

# 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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## Approach:

1. Determined which stations were busiest via daily entry volume
2. Analyzed demographics of areas surrounding most popular subway stations

# Priorities

**Volume**

**Time**

**Demographics**

# Priorities

**Volume**

**Time**

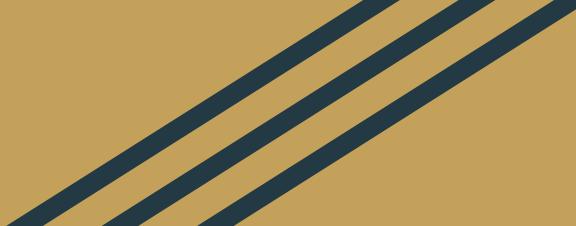
**Demographics**

# Priorities

**Volume**

**Time**

**Demographics**



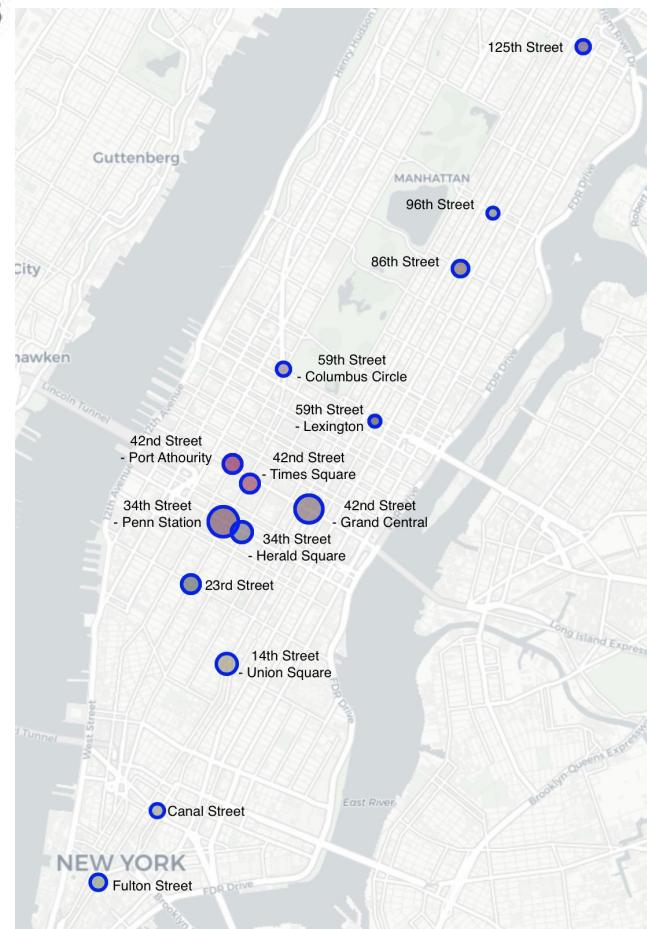
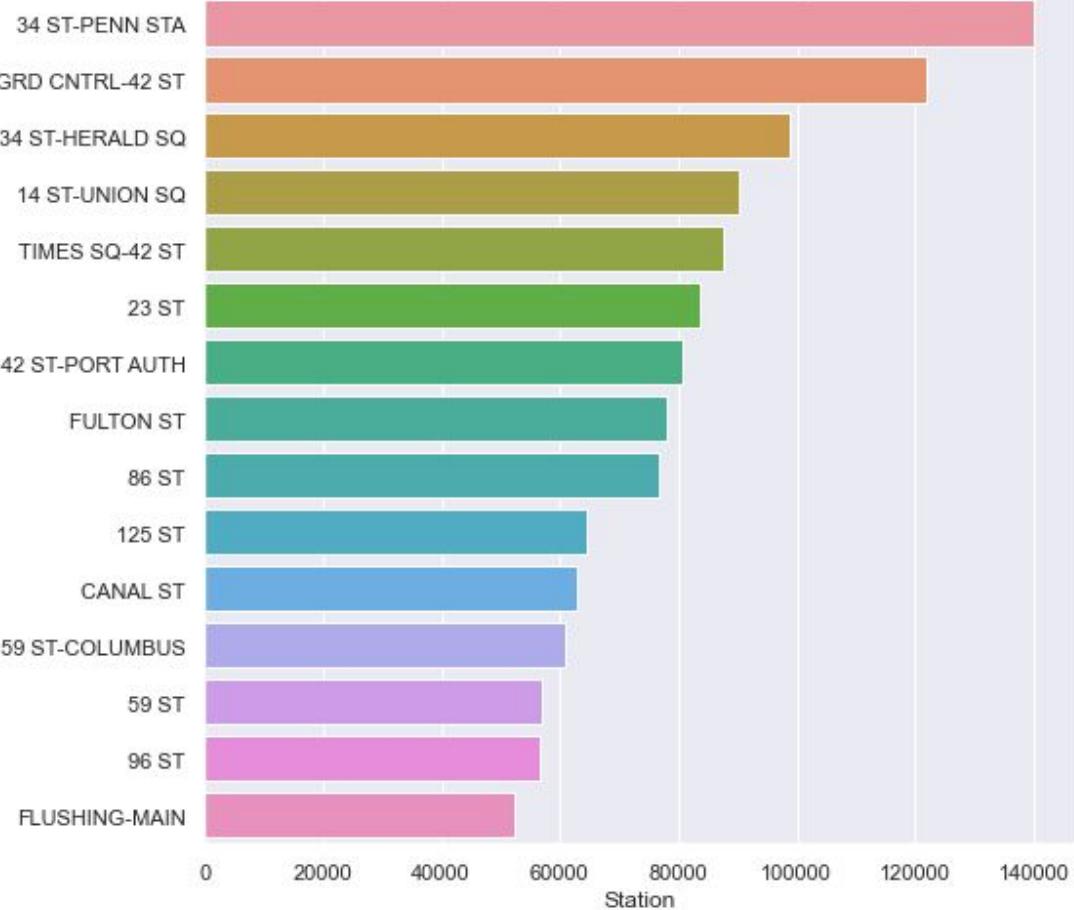
# Results

## MTA Analysis

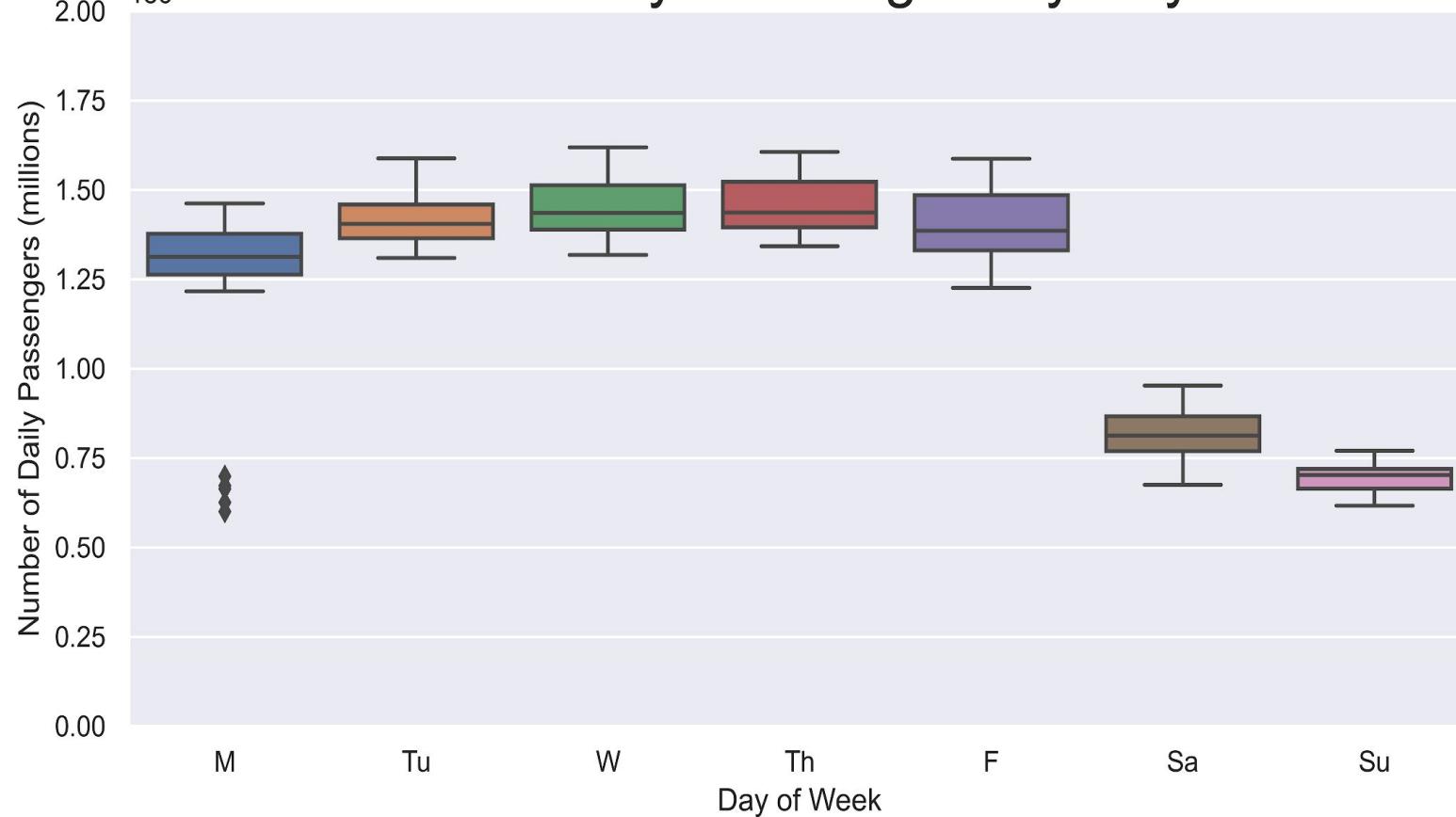


# Top 15 Stations by Average Daily Passengers

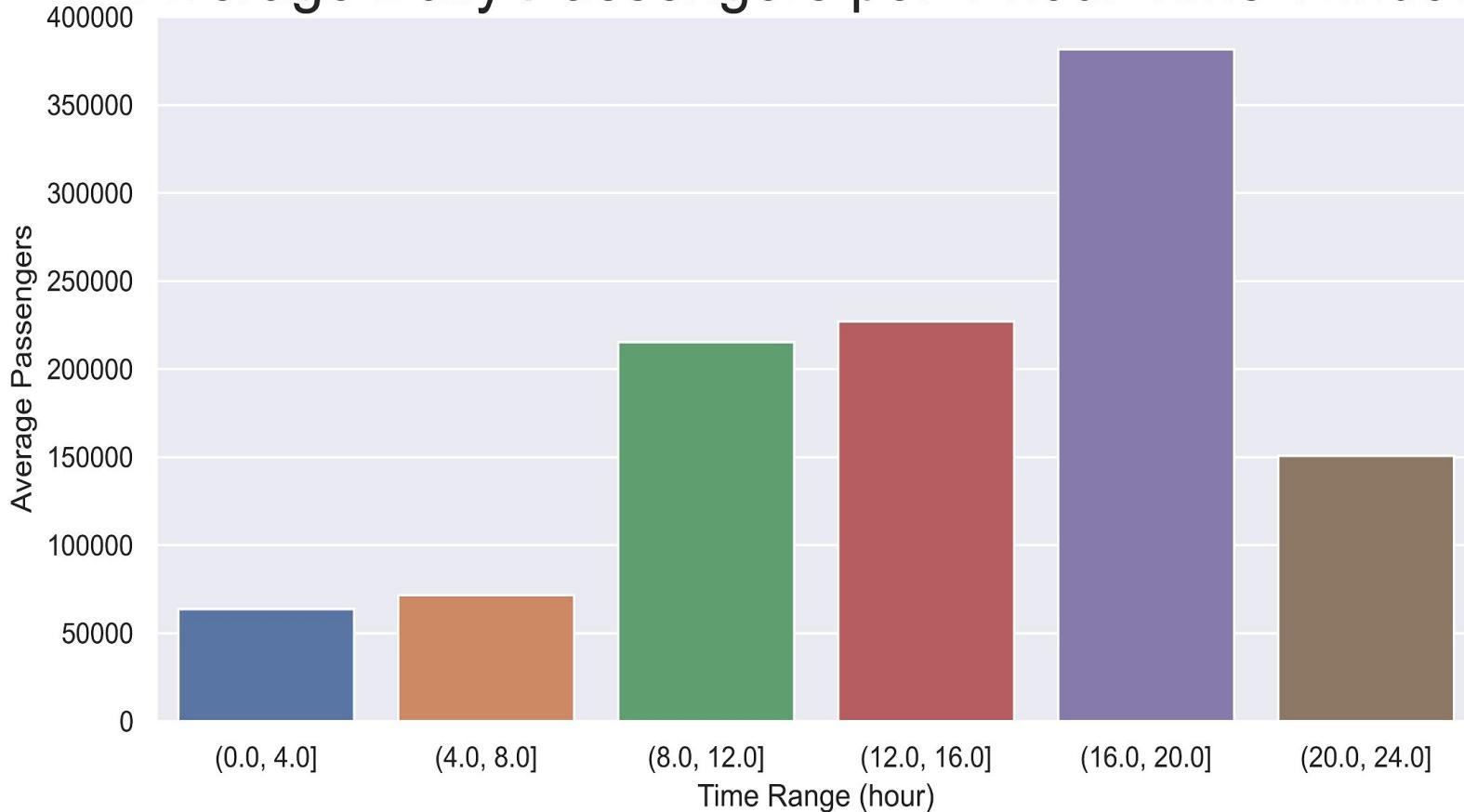
Average Daily Passengers



# Distribution of Daily Passengers by Day of Week



# Average Daily Passengers per 4-hour Time Window

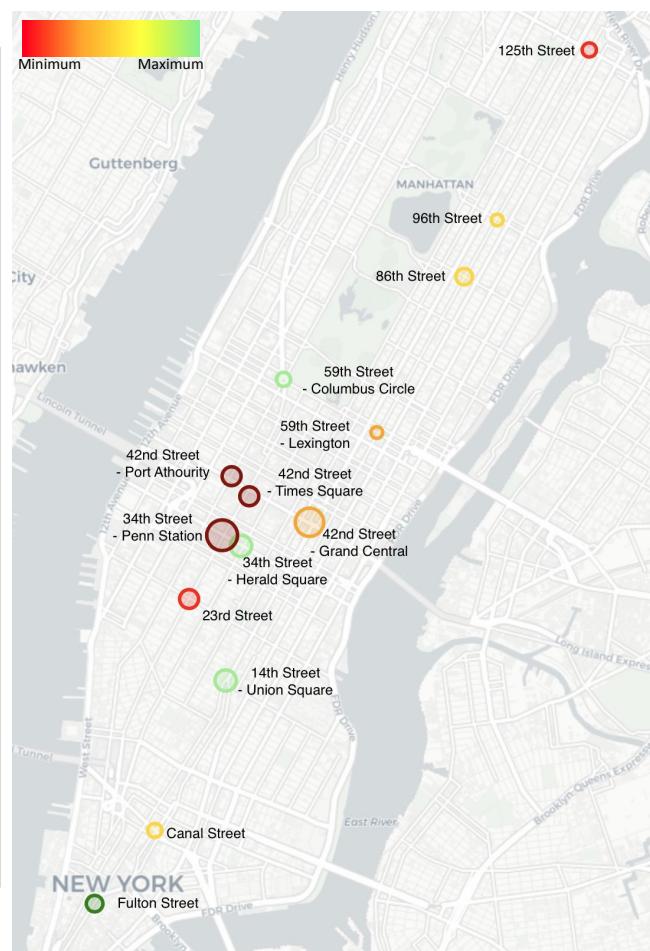
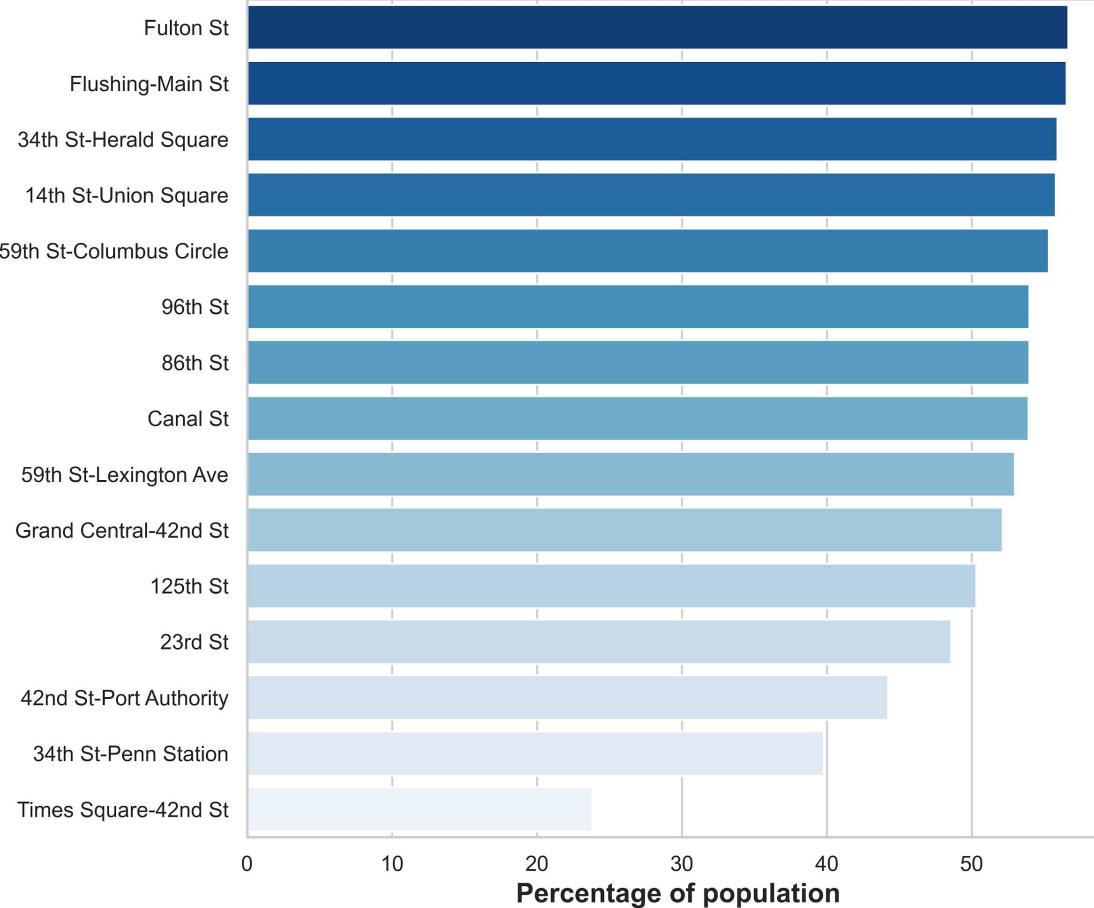


# Results

## Demographics

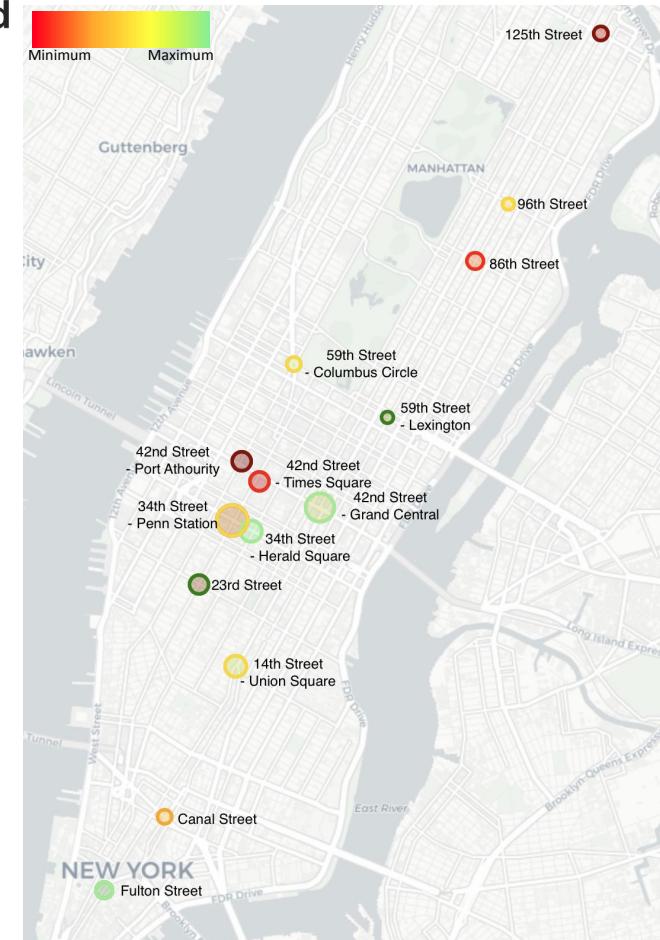
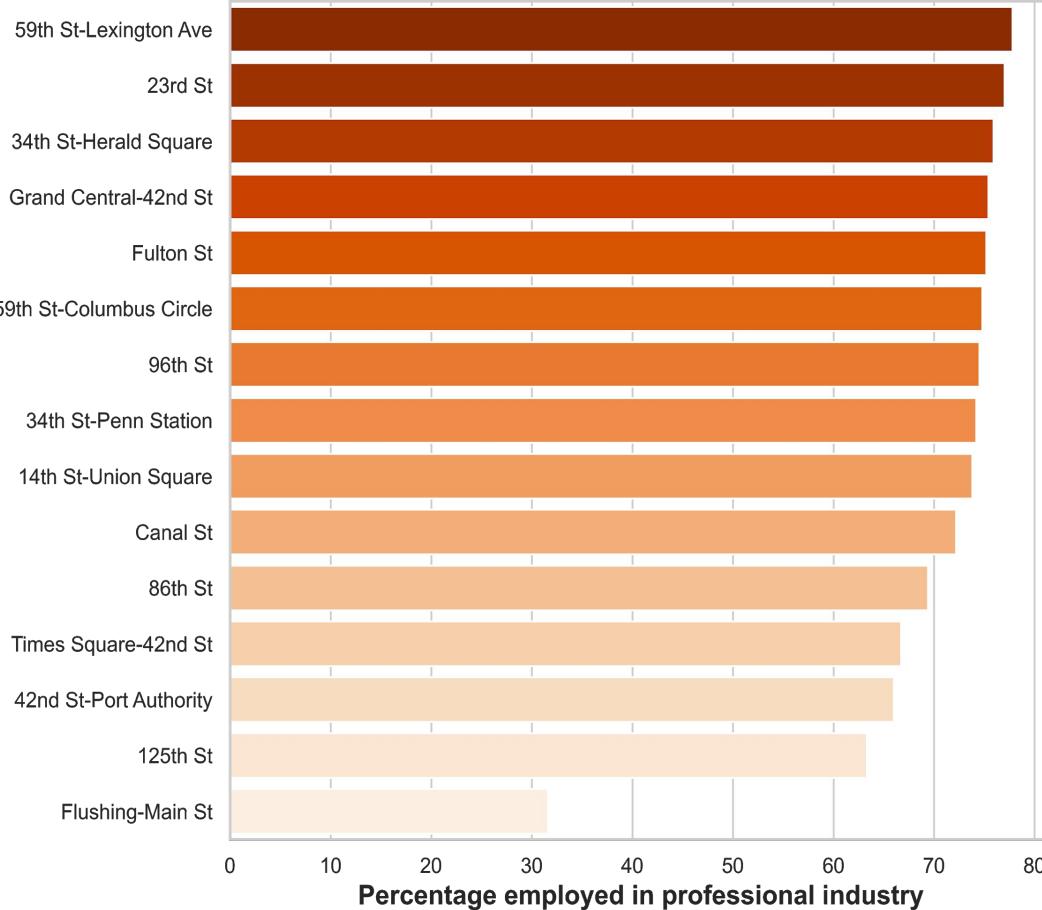
## Percentage of Women in Neighborhood

Subway station



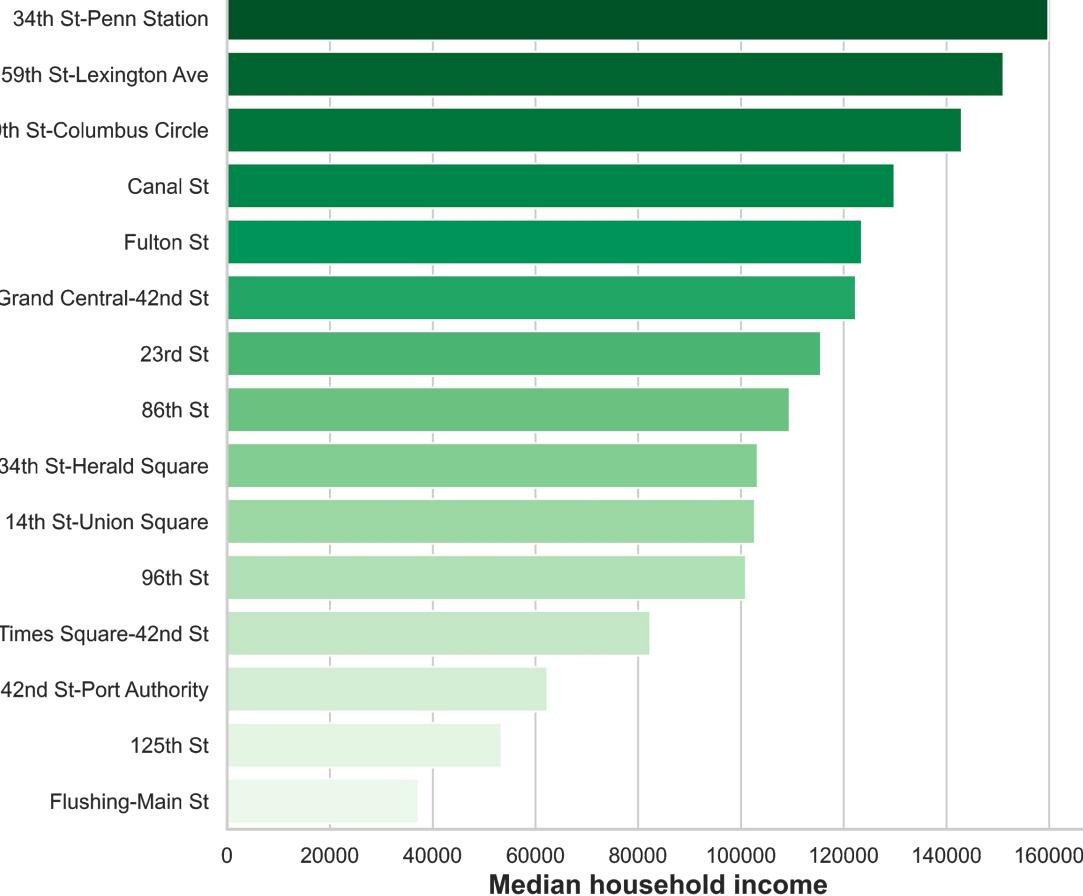
## Percentage in Professional Industry in Neighborhood

Subway station



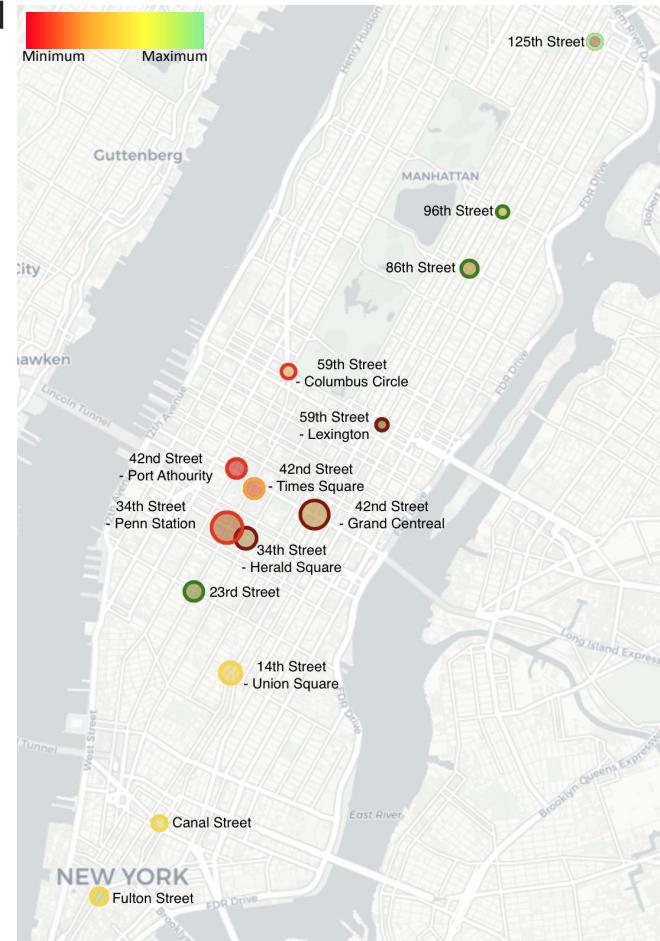
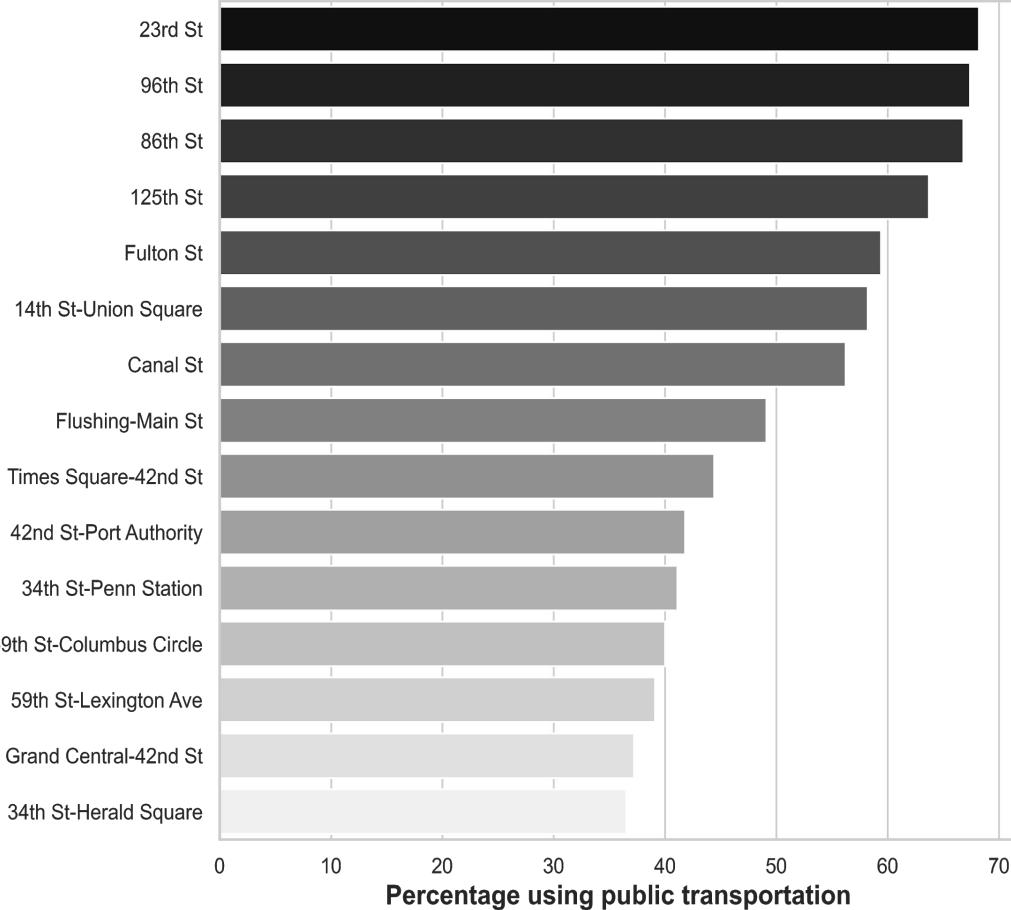
# Median Household Income in Neighborhood

Subway station



## Percentage Using Public Transportation in Neighborhood

Subway station



# Conclusions

# Priorities

Volume

Time

Demographics

# Recommendations



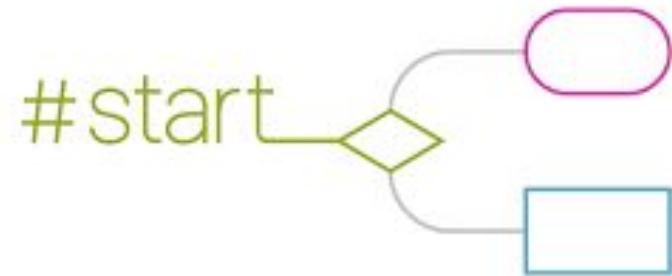
# Recommendations



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
↔						



# Recommendations



# Further Analysis



# Further Analysis





# Thank You!