

WomenTechWomenYes Annual Gala



By: Jesse Reonardy

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 for WomenTechWomenYes summer annual gala.

Design Considerations & Assumptions

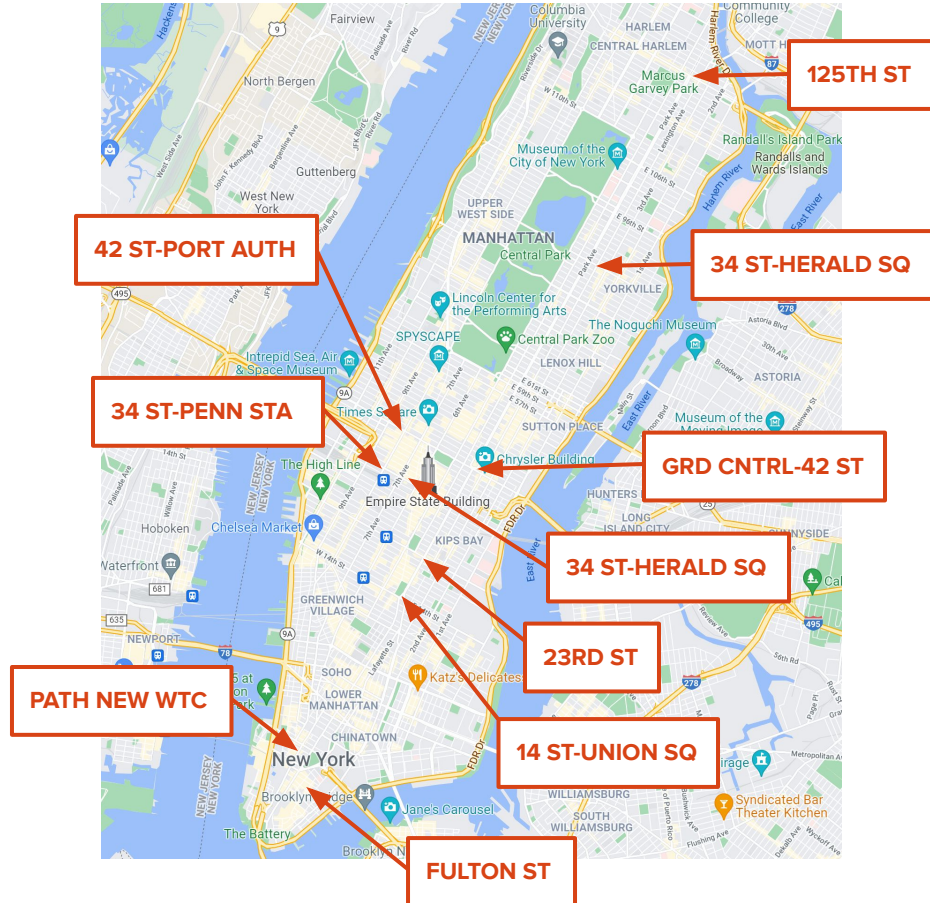
- MTA Turnstile Data for 12 weeks (May 01, 2021 through July 23, 2021)
- Entries Data only
- Big Tech Companies Location in NYC from Yahoo! Finance article

Tools

- Numpy and Pandas for data manipulation
- Matplotlib for plotting

Algorithms

- Top 10 stations by traffic volume only.



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 daily traffic in top 6 stations across 12 weeks
- Busiest at Monday-Friday



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