



Women Tech Women Yes Summer Gala Engagement

Street Team Placement

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Agenda

- Objective
- What We Did
- Results
- Recommendations
- Future Work

Objective

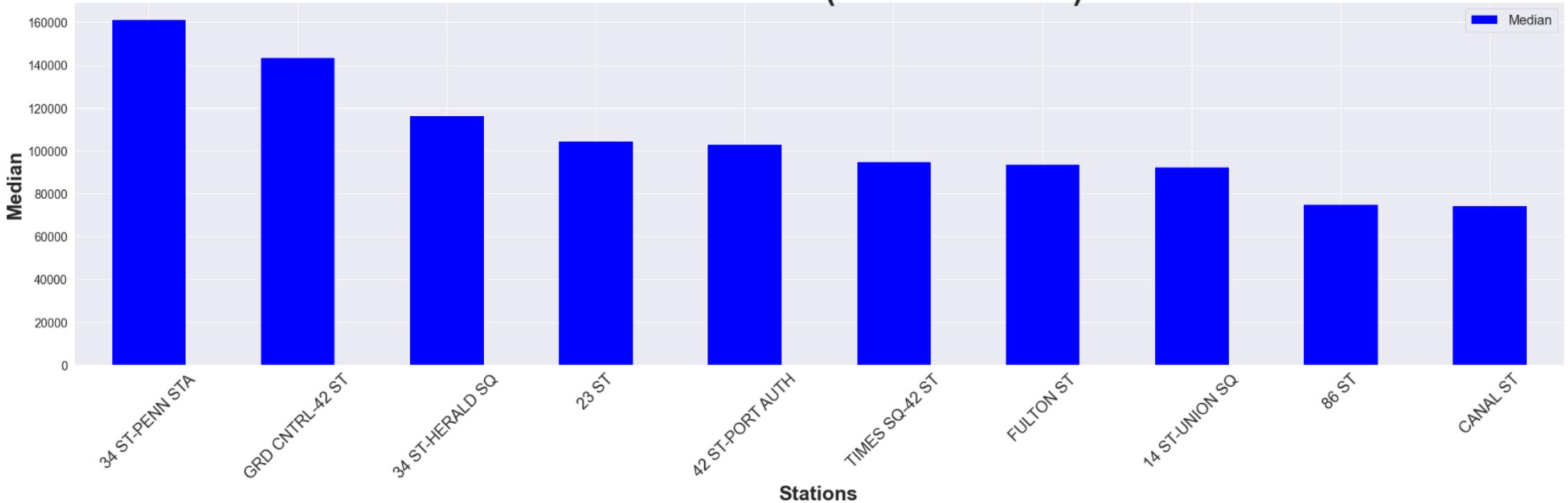
- Optimize street team placement to gather names and email addresses of those who will attend gala and contribute to cause.

What We Did

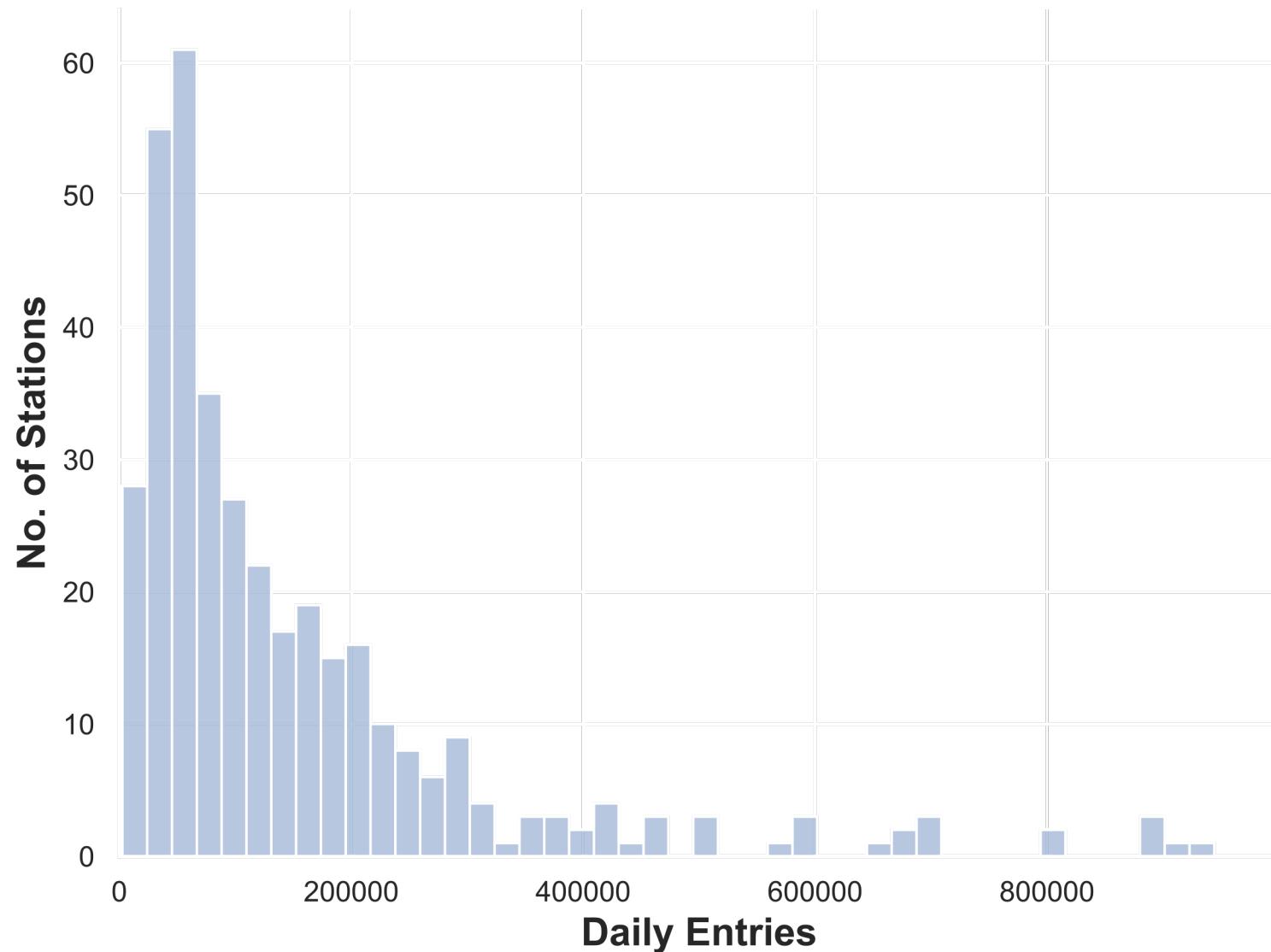


- Four weeks of July 2019 MTA turnstile data
- 472 Stations
- 20.7M NYC metro area residents
- Pandas, matplotlib, seaborn

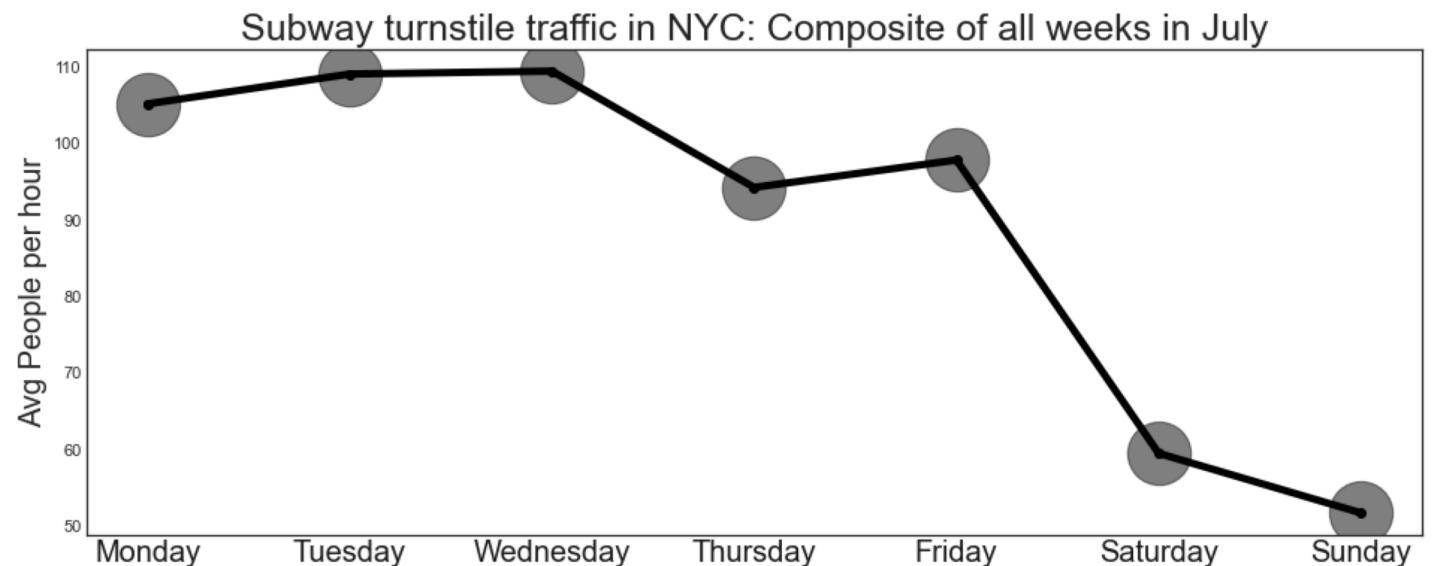
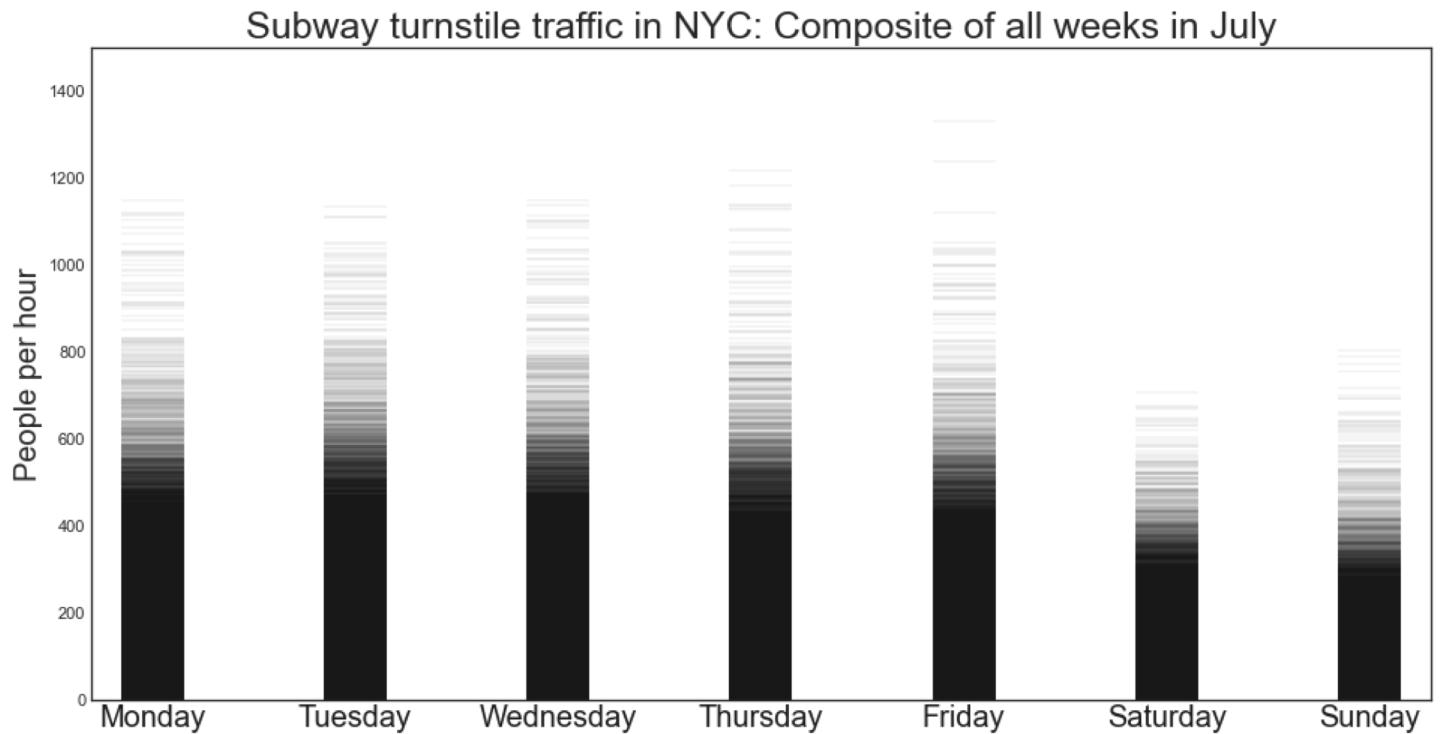
Busiest Stations (Median Entries)



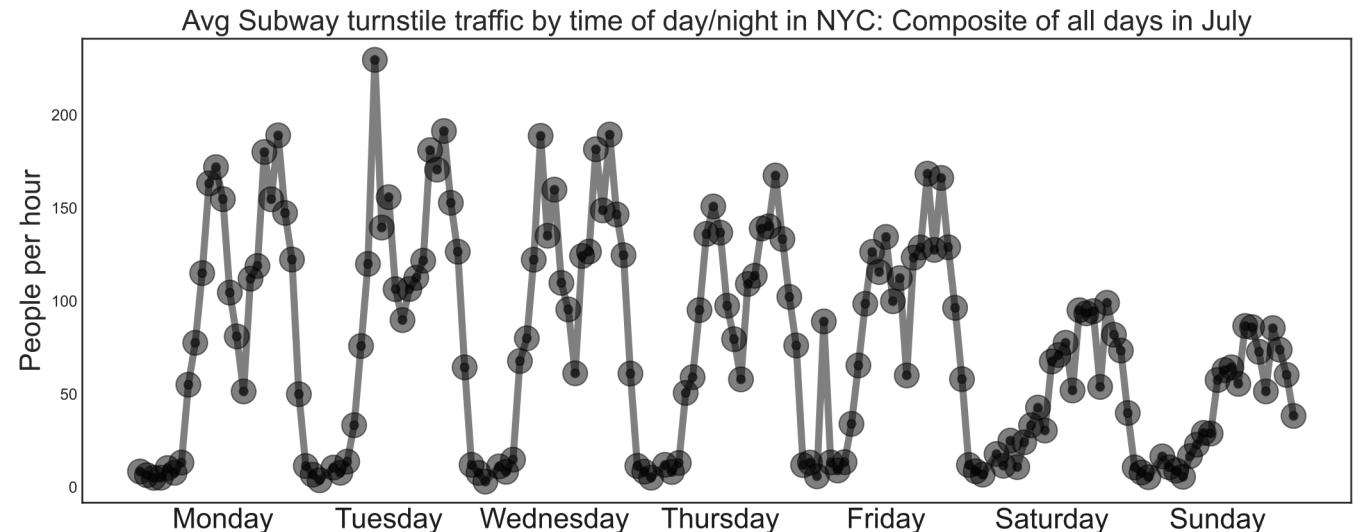
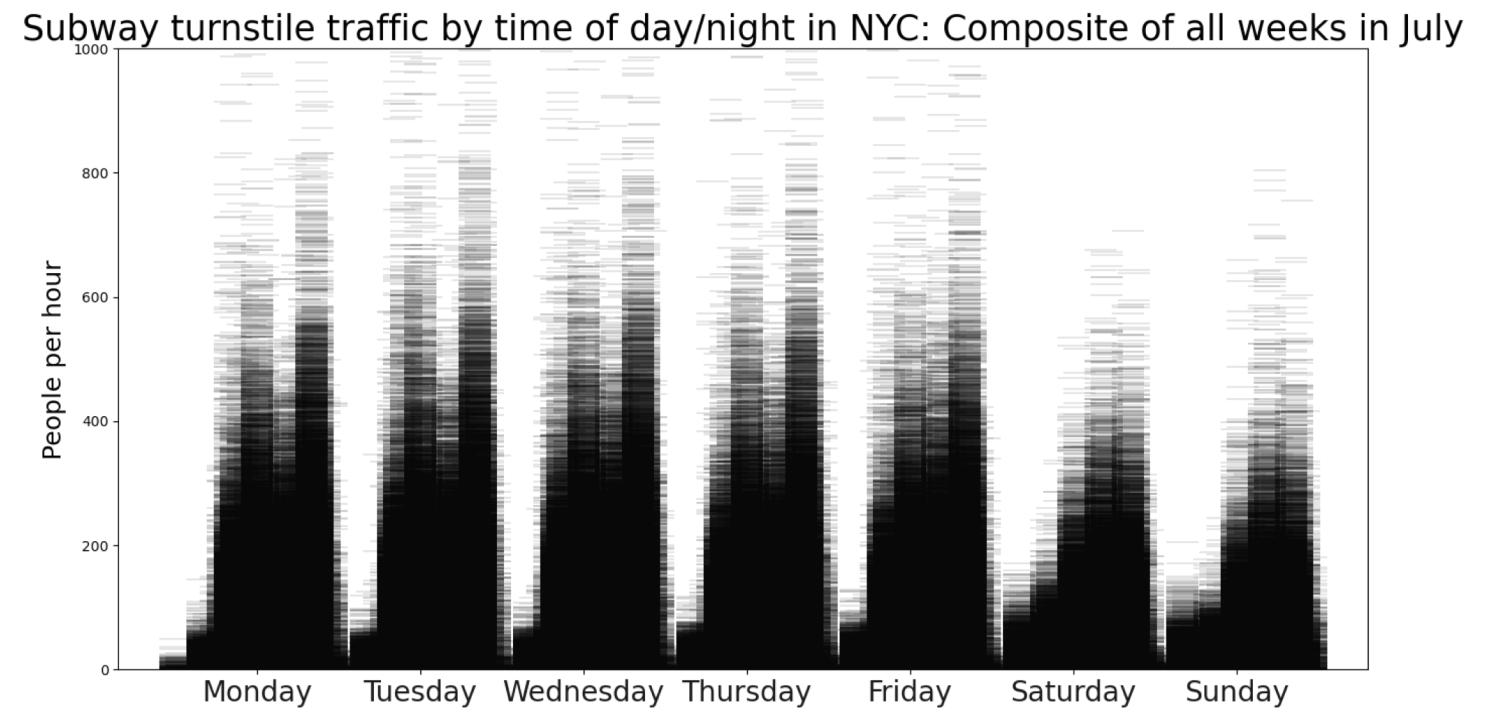
Distribution of Traffic Across Stations



Turnstile Fluctuation By Day



Turnstile Fluctuation By Time During The Week



Location, Location, Location



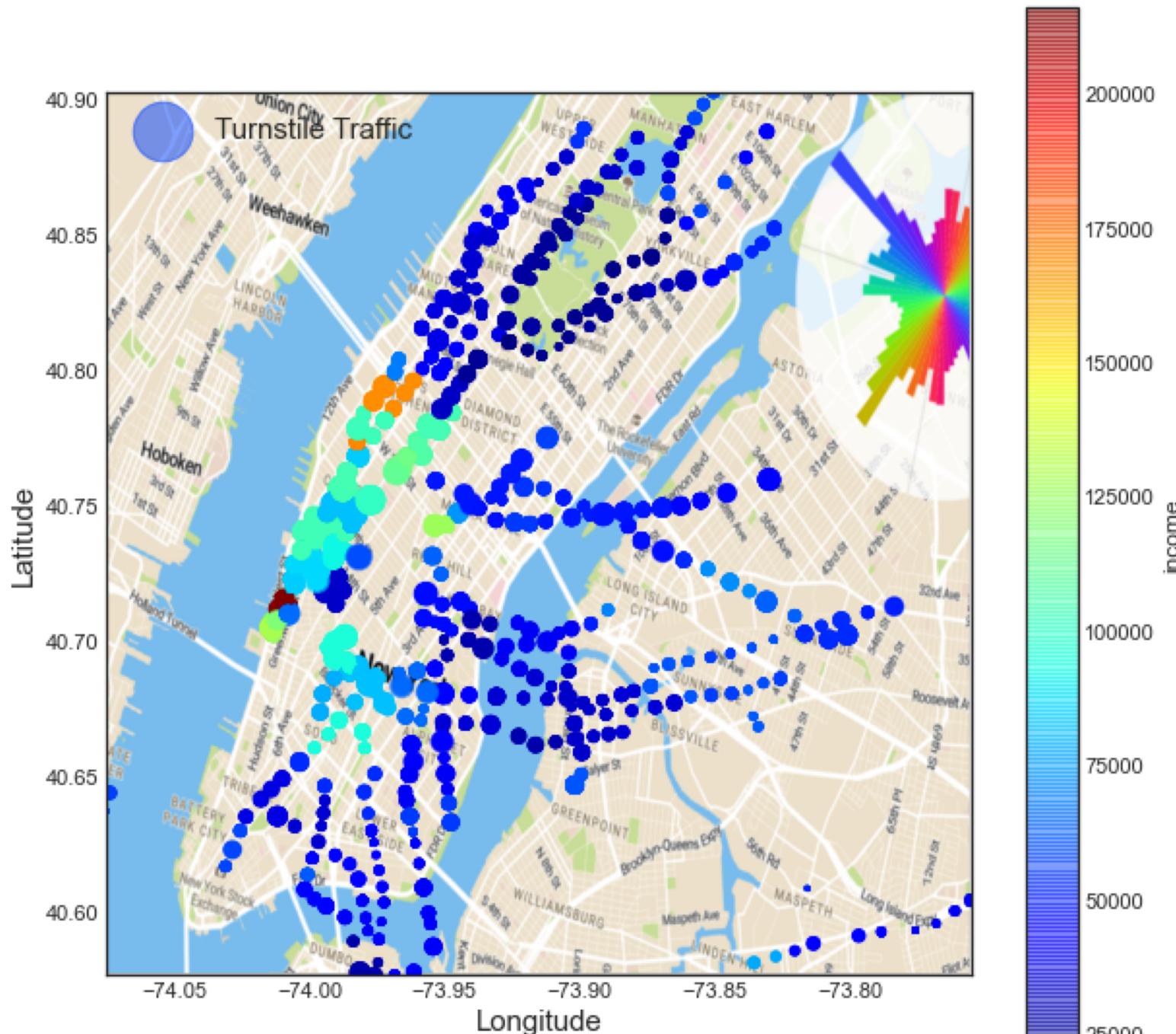
Show me the Money!



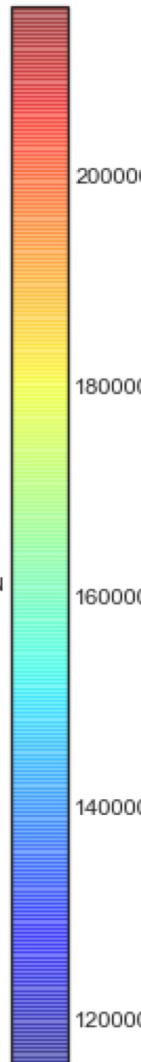
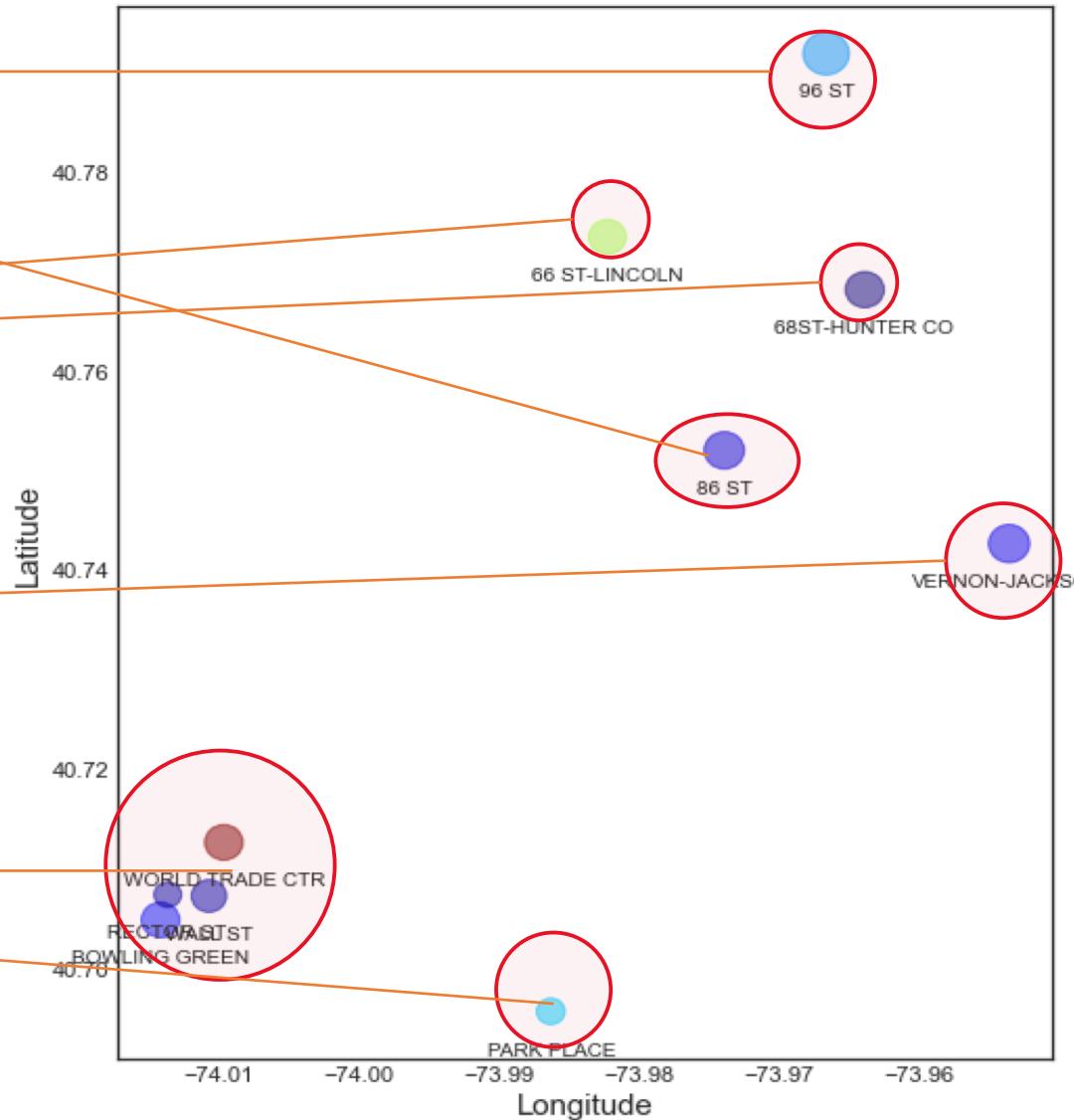
Median Household Income by Subway Station:

10,000 Foot Overview

- Where are the highest reported median HH incomes in NYC?
- What stations have the most turnstile traffic?
- Can we narrow our target area further?

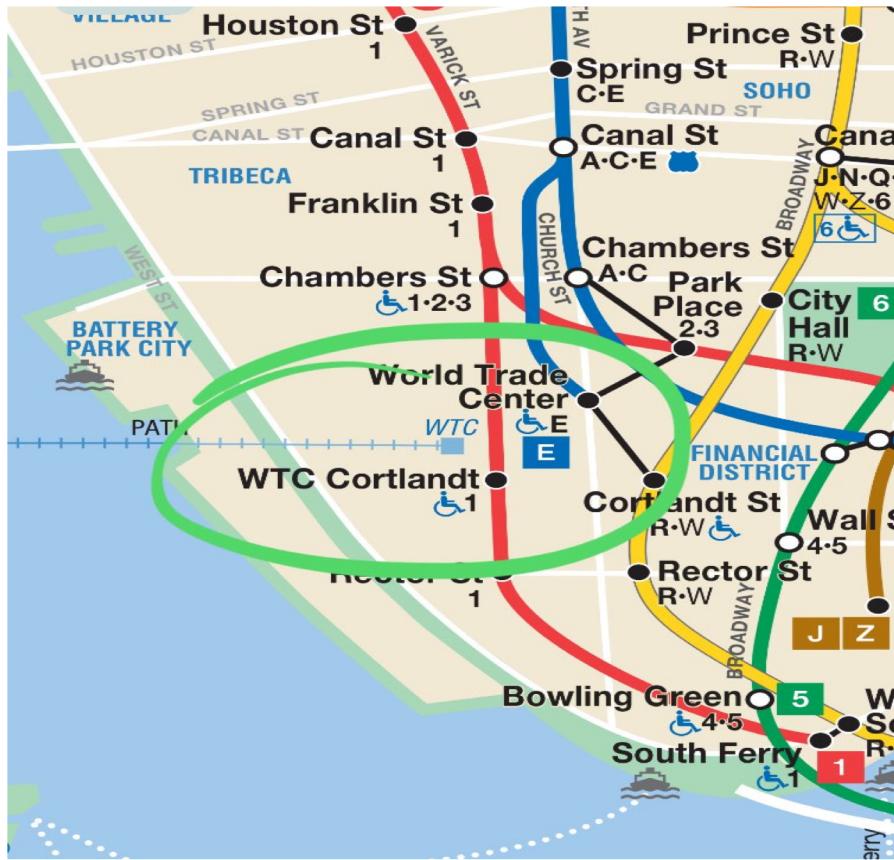


Top 10 Subway Stations by Household Income: 5,000 Foot Overview



World Trade Center Station

Highest Median Household Income



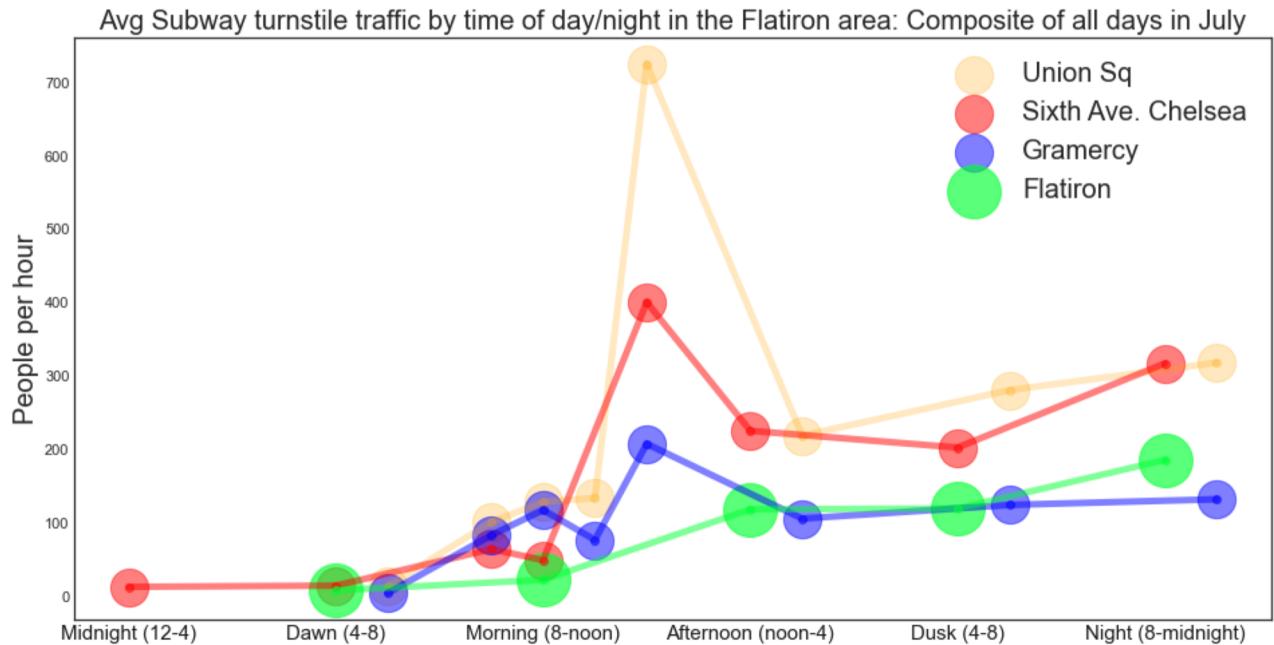
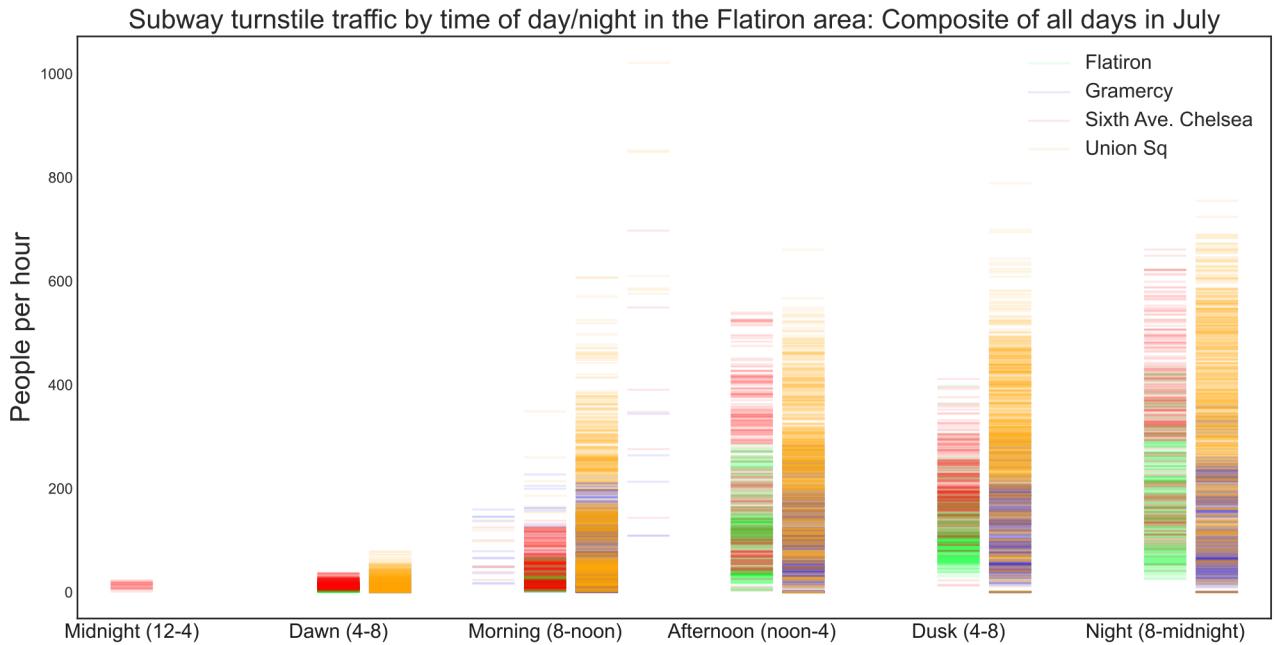
Subway Station	Median HH Income
WORLD TRADE CTR	\$ 216,037
66 ST-LINCOLN	\$ 170,630
PARK PLACE	\$ 148,397
96 ST	\$ 143,436
BOWLING GREEN	\$ 129,574
VERNON-JACKSON	\$ 125,871
86 ST	\$ 123,803
RECTOR ST	\$ 119,274
WALL ST	\$ 119,274
68ST-HUNTER CO	\$ 115,519

Location, Location, Location

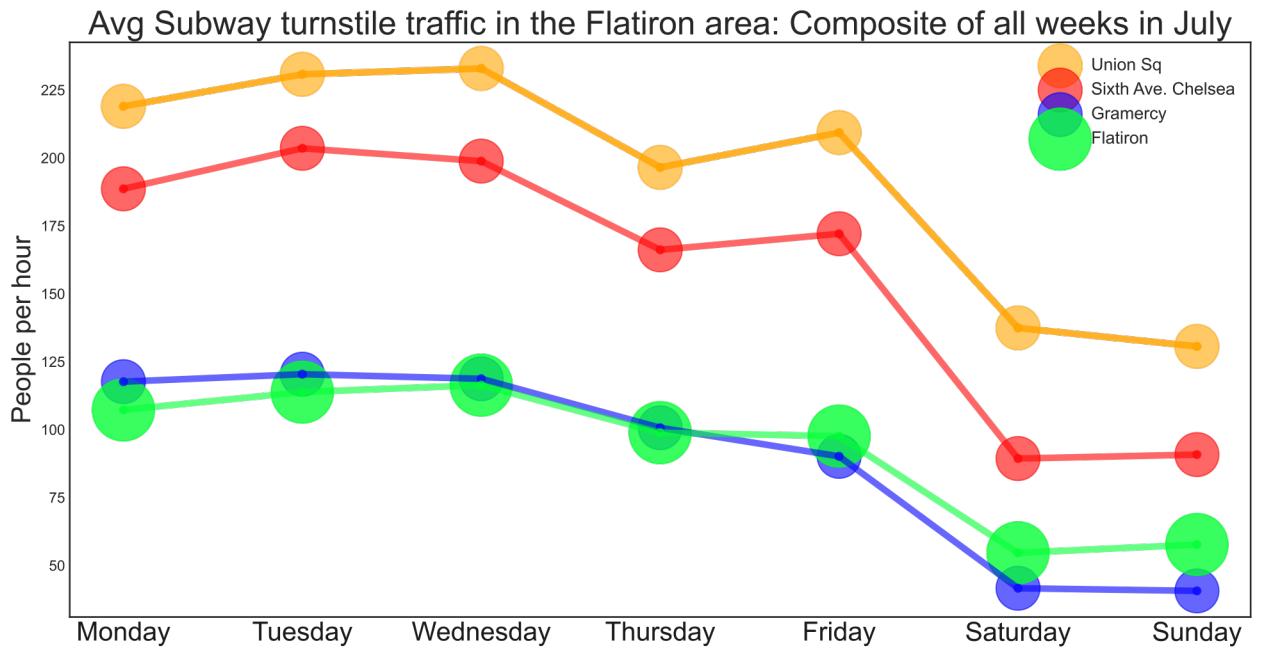
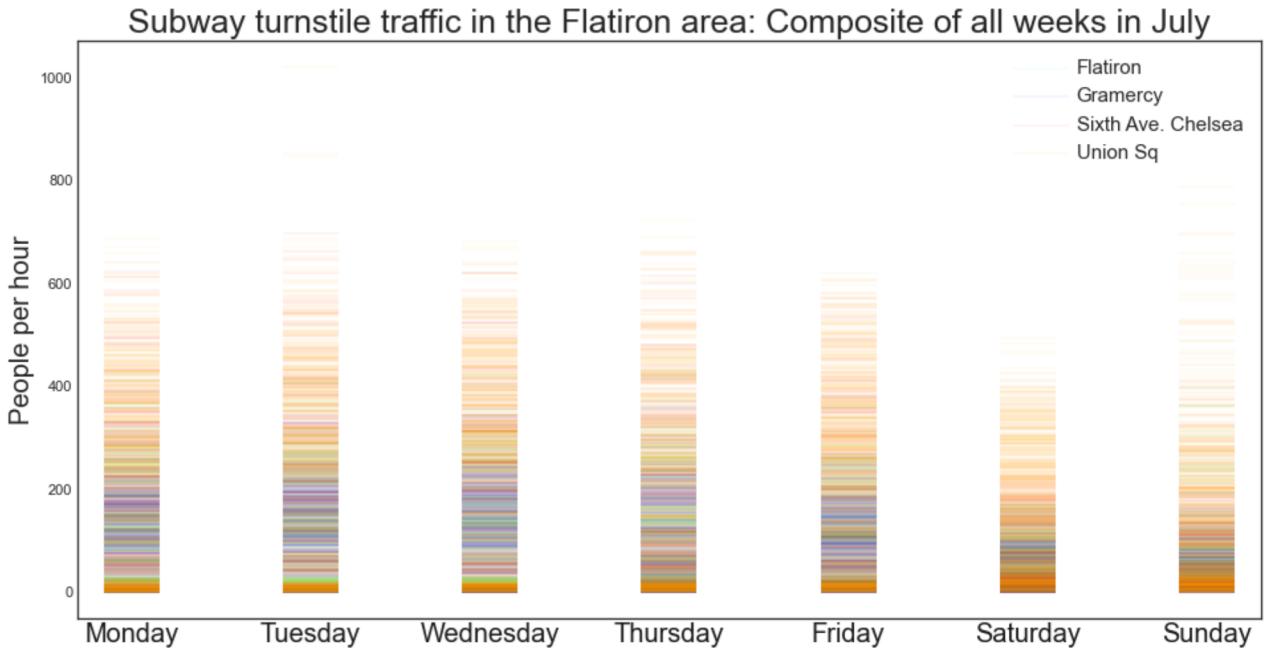


The Flatiron district: NYC's tech hub

The Flatiron district: NYC's tech hub



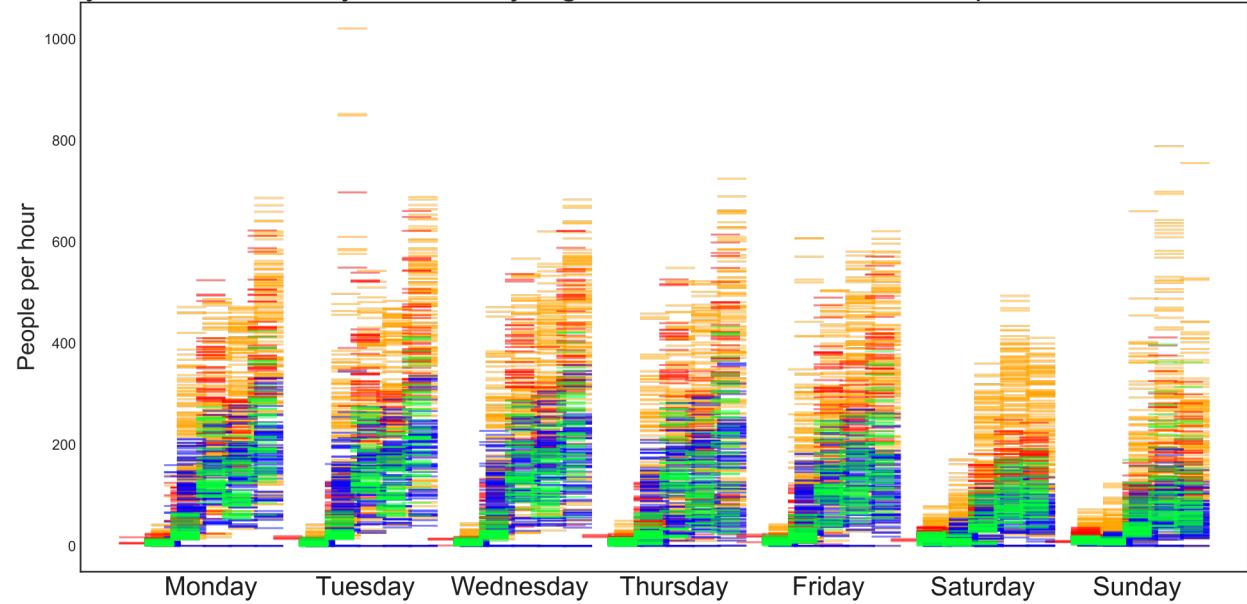
The Flatiron district: NYC's tech hub



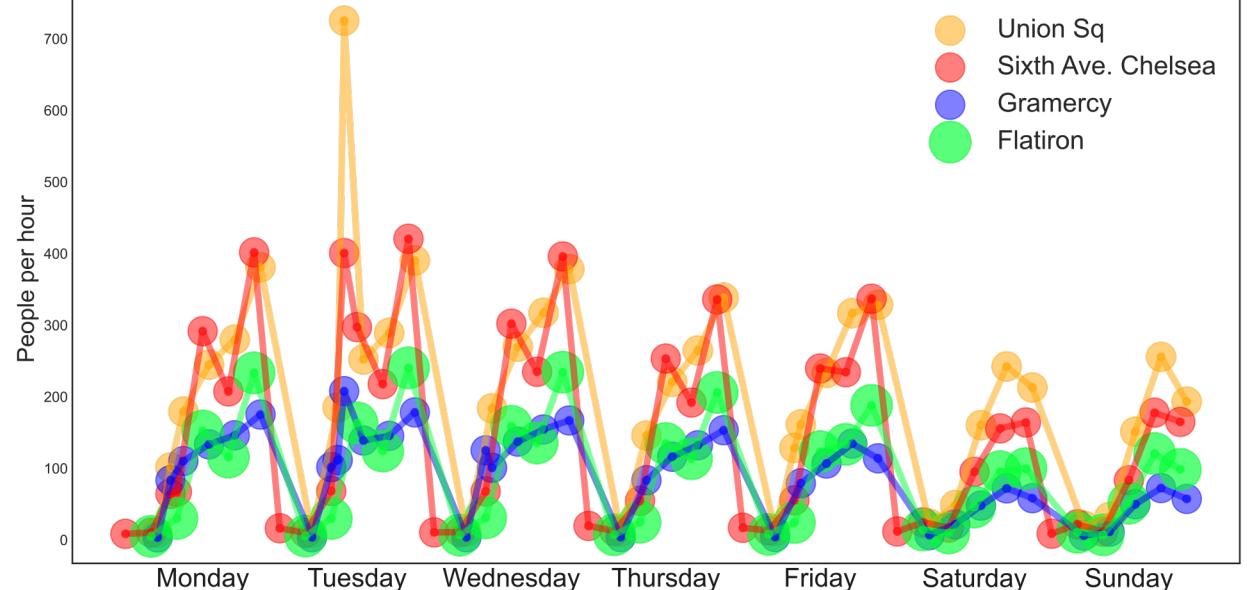
The Flatiron district: NYC's tech hub



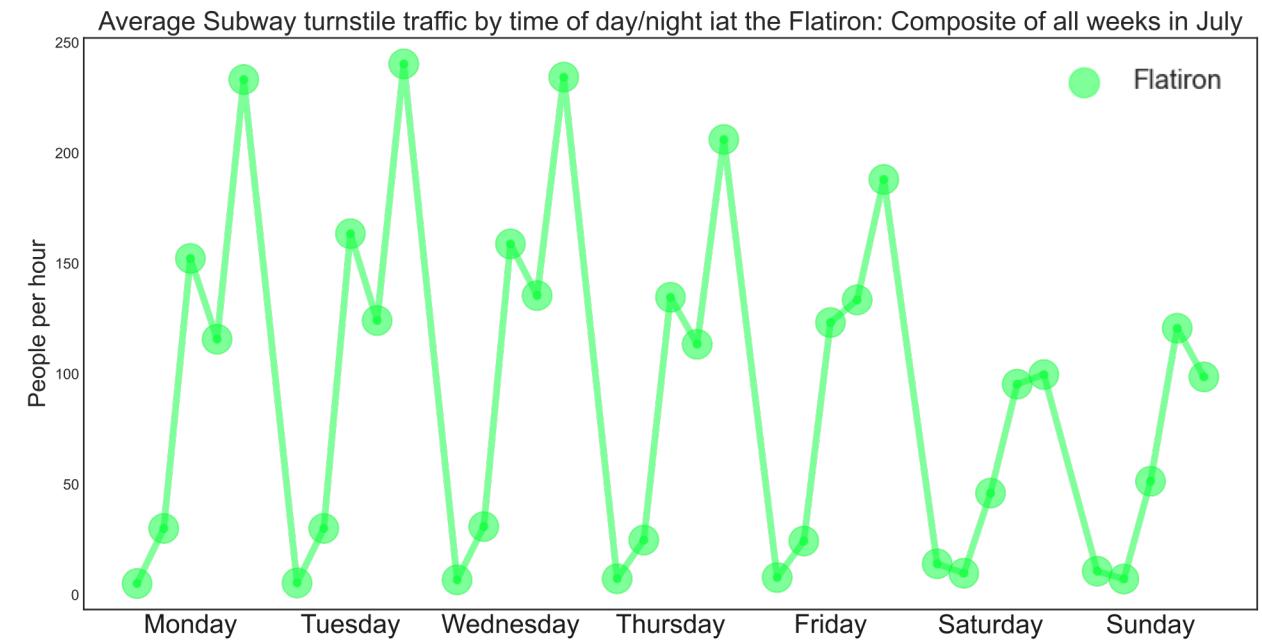
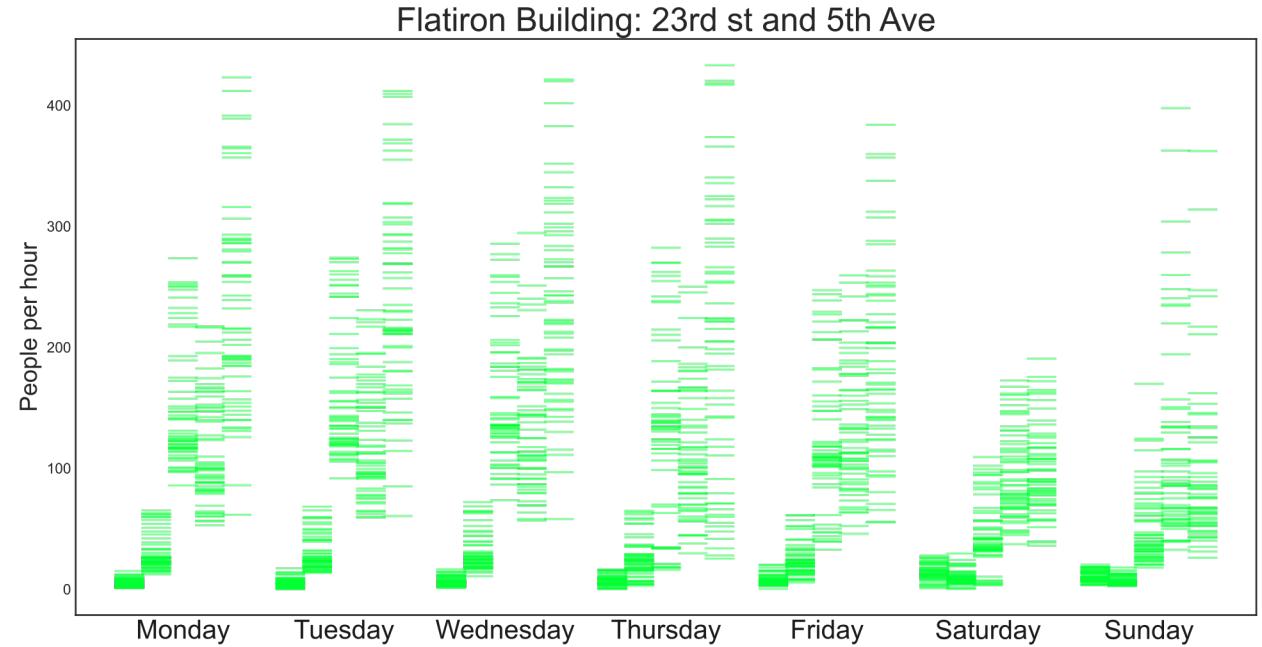
Subway turnstile traffic by time of day/night in the Flatiron area: Composite of all weeks in July



Average Subway turnstile traffic by time of day/night in the Flatiron area: Composite of all weeks in July



The Flatiron district: NYC's tech hub



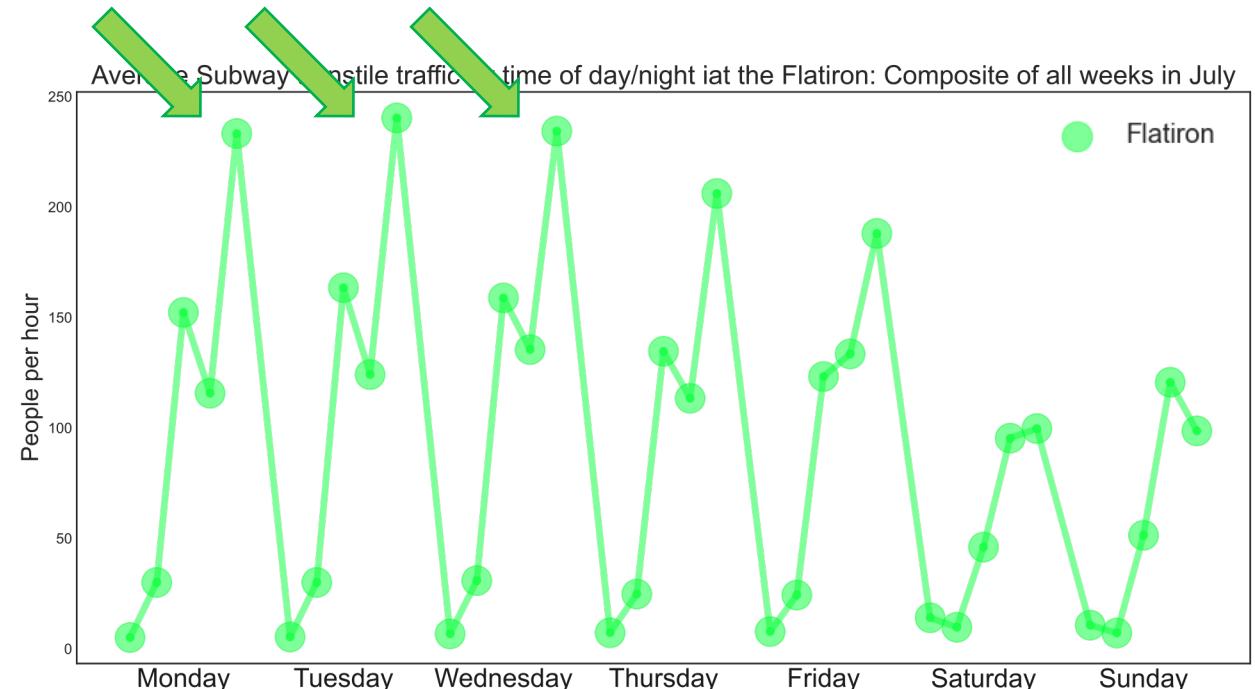
First Recommendation

The Flatiron building subway stop: 23rd and 5th Ave



Flatiron, 23rd st at Broadway and 5th Ave

8pm to midnight , Monday, Tuesday, Wednesday

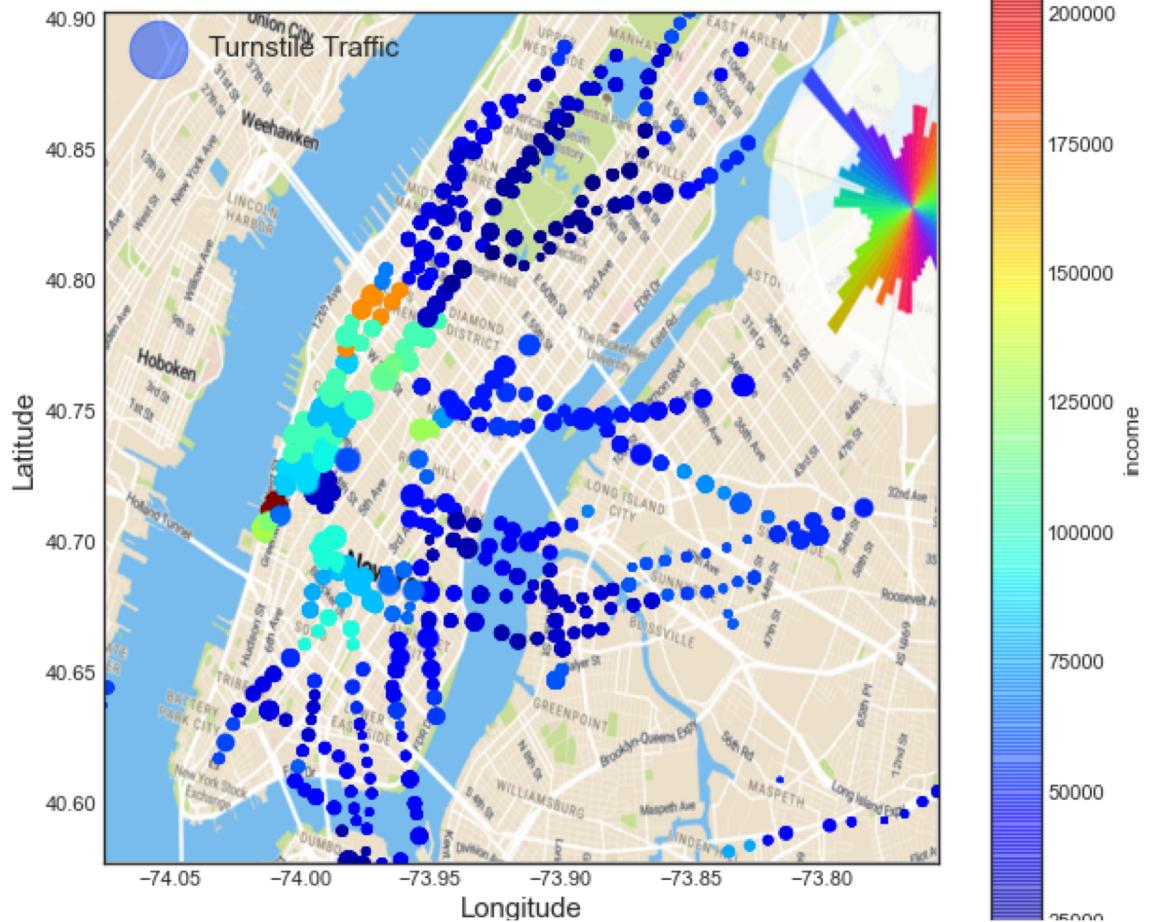


Location, Location, Location

Pursuing a **second recommendation**,
by focusing on **high-income**
neighborhoods



Turnstile Traffic and Median HH Income by NYC Subway Stations

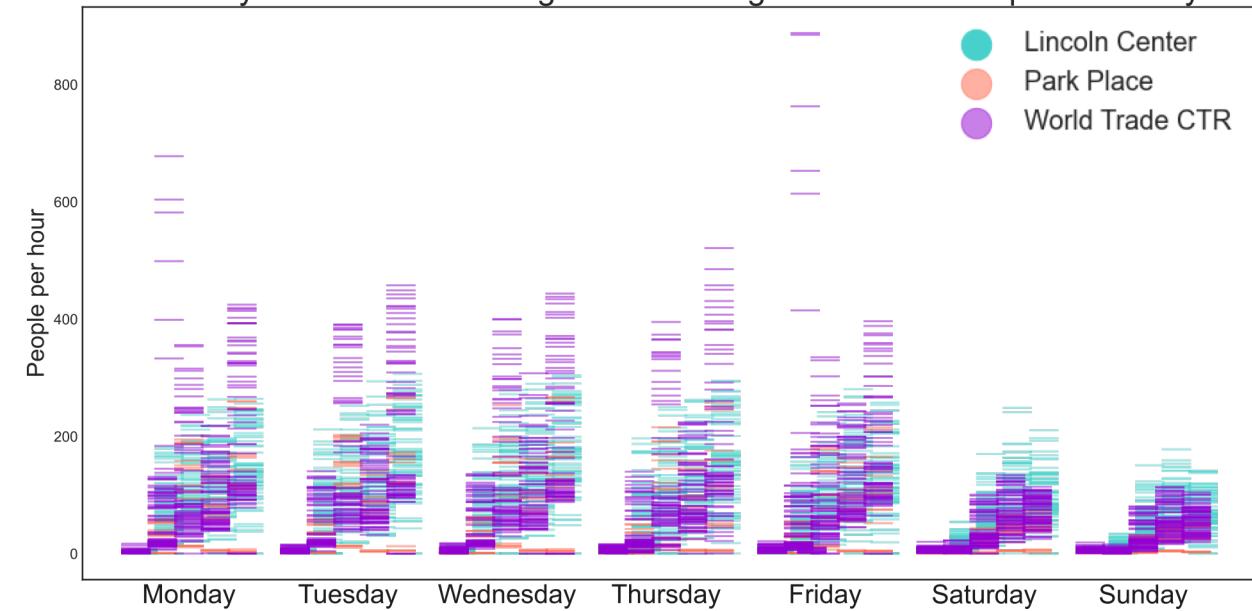


High-income neighborhoods:

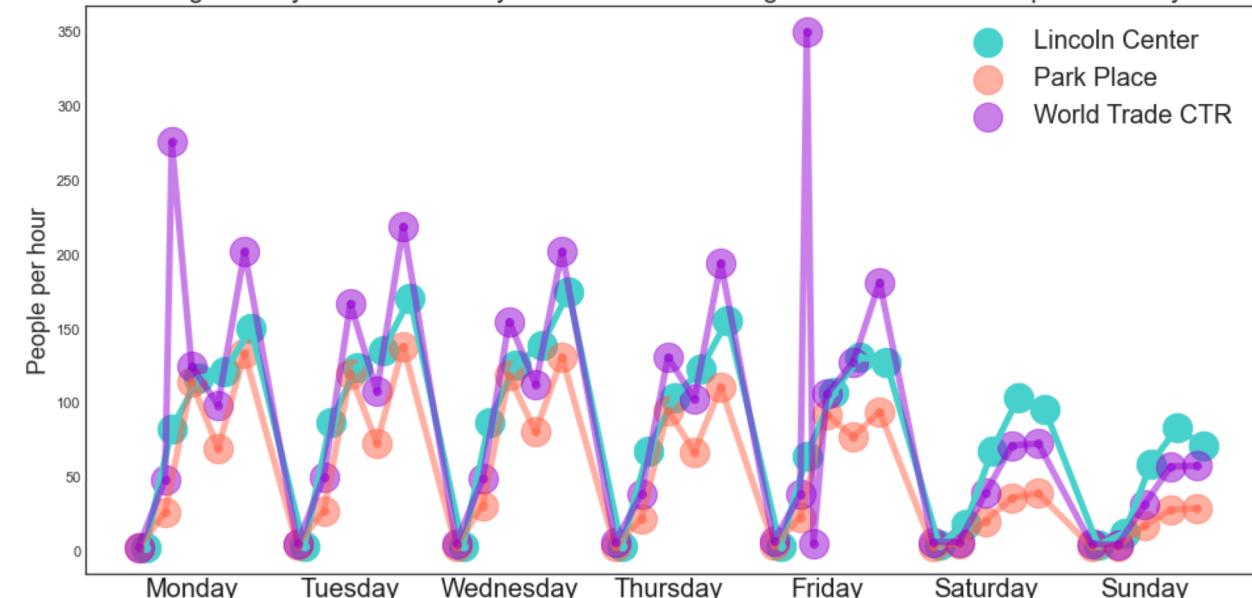
- Lincoln Center
- Park Place
- World Trade CTR



Subway turnstile traffic in high income Neighborhoods: Composite of July



Avg Subway turnstile traffic by time of the week in high-income Areas: Composite of July

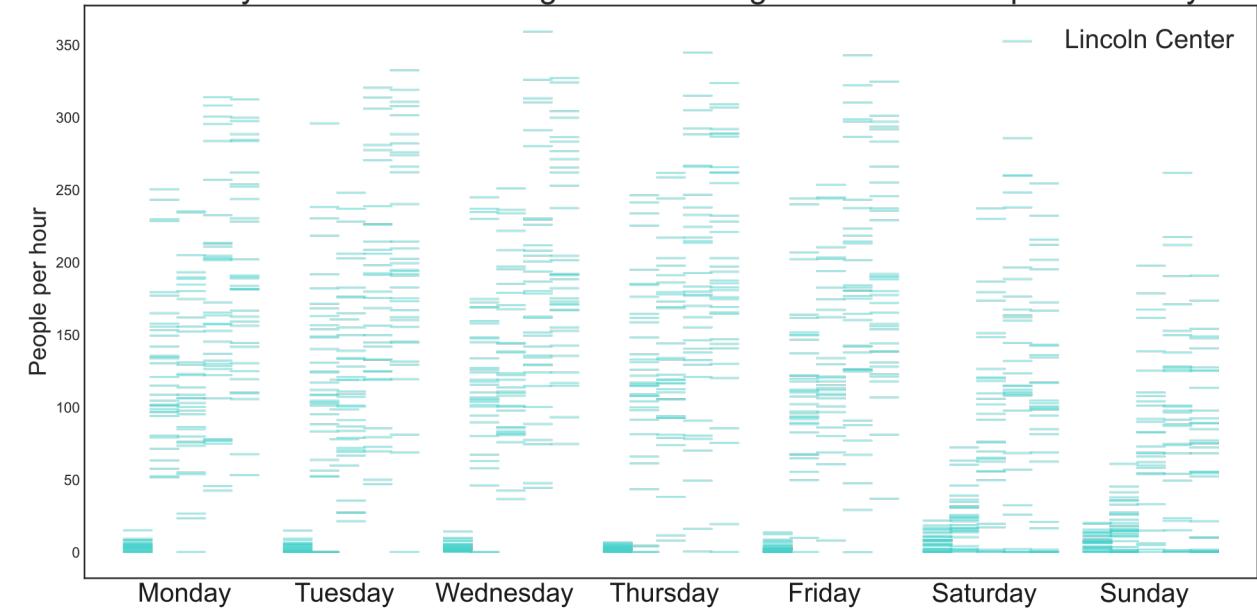


High-income neighborhoods:

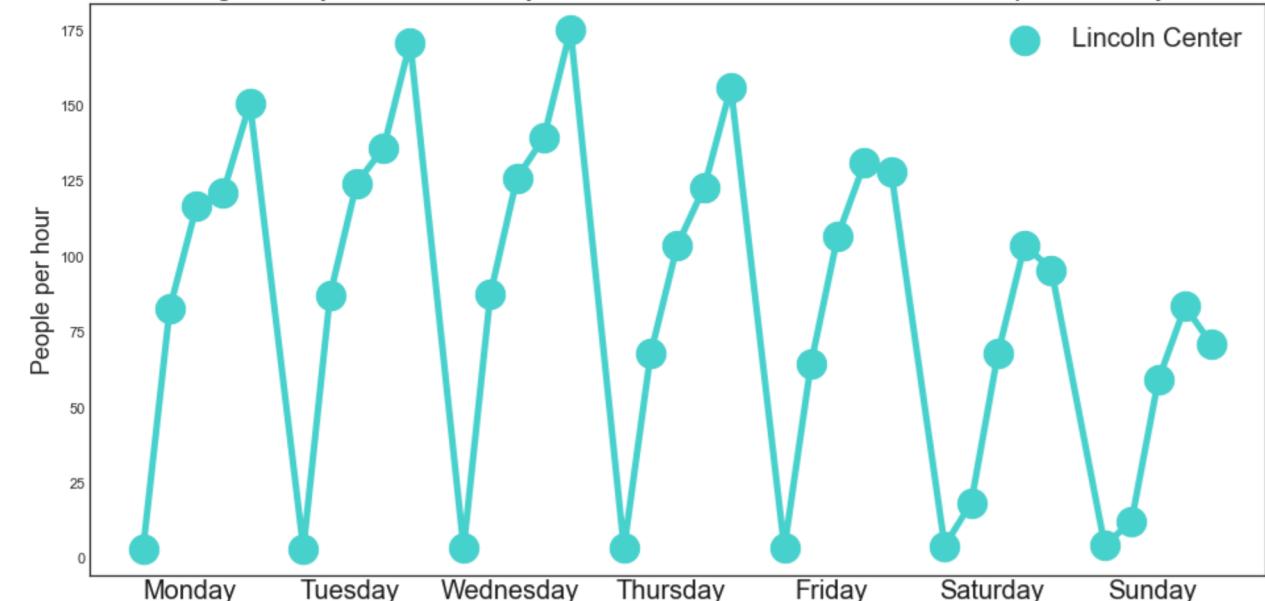
- Lincoln Center
- Park Place
- World Trade CTR



Subway turnstile traffic in high income Neighborhoods: Composite of July



Avg Subway turnstile traffic by time of the week at Lincoln Center: Composite of July



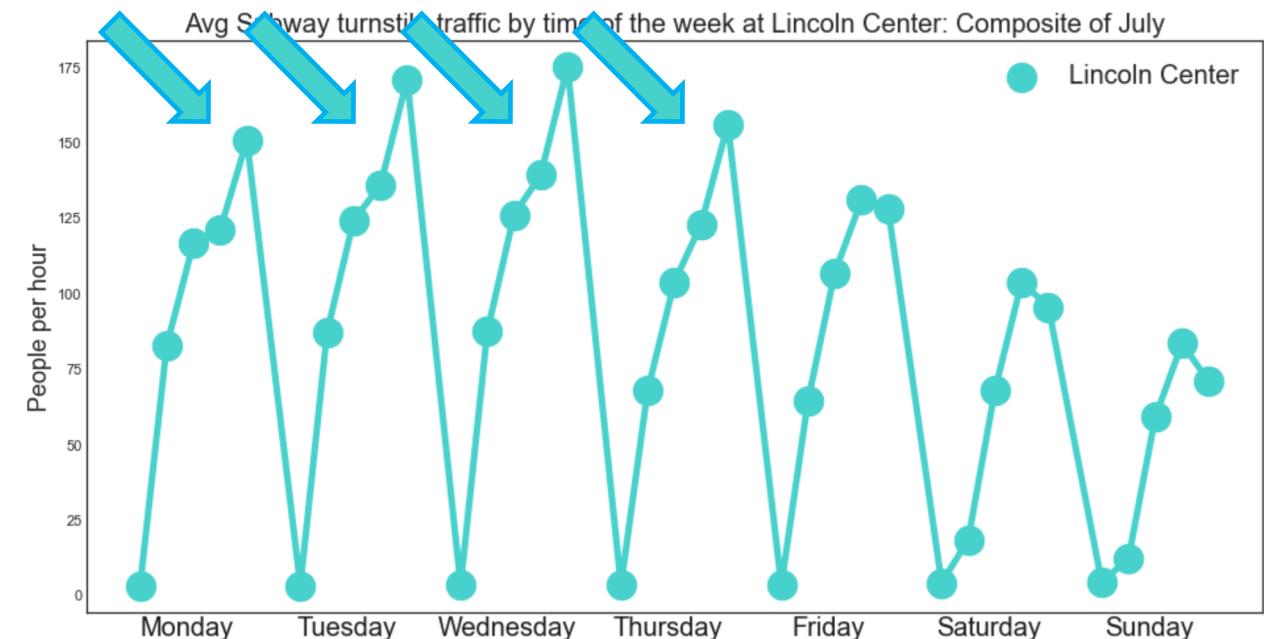
Second Recommendation

The subway stop: 66th Street and Broadway, Lincoln Center

Lincoln Center



4pm to midnight , Monday through Thursday

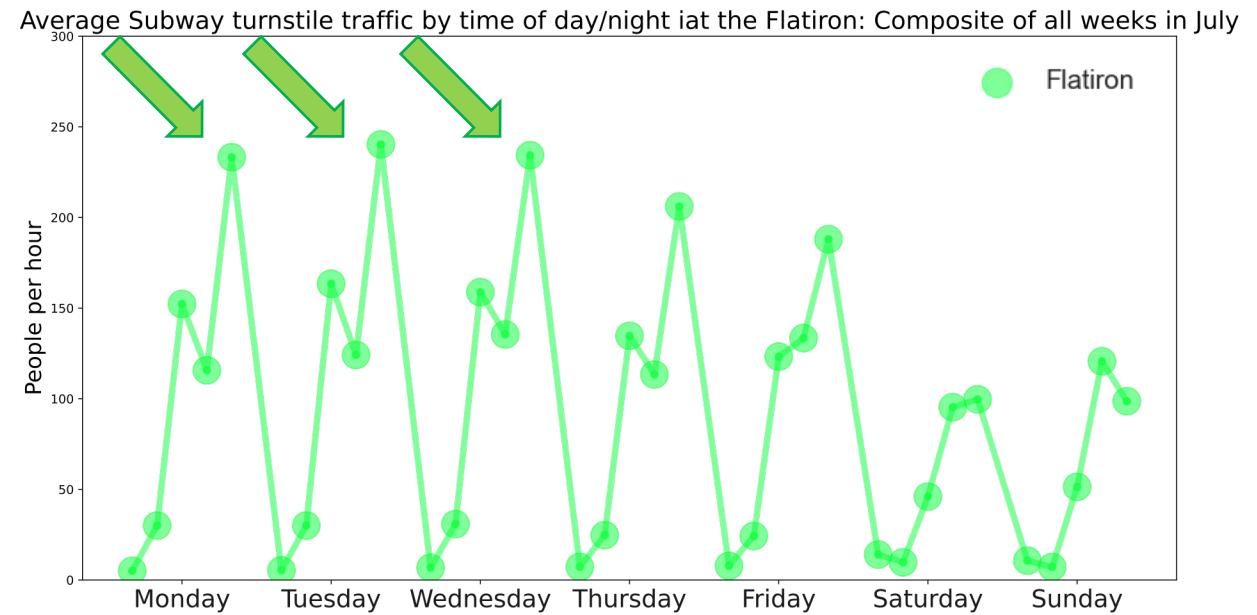


SUMMARY

Flatiron



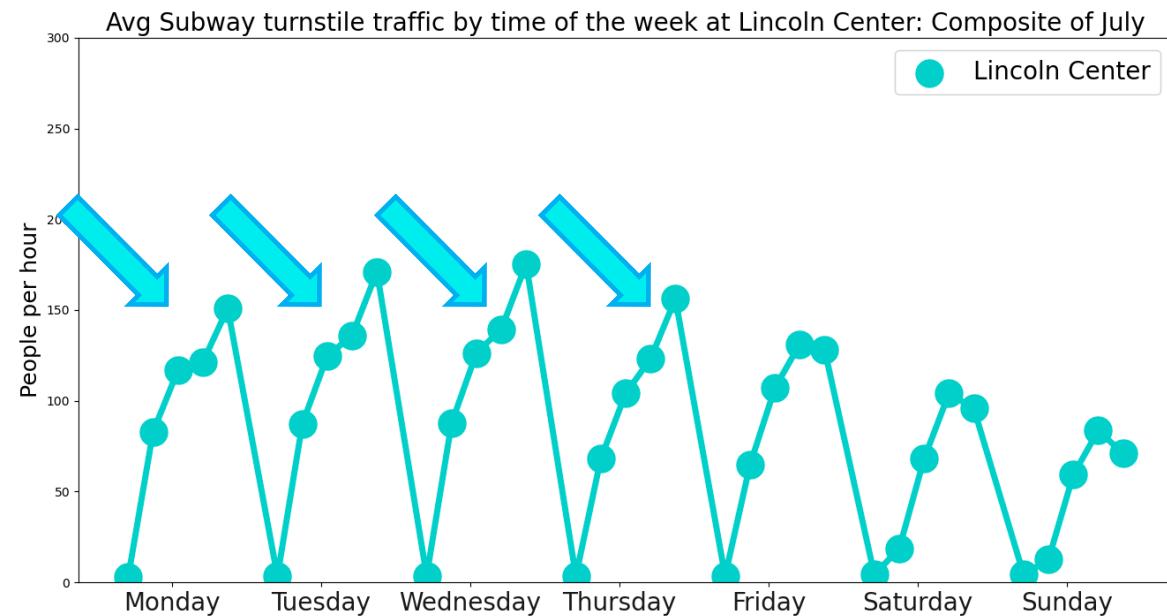
8pm to
midnight ,
Monday,
Tuesday,
Wednesday



Lincoln Center

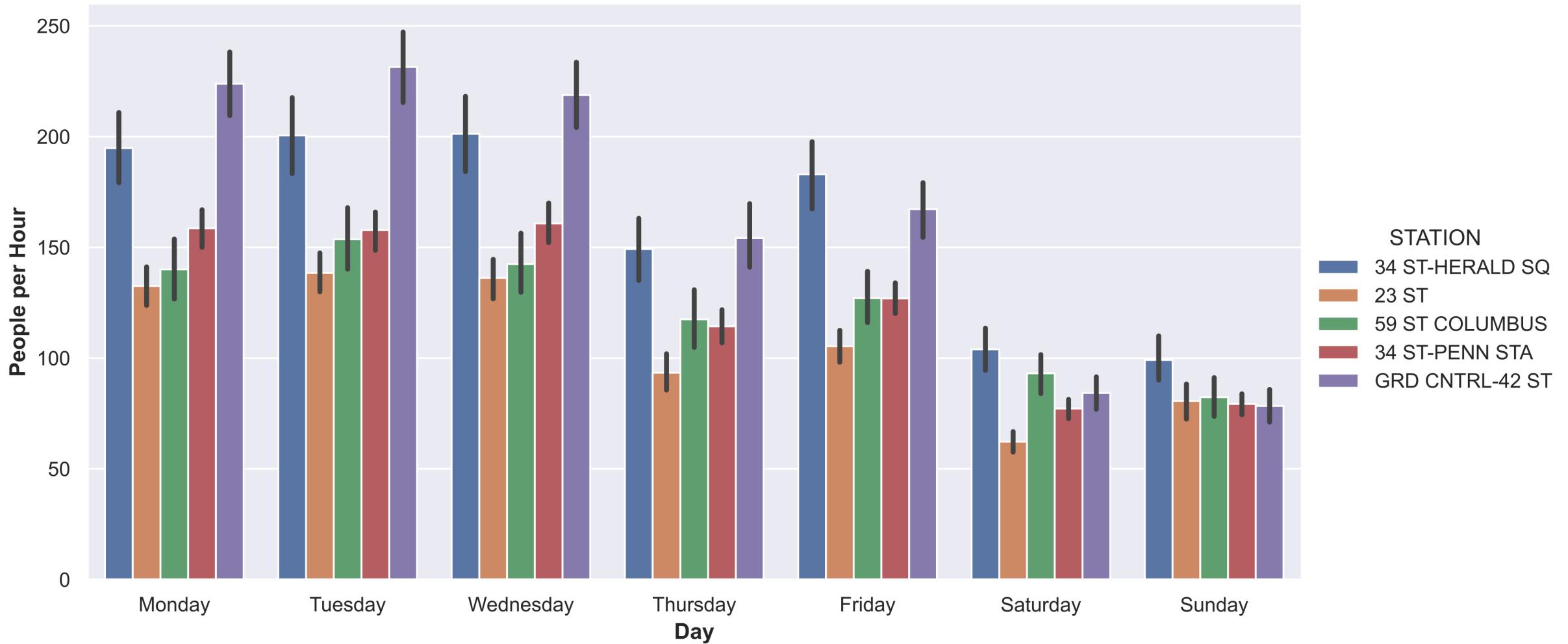


4pm to
midnight ,
Monday
through
Thursday



APPENDIX

Traffic by Day per Station



Turnstile Fluctuation By Time of Day

