



WOMEN TECH WOMEN YES SUMMER EVENT

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GOALS

- Get as much people to join the WTWY Summer gala.
- Set up street teams near MTA subway stations to help people to register for the event.
- Get information of their email and background.

STRATEGY

- Want to find heaviest traffic of MTA subway stations.
- More people = more chances to get someone to join the Summer event.
- Set street teams at the beginning of January till end of May.

DATA PREPARATION

- MTA Turnstile data from <http://web.mta.info/developers/turnstile.html>
- Download data from 1/2021 to 5/2021.
- Run SQL Queries of the table:

Out[2]:

	C/A	UNIT	SCP	STATION	LINENAME	DIVISION	DATE	TIME	DESC	ENTRIES	EXITS
0	A002	R051	02-00-00	59 ST	NQR456W	BMT	05/22/2021	00:00:00	REGULAR	7575503	2588978
1	A002	R051	02-00-00	59 ST	NQR456W	BMT	05/22/2021	04:00:00	RECOVR AUD	7575515	2588982
2	A002	R051	02-00-00	59 ST	NQR456W	BMT	05/22/2021	08:00:00	REGULAR	7575523	2588989
3	A002	R051	02-00-00	59 ST	NQR456W	BMT	05/22/2021	12:00:00	REGULAR	7575557	2588996
4	A002	R051	02-00-00	59 ST	NQR456W	BMT	05/22/2021	16:00:00	REGULAR	7575630	2589008

DATA PREPARATION

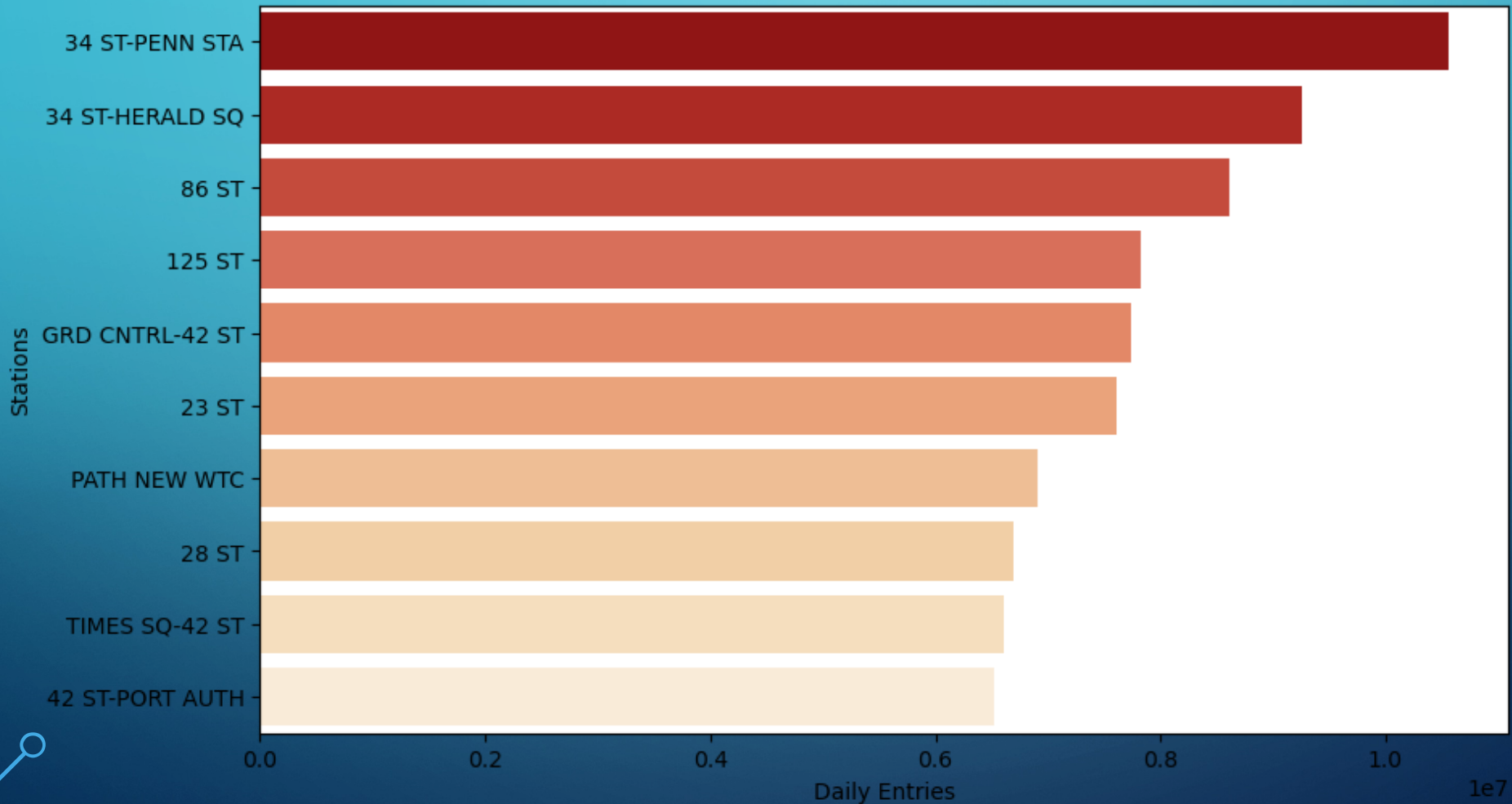
- Some modifications to data:

Out[37]:

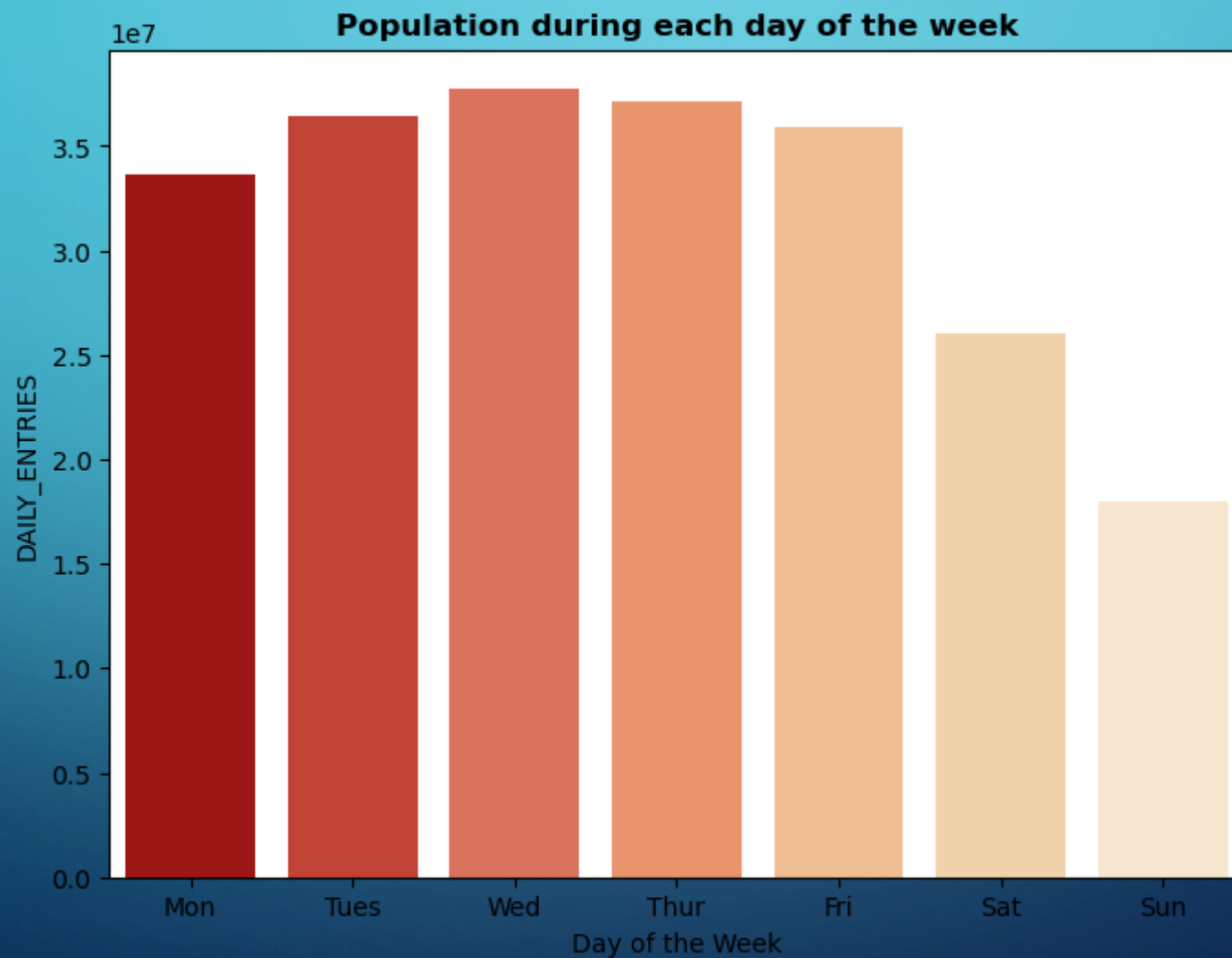
	C/A	UNIT	STATION	DATE	TIME	ENTRIES	PREV_ENTRIES	INTERVAL_ENTRIES	INTERVAL	TIME_OF_DAY	DAY_NUM	WEEK_NUM
1	A002	R051	59 ST	05/22/2021	12:00:00	7575557	7575523.0	34.0	10AM - 2PM	Afternoon	5	20
2	A002	R051	59 ST	05/22/2021	16:00:00	7575630	7575557.0	73.0	2PM - 6PM	Evening	5	20
3	A002	R051	59 ST	05/22/2021	20:00:00	7575643	7575630.0	13.0	6PM - 10PM	Night	5	20
4	A002	R051	59 ST	05/23/2021	08:00:00	7575644	7575643.0	1.0	6AM - 10PM	Morning	6	20
5	A002	R051	59 ST	05/23/2021	12:00:00	7575645	7575644.0	1.0	10AM - 2PM	Afternoon	6	20

RESULTS AND VISUALS

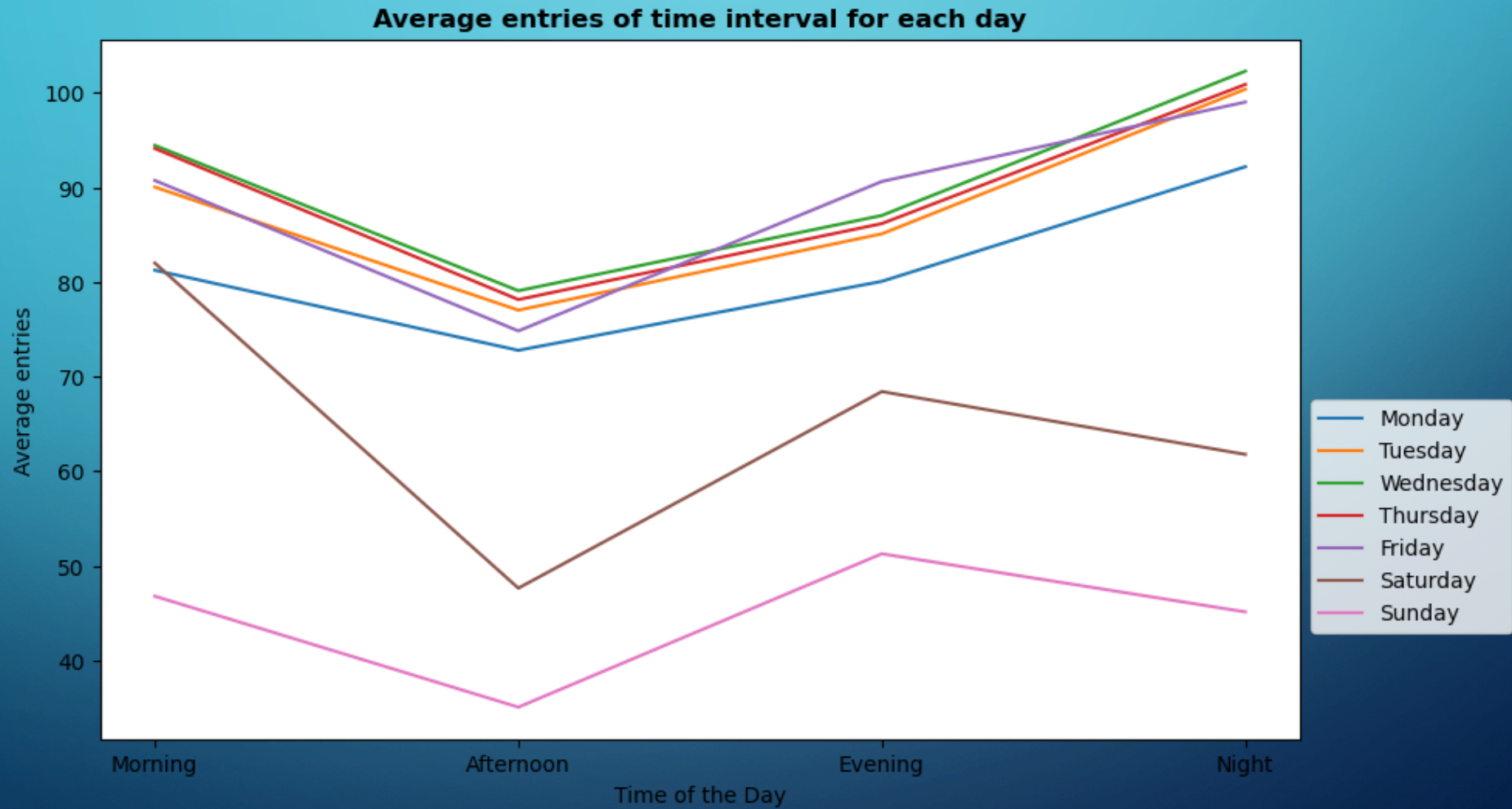
Top ten populated stations during Jan-May 2021



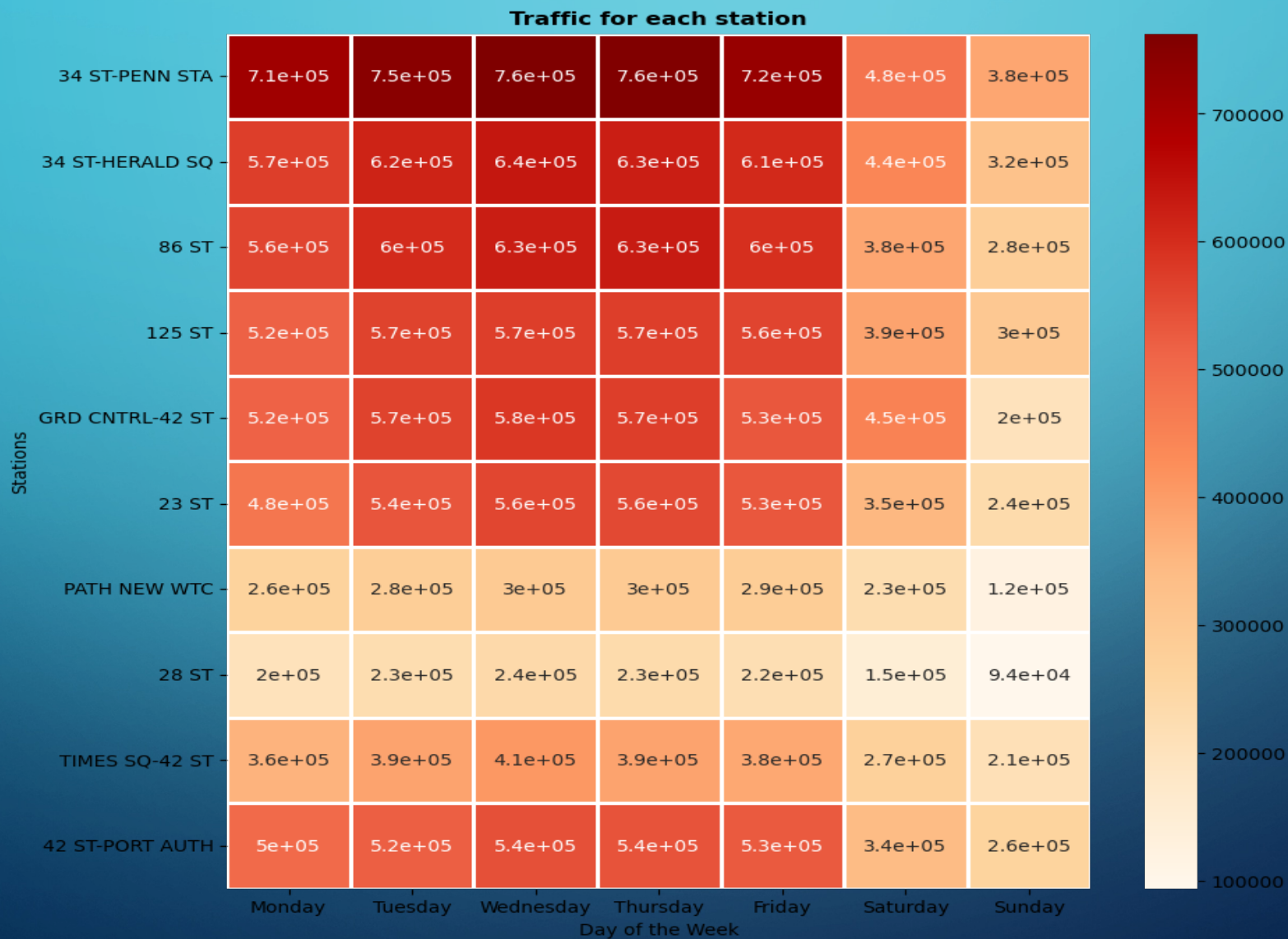
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CONSIDERATIONS

- Top stations are very heavy traffic and could be chaotic.
- Not all the people that uses the MTA subways are New Yorkers.

CONCLUSION

- If space is not an issue:
 - We can set up teams on weekdays.
 - More teams on Wednesday and Thursday.
- If space is an issue:
 - We can set up teams on afternoons of weekdays.

FUTURE WORK

- Data of tourist versus New Yorkers.
- Location of popular tech industries.
- Women men ratios of specific area.