

# 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**

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# Priorities

**Volume**

**Time**

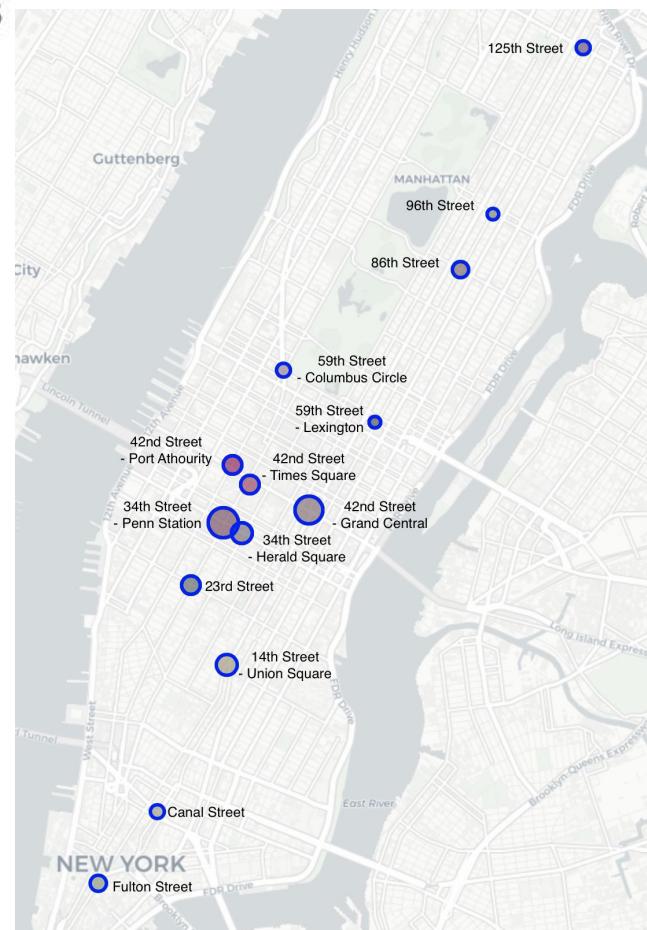
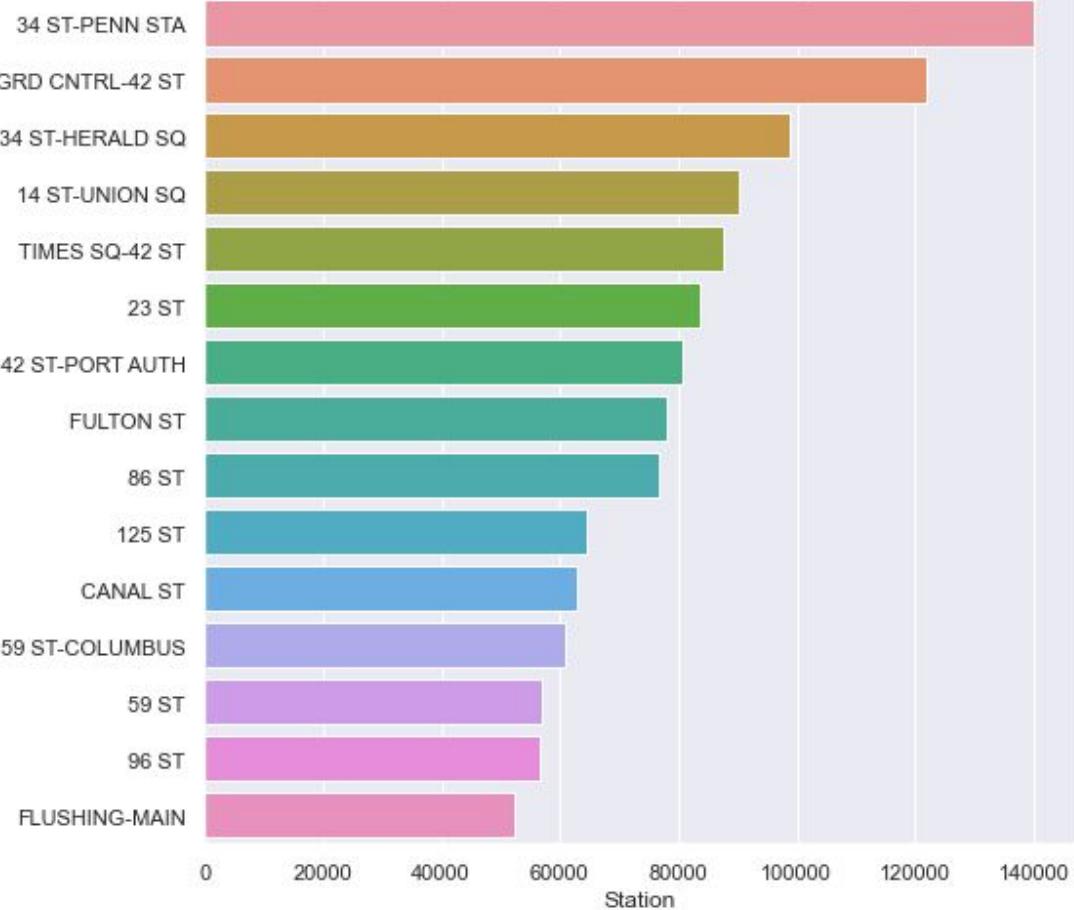
**Demographics**

# Results

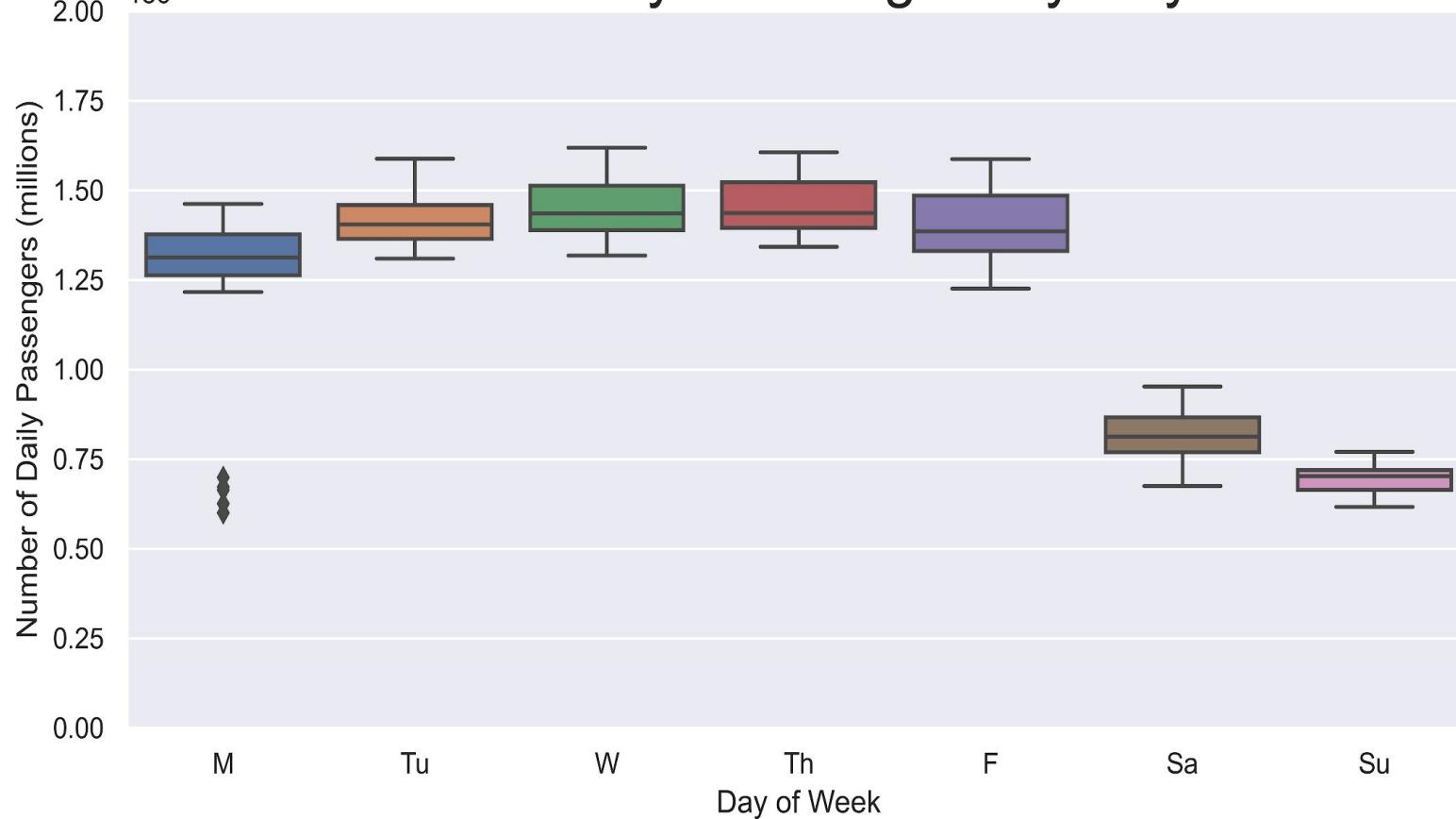
## MTA Analysis

# Top 15 Stations by Average Daily Passengers

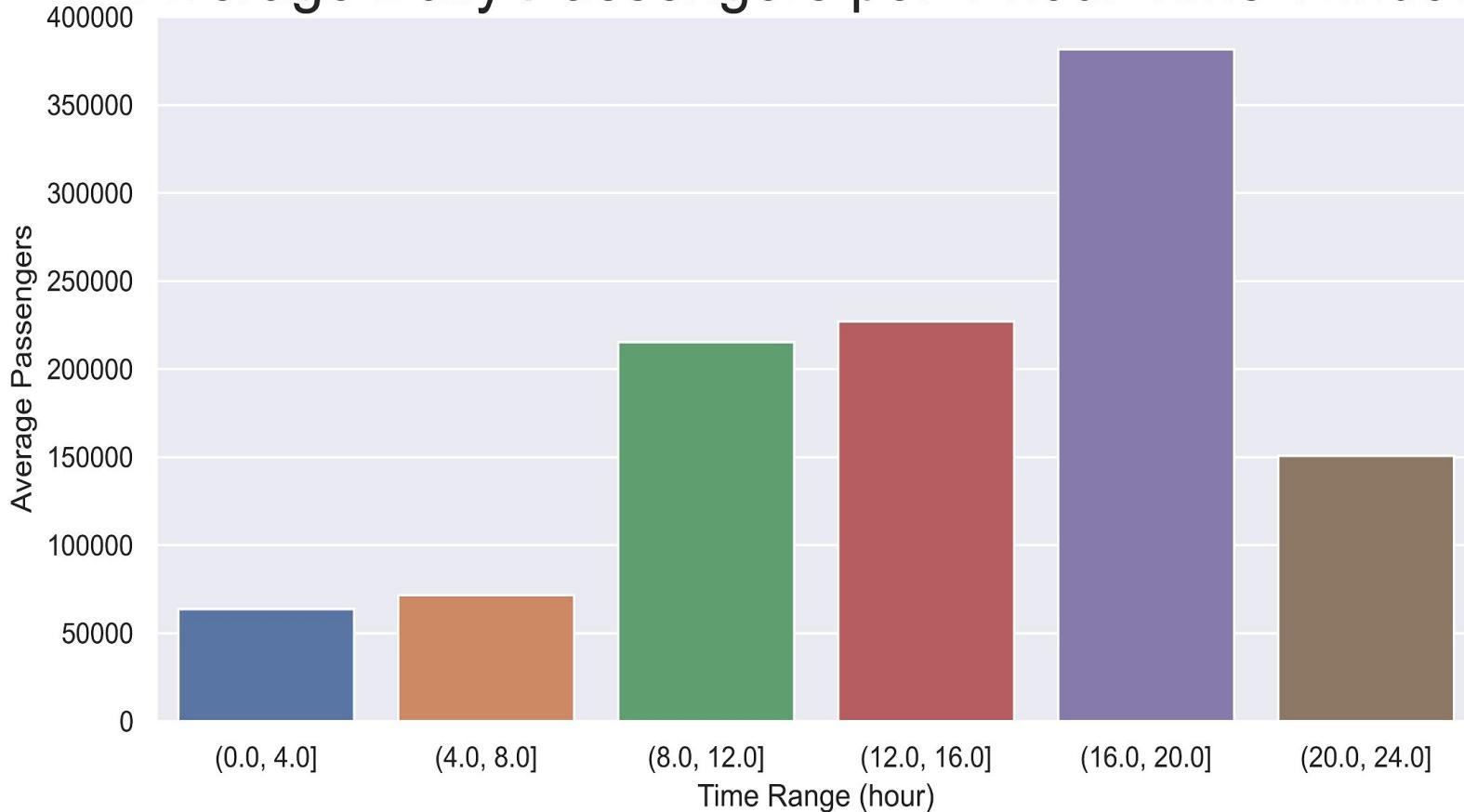
Average Daily Passengers



# Distribution of Daily Passengers by Day of Week



# Average Daily Passengers per 4-hour Time Window

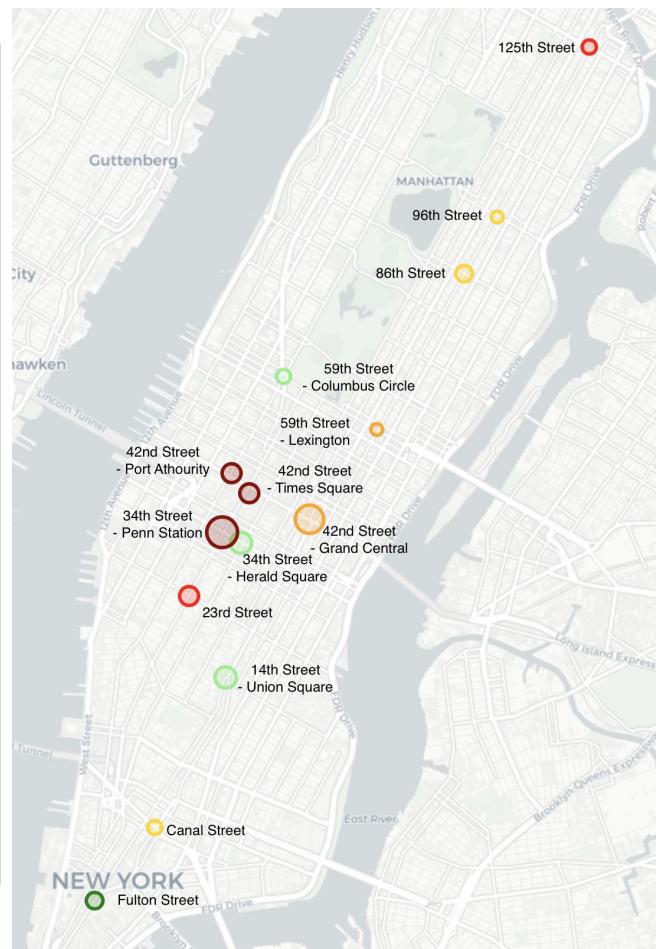
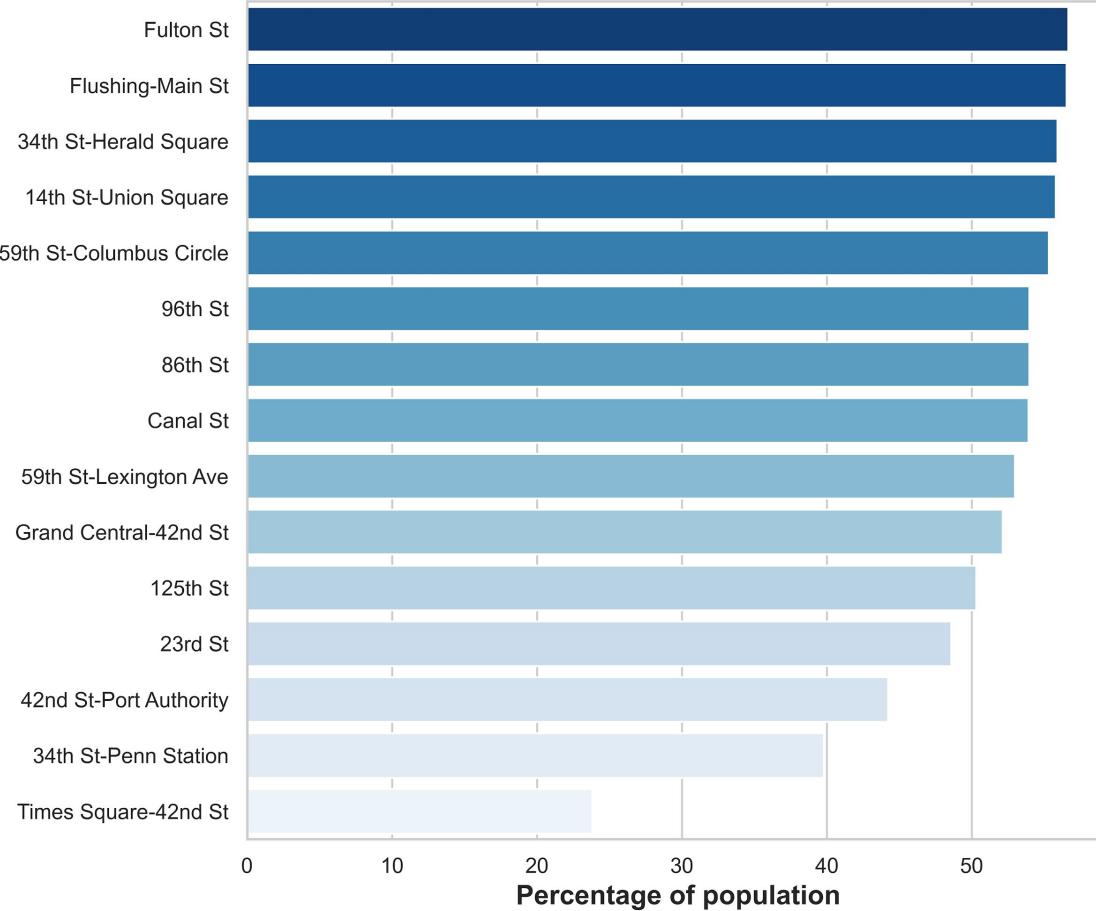


# Results

## Demographics

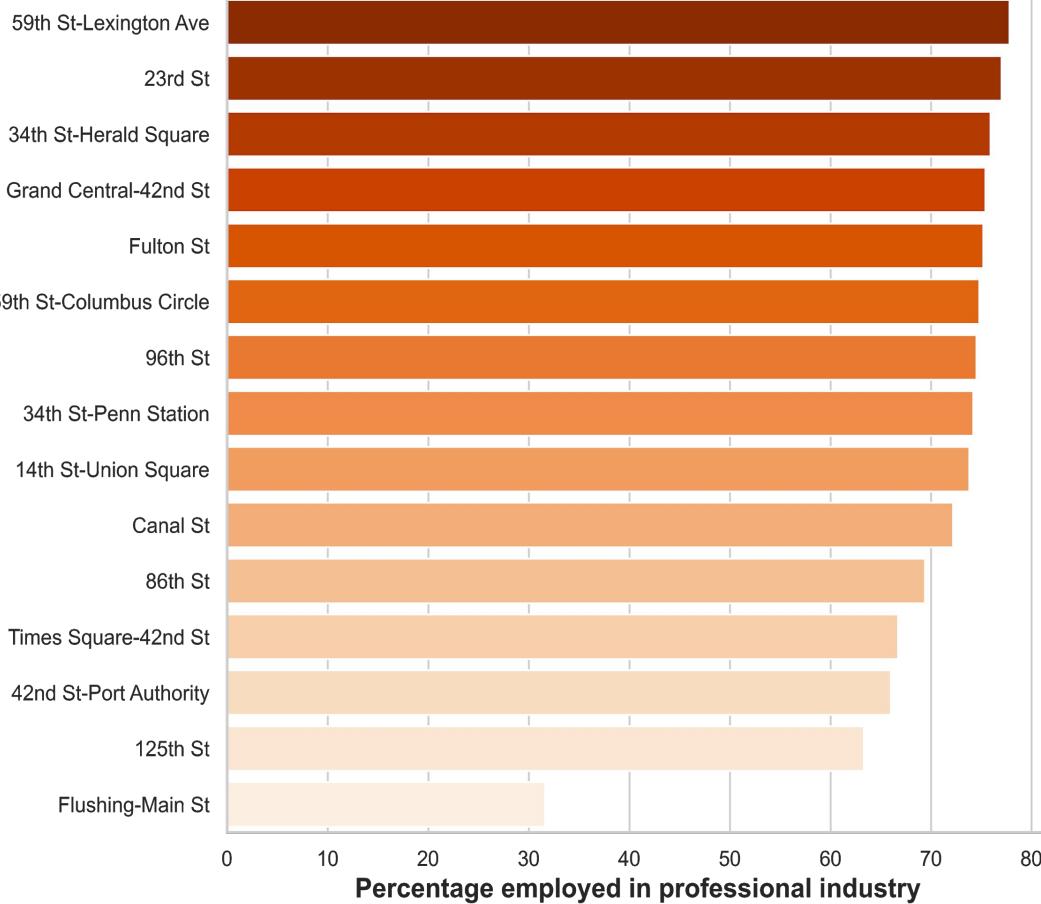
## Percentage of Women in Neighborhood

Subway station



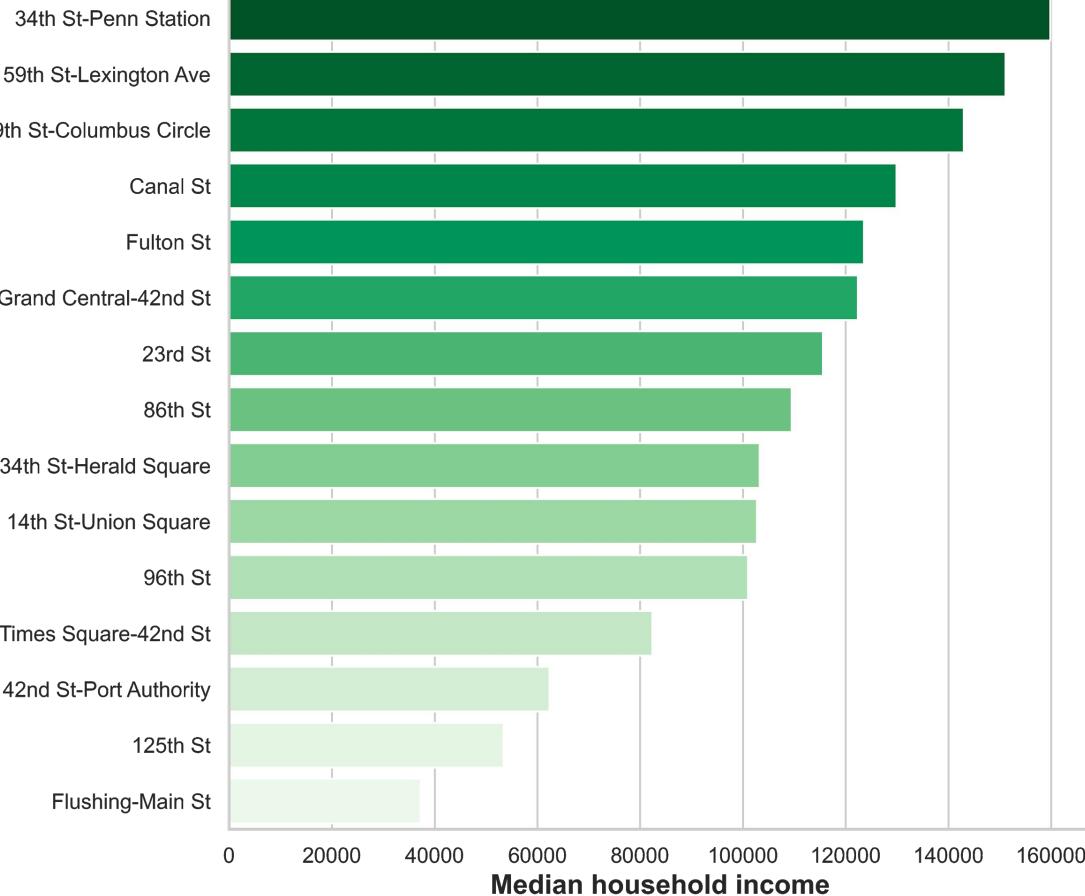
## Percentage in Professional Industry in Neighborhood

Subway station



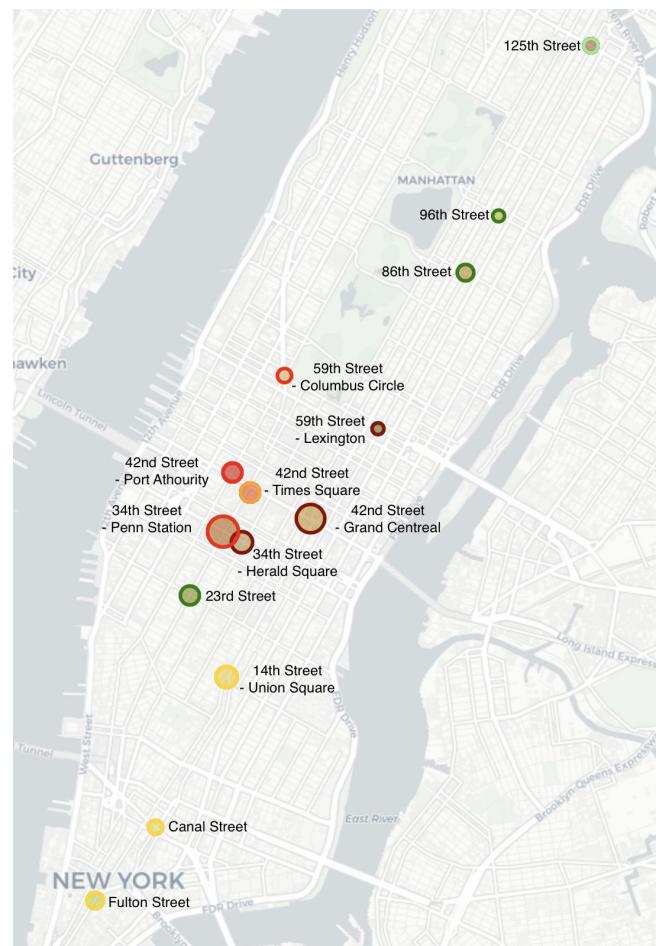
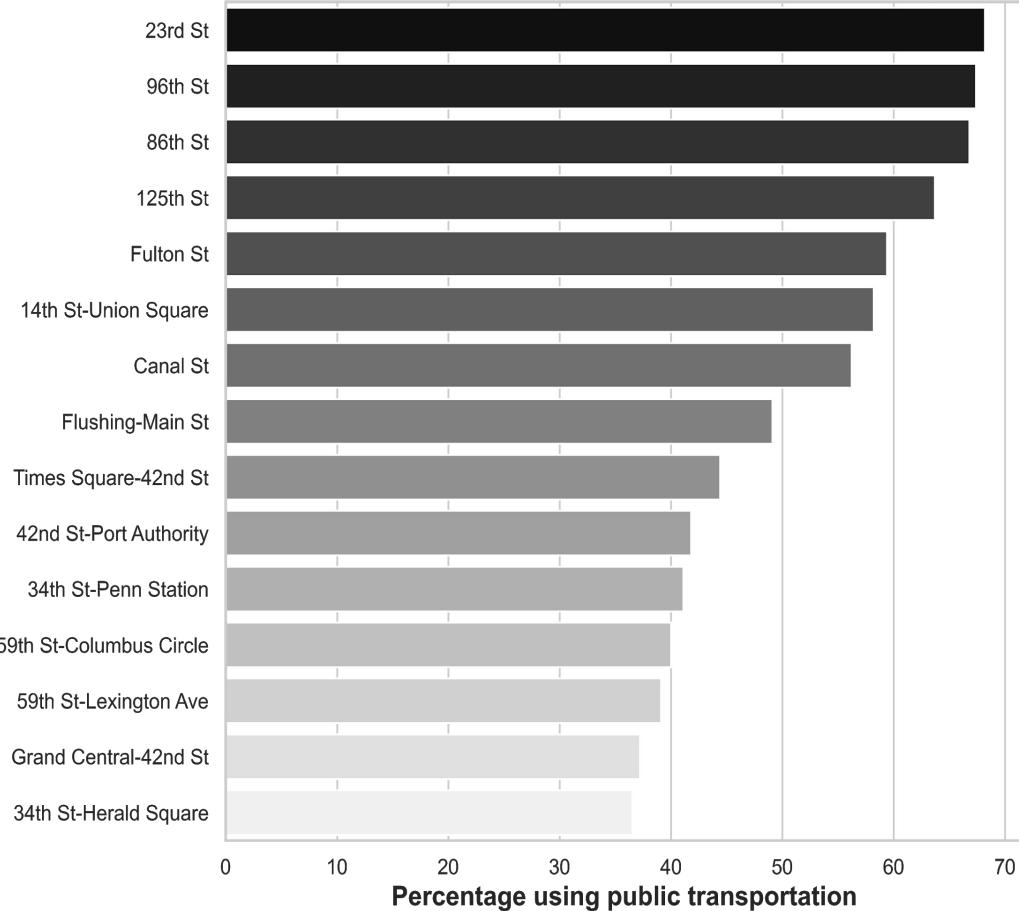
# Median Household Income in Neighborhood

Subway station



## Percentage Using Public Transportation in Neighborhood

Subway station



# Conclusions

# Priorities

Volume

Time

Demographics

# Recommendations



# Recommendations



| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--------|---------|-----------|----------|--------|----------|--------|
| ↔      |         |           |          |        |          |        |



# Further Analysis



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# Thank You!