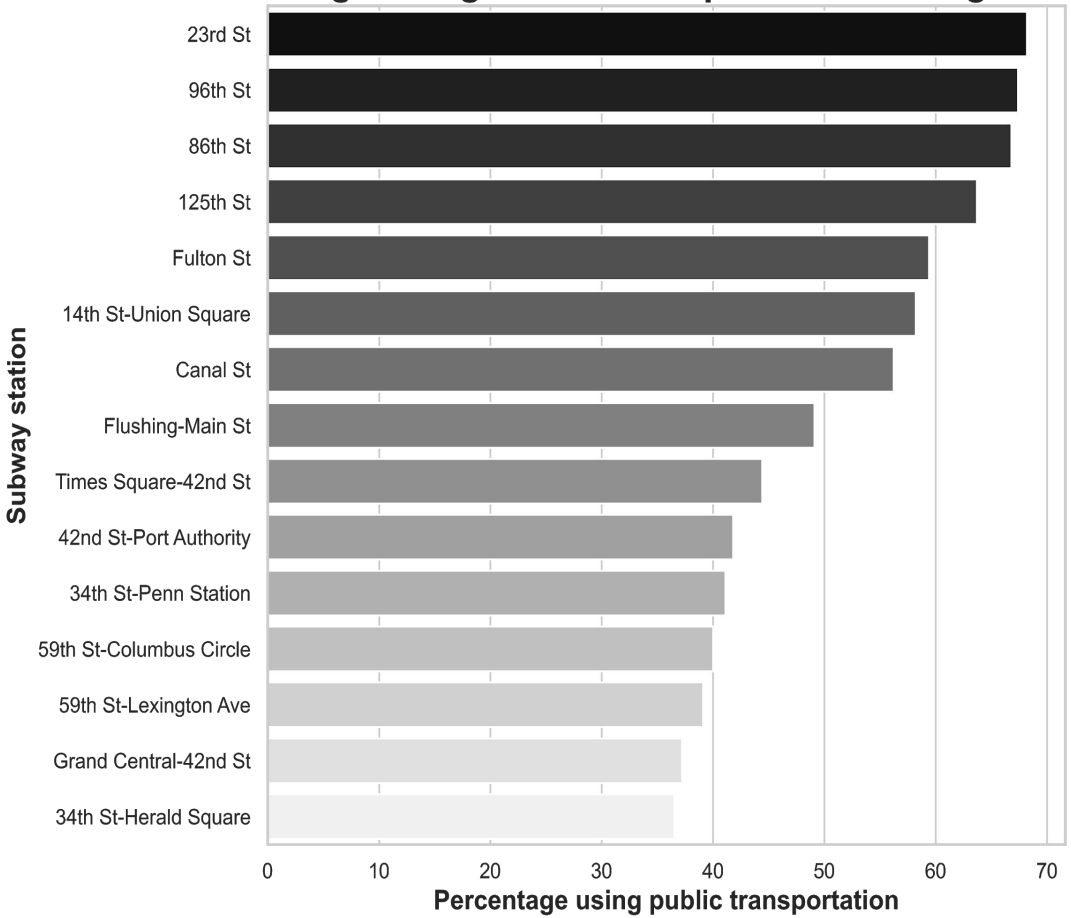

Percentage in Professional Industry in Neighborhood
Subway station
59th St-Lexington Ave
23rd St
34th St-Herald Square
Grand Central-42nd St
Fulton St
59th St-Columbus Circle
96th St
34th St-Penn Station
14th St-Union Square
Canal St
86th St
Times Square-42nd St
42nd St-Port Authority
125th St
Flushing-Main St
0
10
20
30
40
50
60
70
80
Percentage employed in professional industry

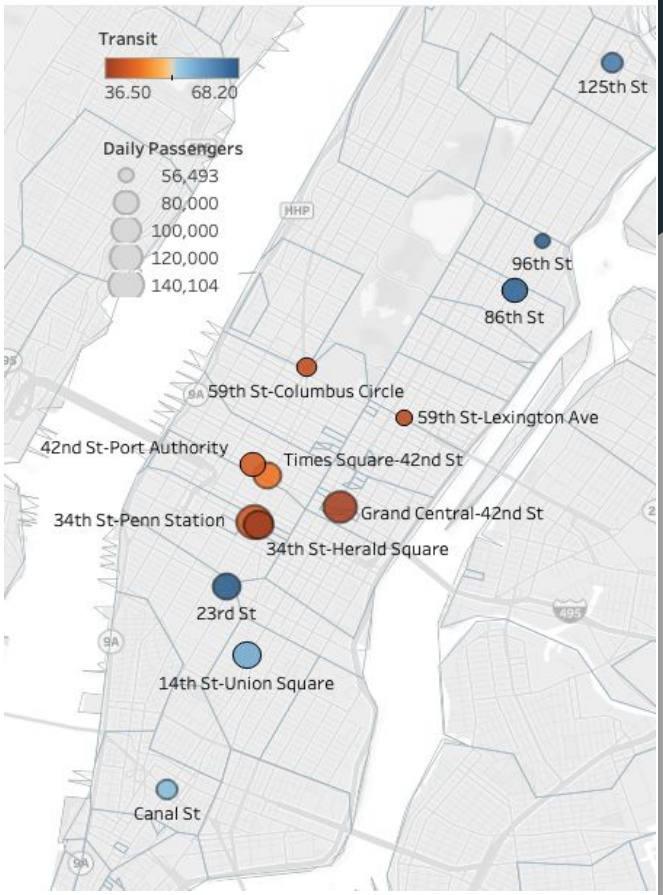

Professional
63.30
77.80
Daily Passengers
56,493
80,000
100,000
120,000
140,104
125th St
96th St
86th St
59th St-Columbus Circle
59th St-Lexington Ave
42nd St-Port Authority
Times Square-42nd St
34th St-Penn Station
Grand Central-42nd St
34th St-Herald Square
23rd St
14th St-Union Square
Canal St


Median Household Income in Neighborhood
34th St-Penn Station
59th St-Lexington Ave
59th St-Columbus Circle
Canal St
Fulton St
Grand Central-42nd St
23rd St
86th St
34th St-Herald Square
14th St-Union Square
96th St
Times Square-42nd St
42nd St-Port Authority
125th St
Flushing-Main St
Subway station
0
20000
40000
60000
80000
100000
120000
140000
160000
Median household income


Income
53,389
160K
Daily Passengers
56,493
80,000
100,000
120,000
140,104
125th St
96th St
86th St
59th St-Columbus Circle
59th St-Lexington Ave
42nd St-Port Authority
Times Square-42nd St
34th St-Penn Station
Grand Central-42nd St
34th St-Herald Square
23rd St
14th St-Union Square
Canal St

Percentage Using Public Transportation in Neighborhood





Conclusions

Priorities

Volume

Time of Day

Demographics

Priorities

Volume

Time of Day

Demographics

Priorities

Volume

Time of Day

Demographics

Recommendations

Further Analysis

Further Analysis