WomenTechWomenYes Annual Gala

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Goal

- The goal of this project is to determine when and where to strategically locate street teams at the entrances of New York's subway station to collect the most email addresses.

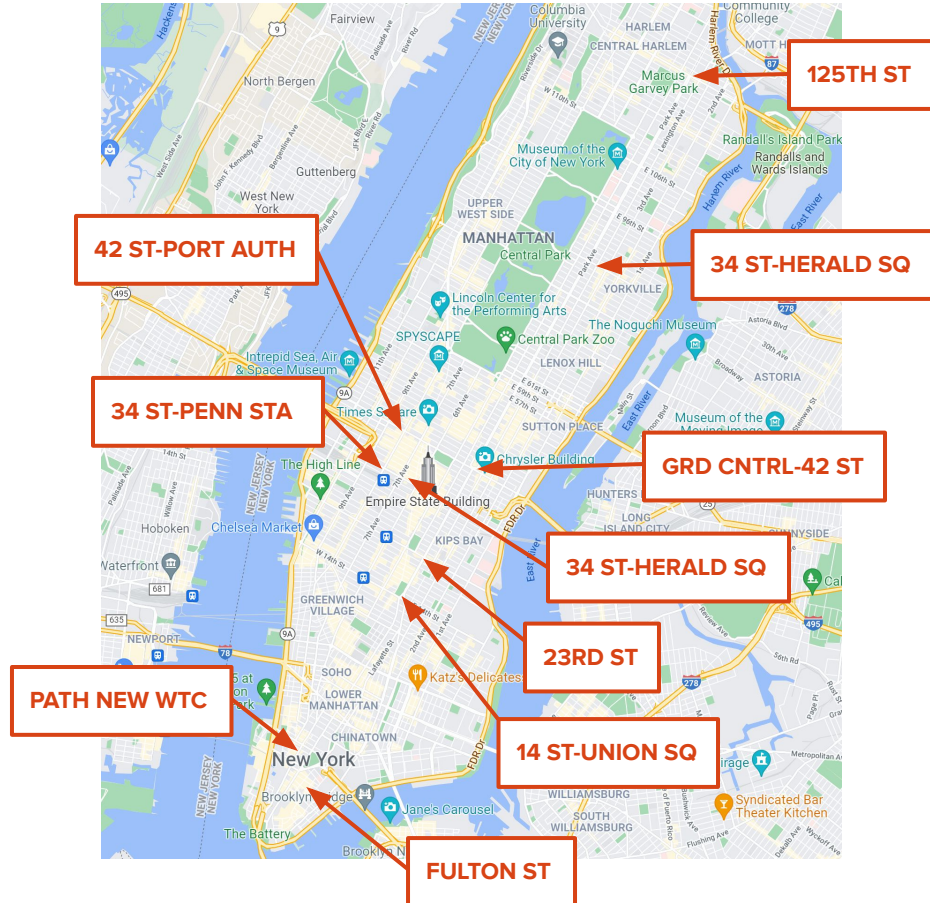# Design Considerations & Assumptions

- MTA Turnstile Data for 12 weeks (May 01, 2021 through July 23, 2021)

- Entries Data only

- Big Tech Companies Location in NYC from Yahoo! Finance article

Tools

- Numpy and Pandas for data manipulation

- Matplotlib for plotting

Algorithms

- Top 10 stations by traffic volume only.

125TH ST

42 ST-PORT AUTH

34 ST-HERALD SQ

34 ST-PENN STA

GRD CNTRL-42 ST

34 ST-HERALD SQ

23RD ST

PATH NEW WTC

14 ST-UNION SQ

FULTON ST

Algorithms

- Tech companies are concentrated in Garment District, Hudson Yards, and Union Square.

Algorithms

- Top 6 stations by traffic volume and Big Tech Companies location

Algorithms

- Average hourly traffic in top 6 stations based on weekdays traffic (Monday-Friday) of a random week
- Busiest at 4:00pm through 9:00pm

Algorithms

- Average hourly traffic in top 6 stations based on Thursday traffic from 5 random weeks
- Busiest at 4:00pm through 9:00pm

Conclusion

- **Location**: 34th Street-Penn Station, 34th Street-Herald Square, Grand Central-42nd Street, 14th Street-Union Square, 23rd Street Station, 42nd Street-Port Authority Terminal

- **Time**: Weekdays from 4:00pm through 9:00pm for all stations