



# Women Tech Women Yes Summer Gala Engagement

Street Team Placement

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# Agenda

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

# Objective

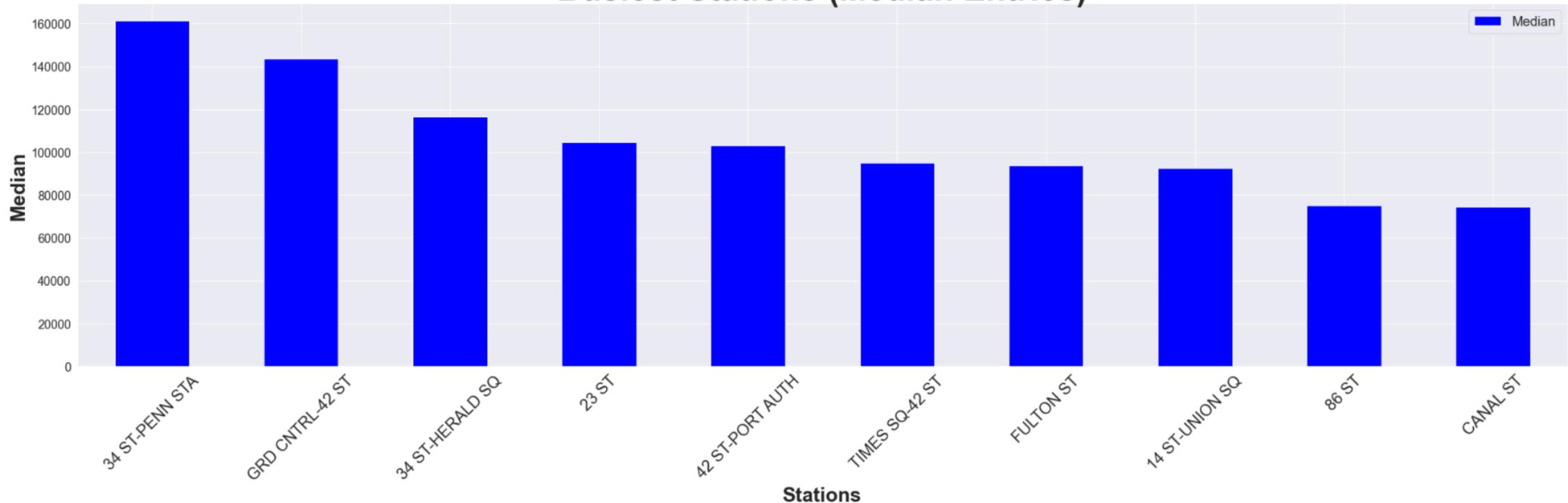
- Optimize street team placement to gather names and email addresses of those who will attend gala and contribute to cause.

# What We Did

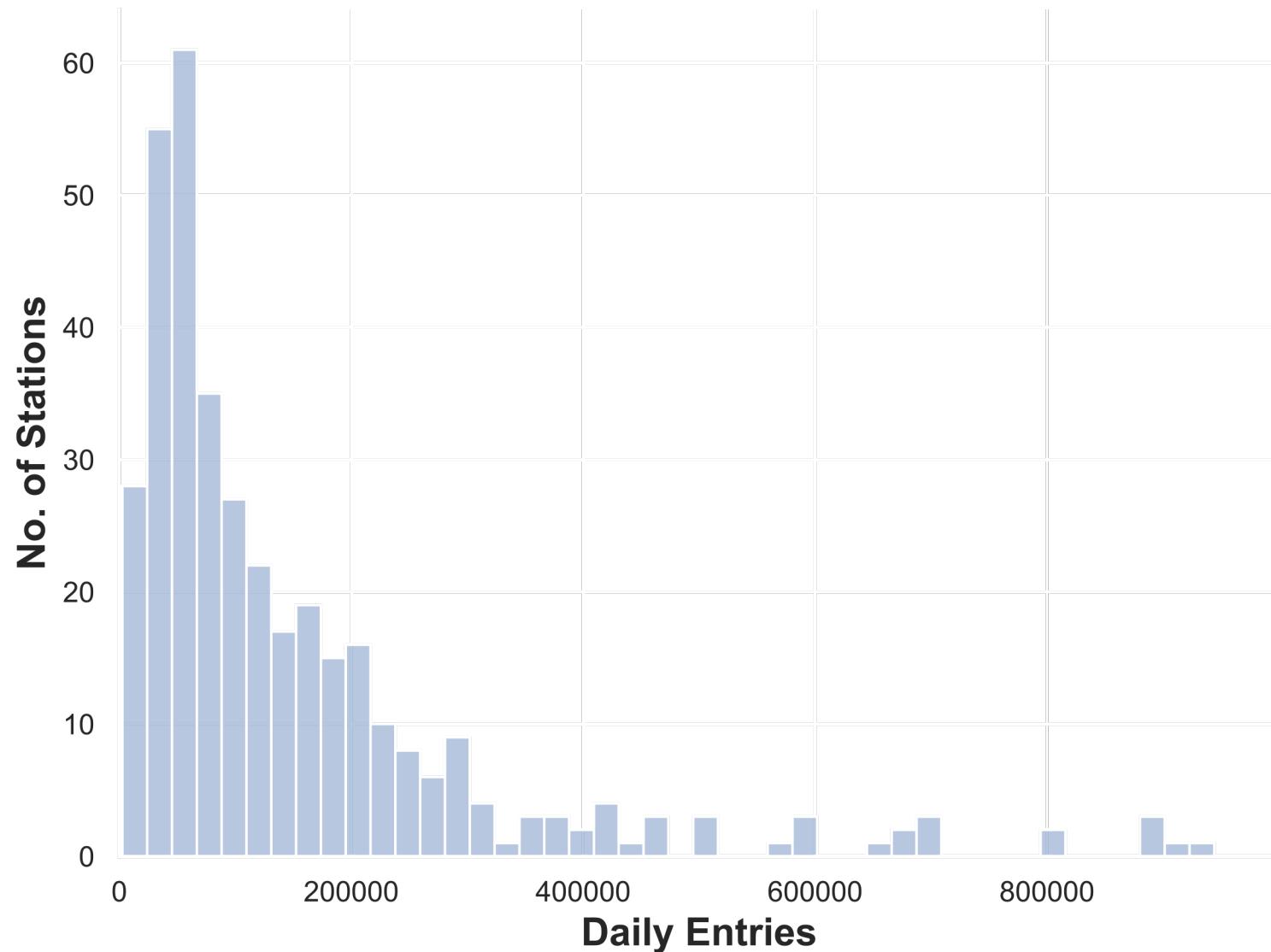


- Four weeks of July 2019 MTA turnstile data
- 472 Stations
- 20.7M NYC metro area residents
- Pandas, matplotlib, seaborn

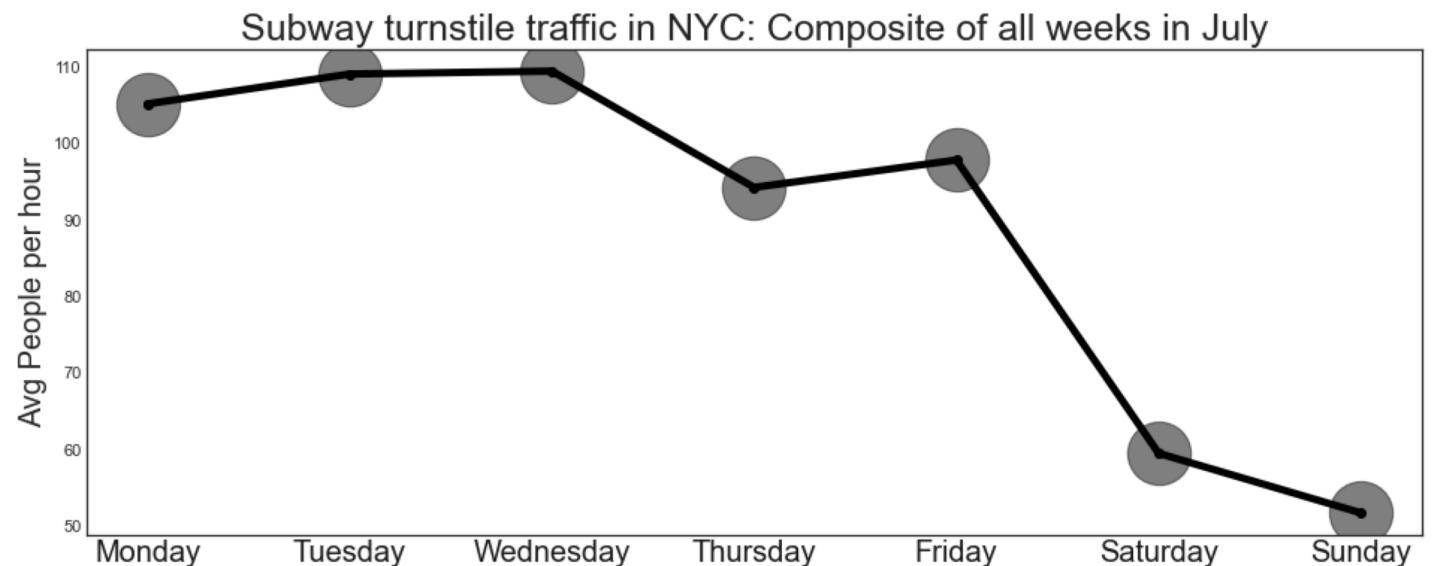
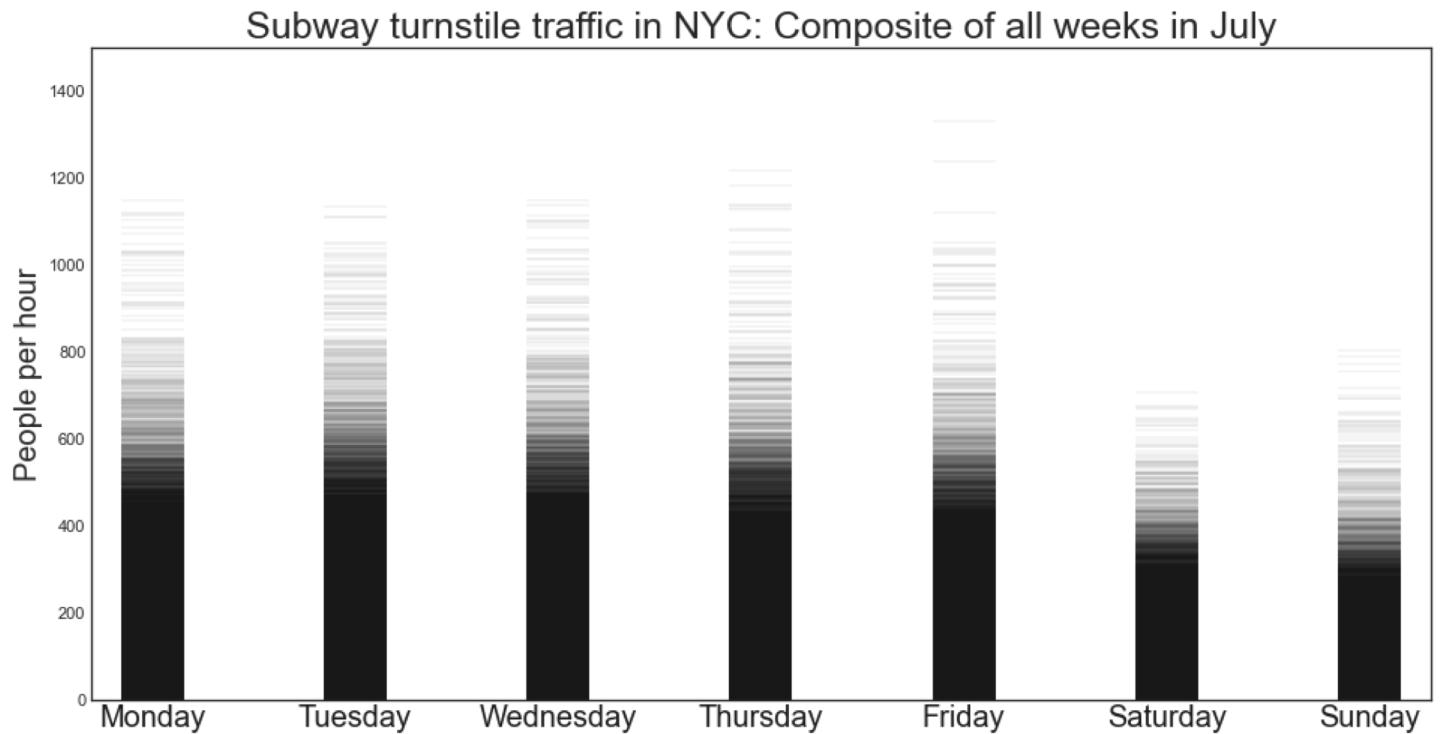
## Busiest Stations (Median Entries)



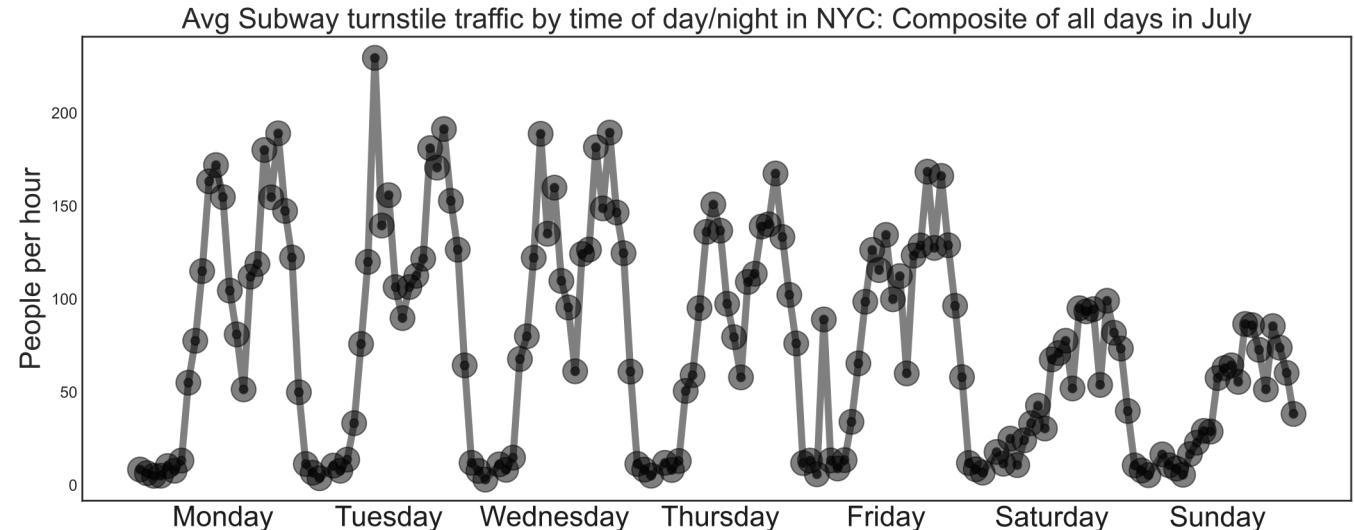
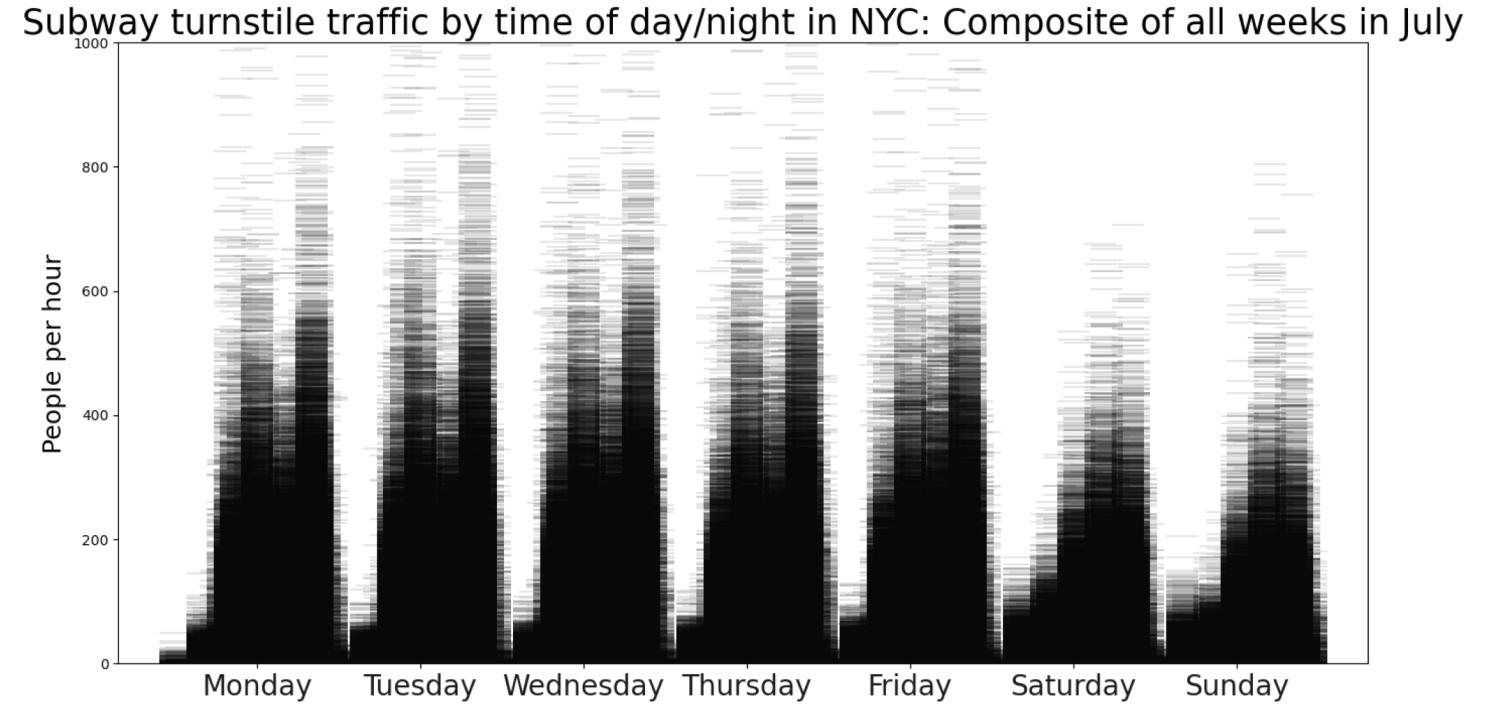
## Distribution of Traffic Across Stations



# Turnstile Fluctuation By Day



# Turnstile Fluctuation By Time During The Week



# Location, Location, Location



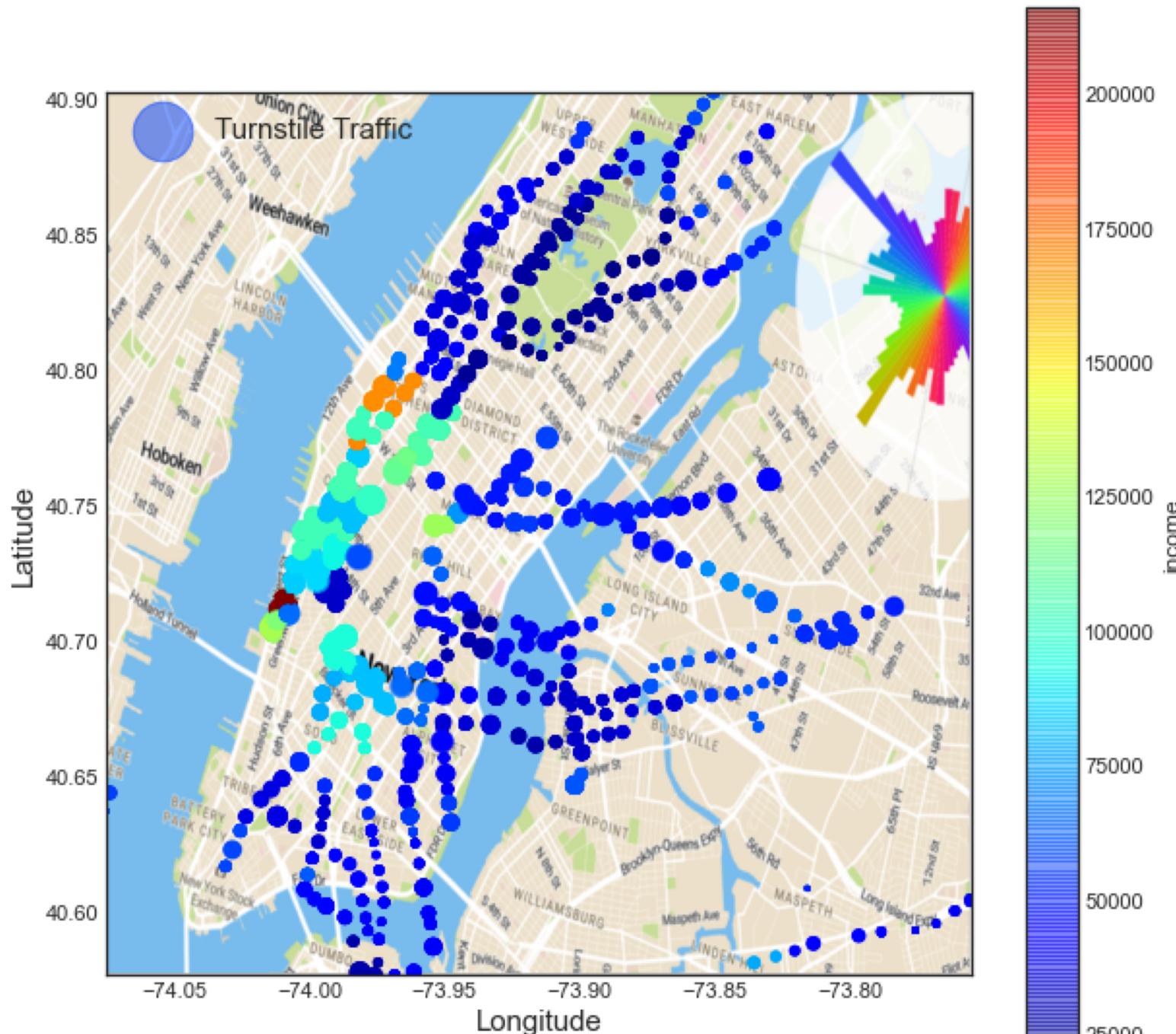
# Show me the Money!



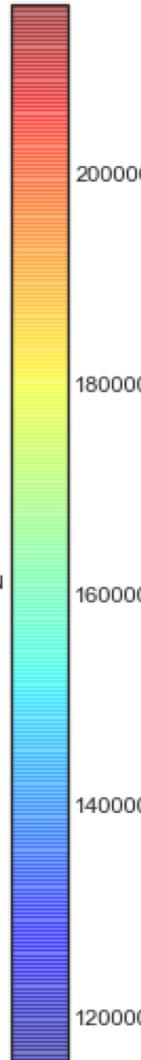
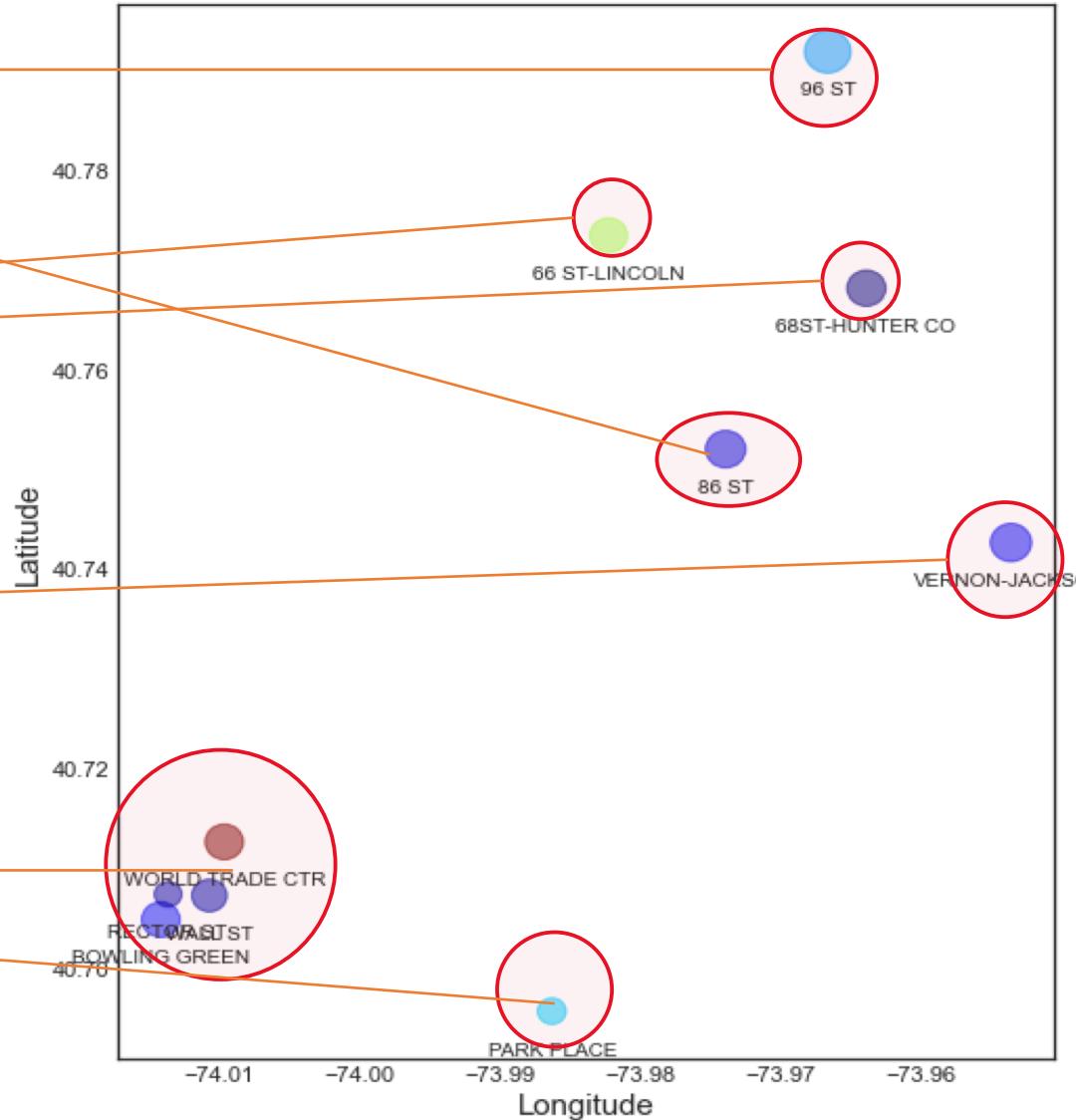
# Median Household Income by Subway Station:

## 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?

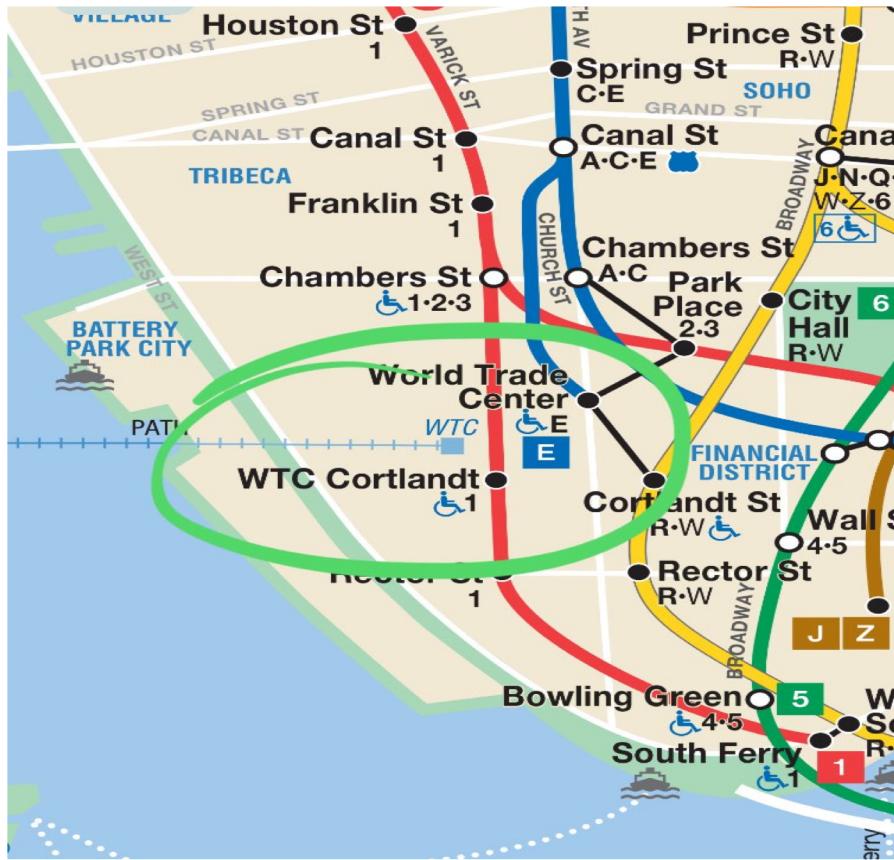


# Top 10 Subway Stations by Household Income: 5,000 Foot Overview



# World Trade Center Station

## Highest Median Household Income



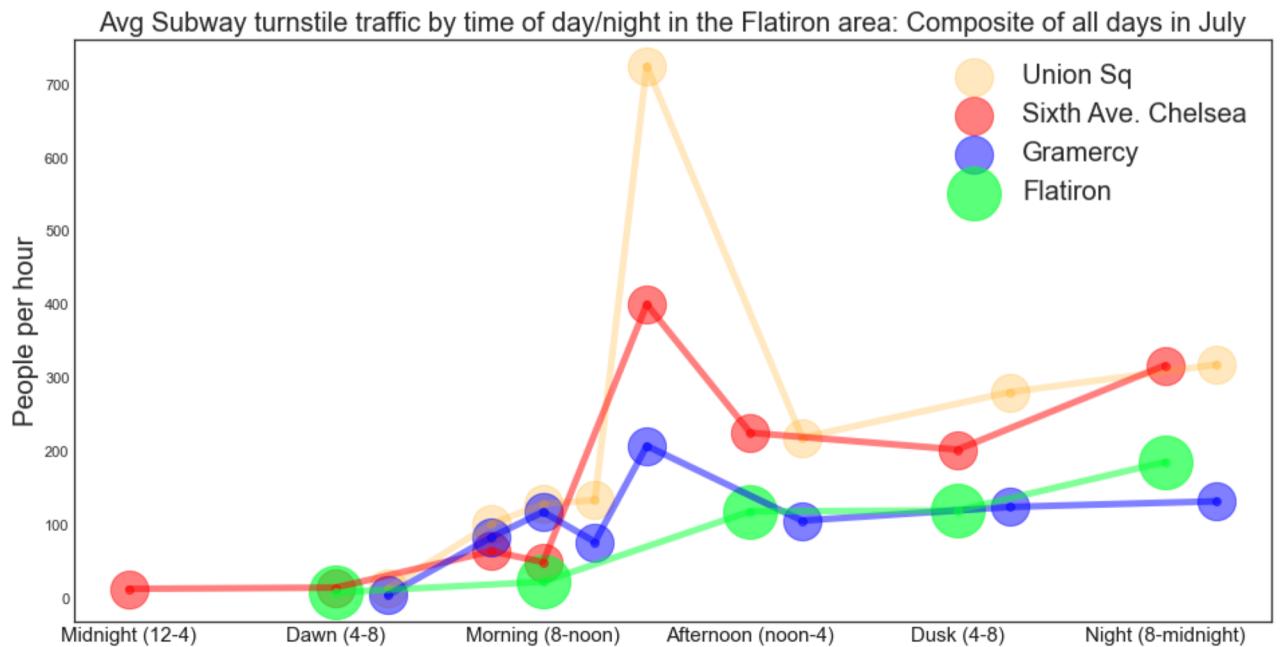
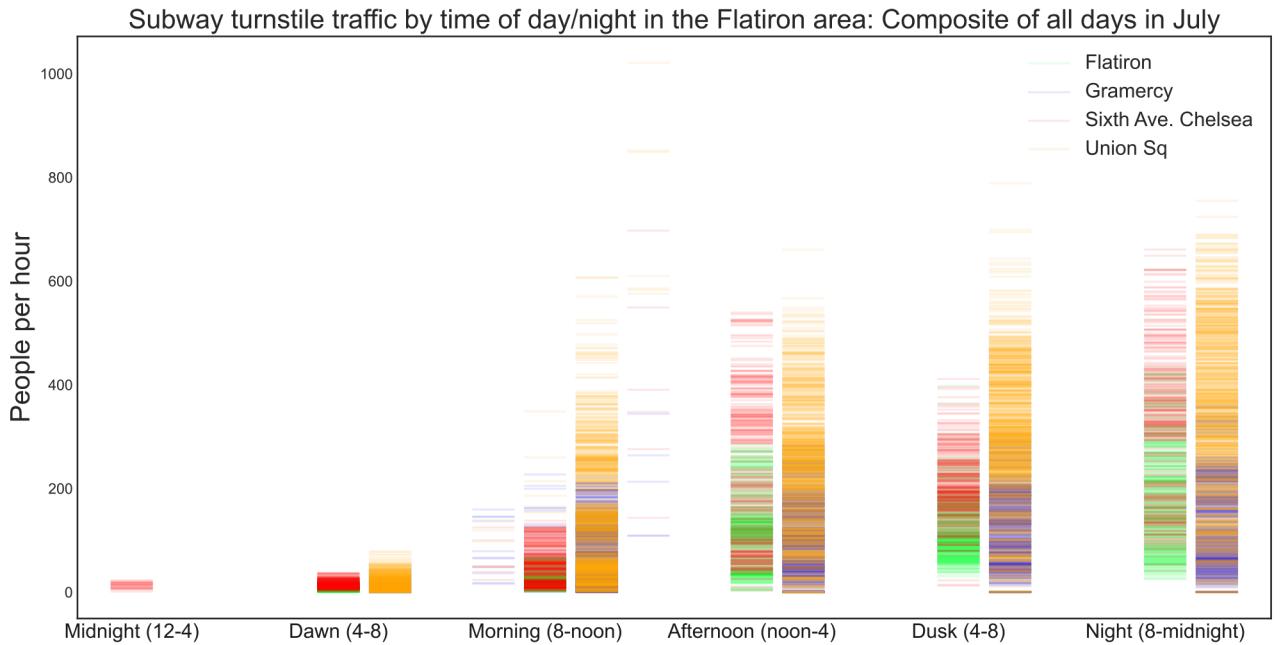
Subway Station	Median HH Income
WORLD TRADE CTR	\$ 216,037
66 ST-LINCOLN	\$ 170,630
PARK PLACE	\$ 148,397
96 ST	\$ 143,436
BOWLING GREEN	\$ 129,574
VERNON-JACKSON	\$ 125,871
86 ST	\$ 123,803
RECTOR ST	\$ 119,274
WALL ST	\$ 119,274
68ST-HUNTER CO	\$ 115,519

# Location, Location, Location

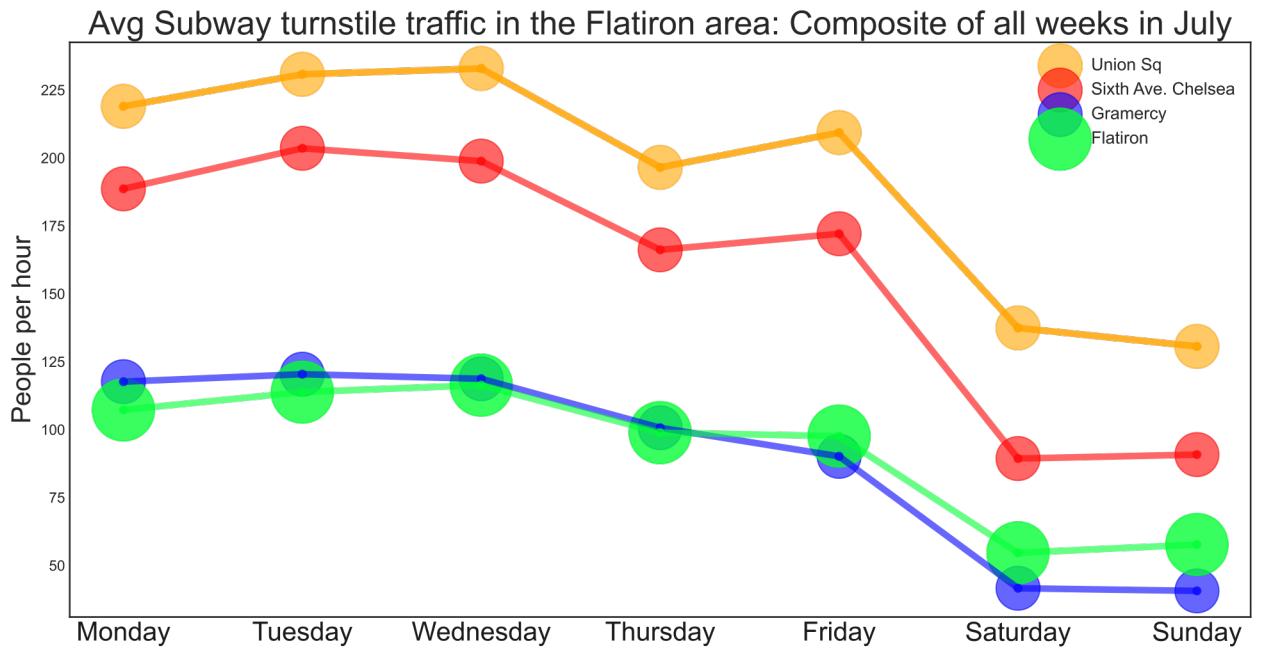
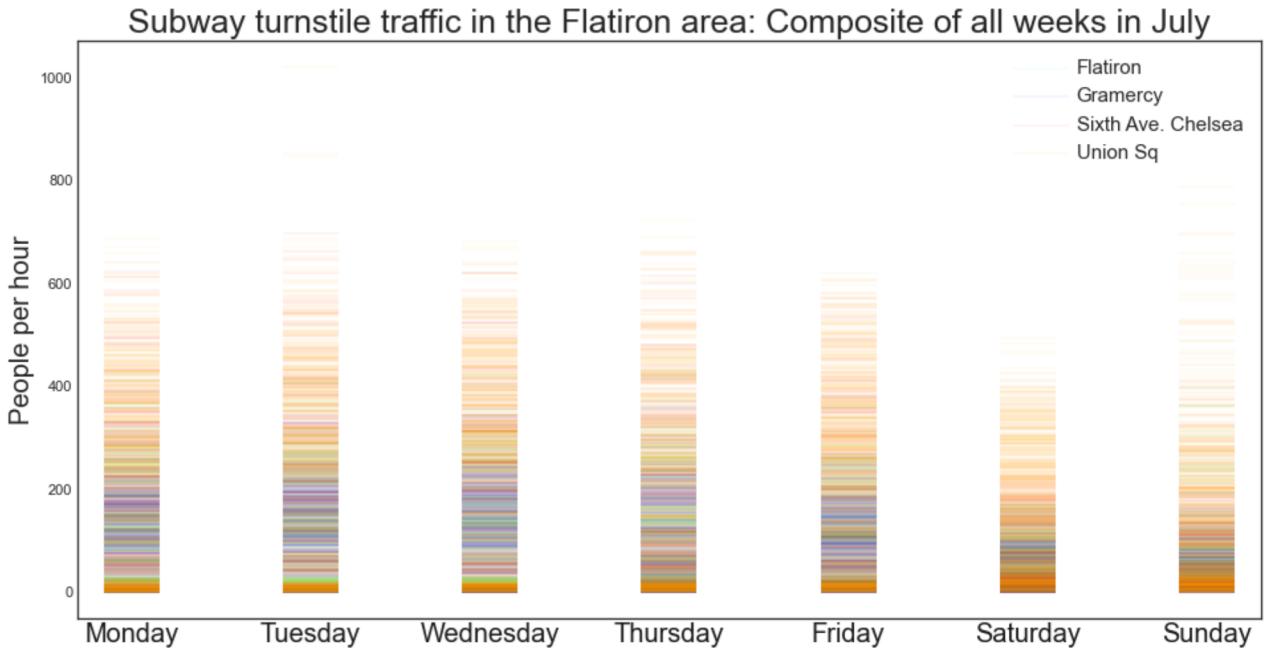


The Flatiron district: NYC's tech hub

# The Flatiron district: NYC's tech hub



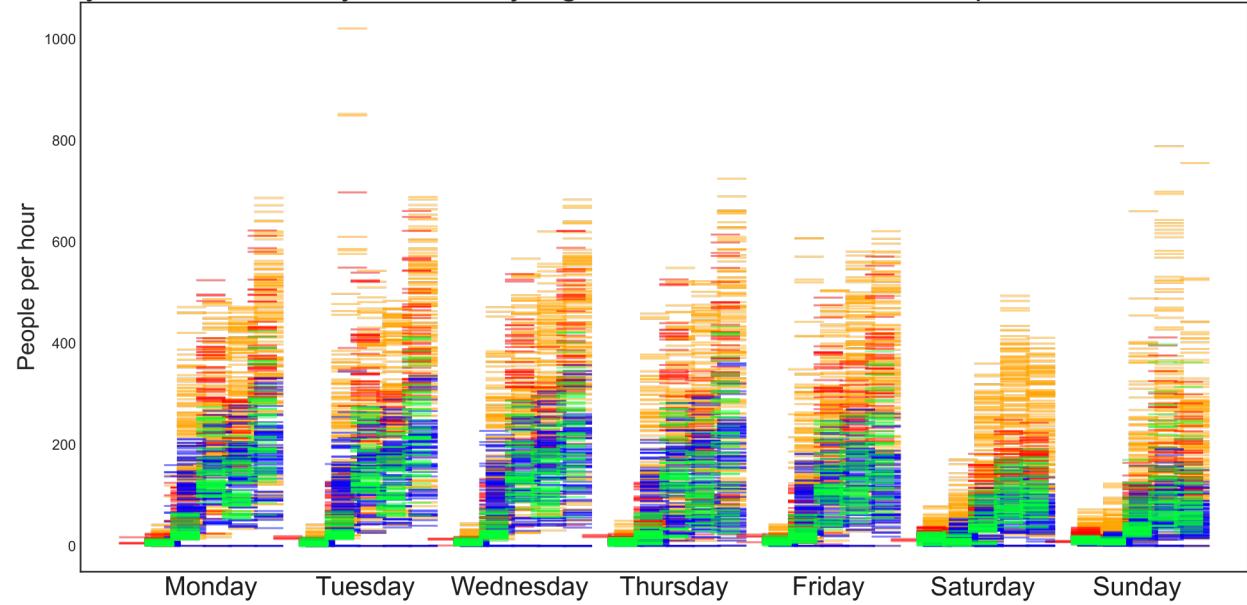
# The Flatiron district: NYC's tech hub



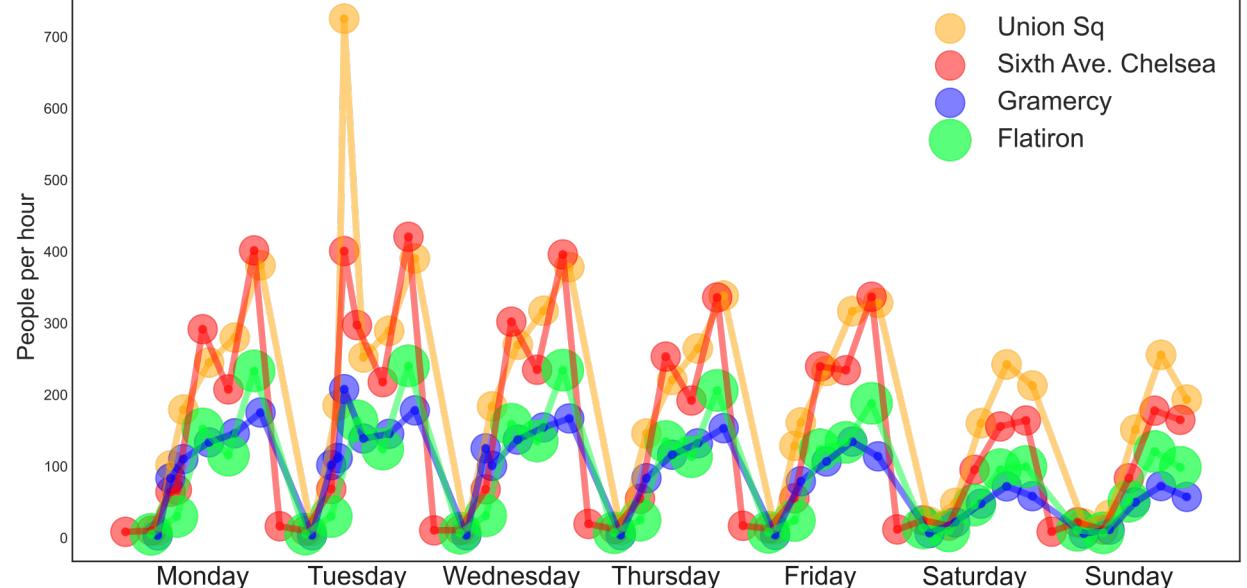
# The Flatiron district: NYC's tech hub



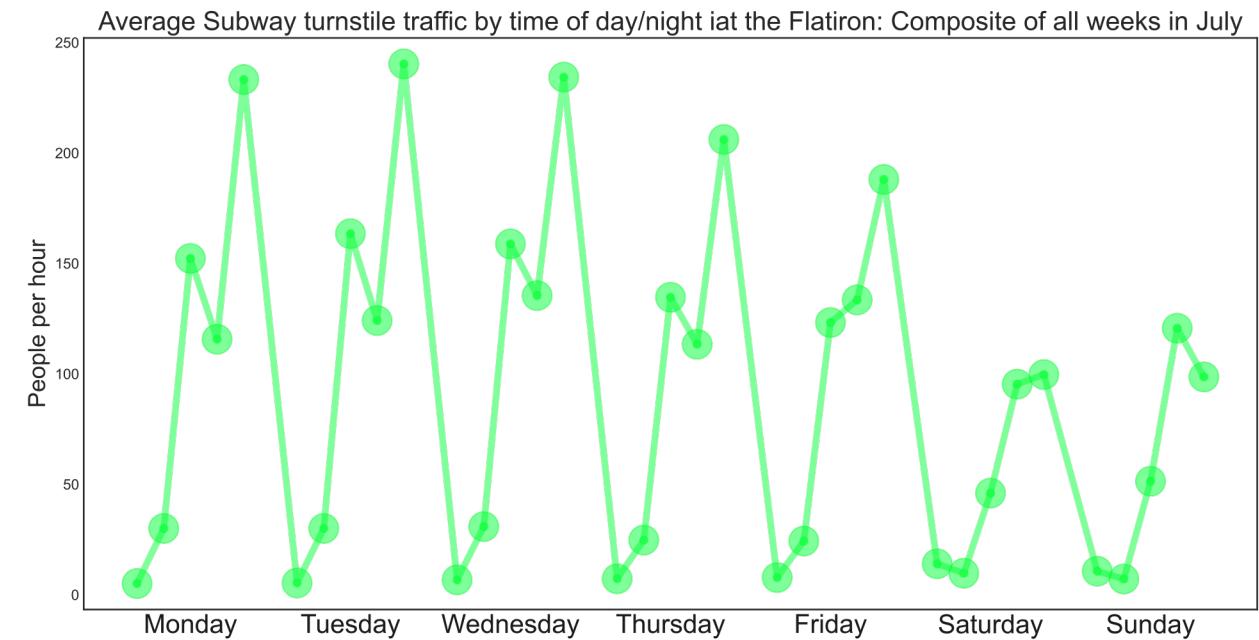
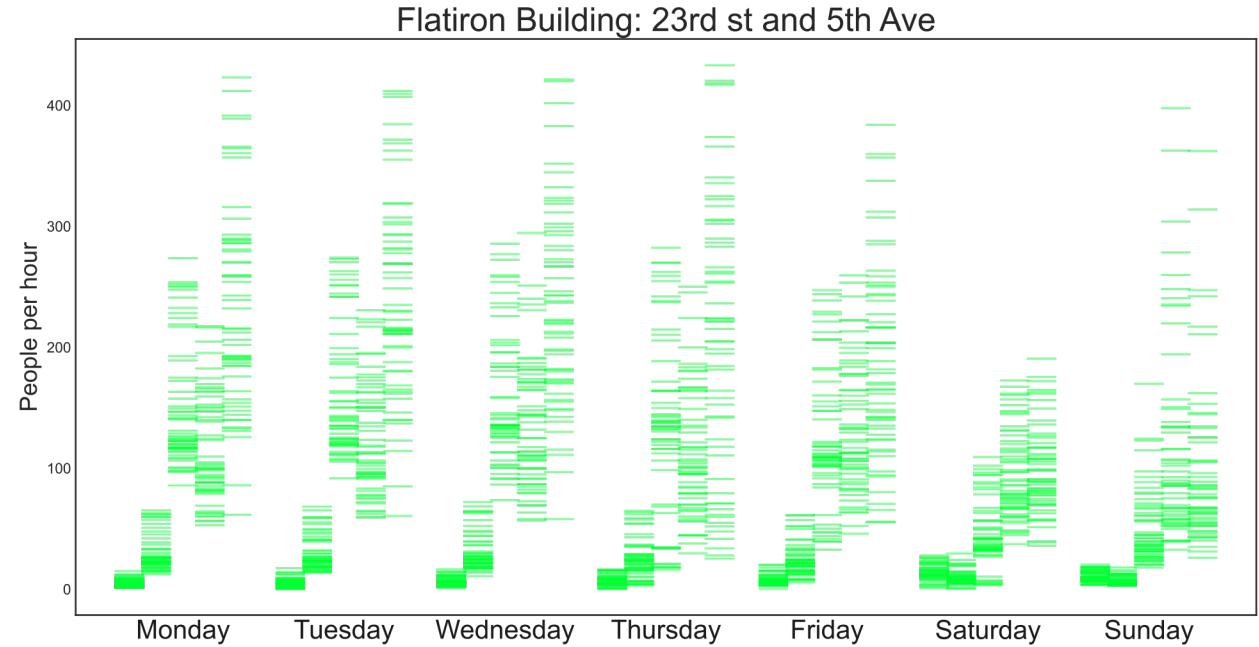
Subway turnstile traffic by time of day/night in the Flatiron area: Composite of all weeks in July



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



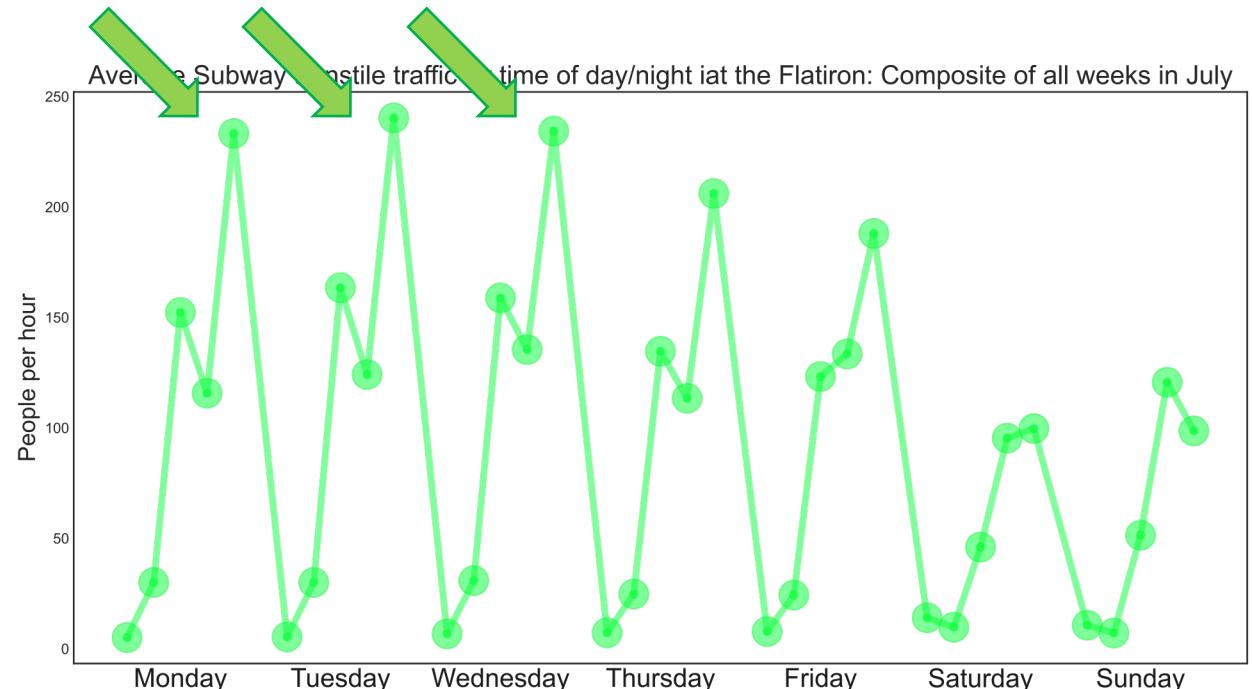
# First Recommendation

The Flatiron building subway stop: 23<sup>rd</sup> and 5<sup>th</sup> Ave



Flatiron, 23rd st at Broadway and 5<sup>th</sup> Ave

8pm to midnight , Monday, Tuesday, Wednesday

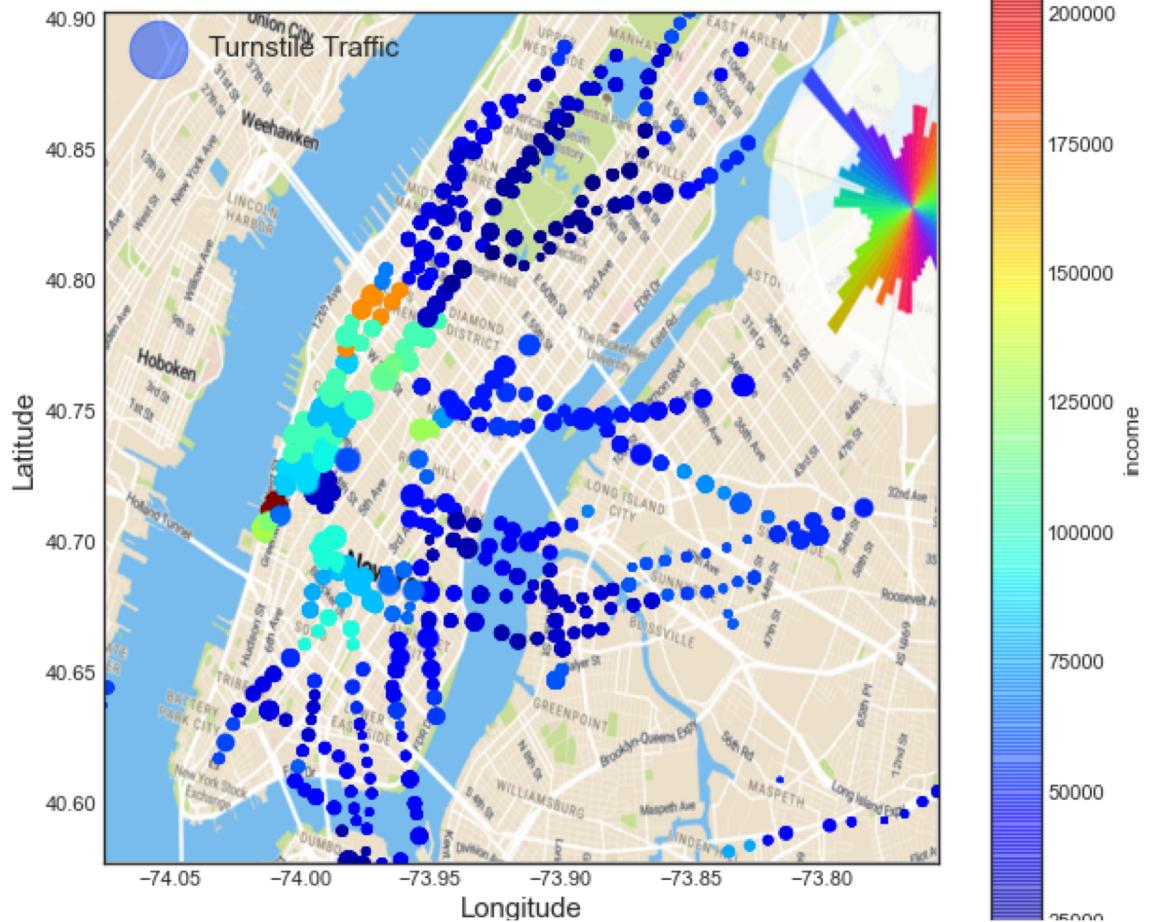


# Location, Location, Location

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



Turnstile Traffic and Median HH Income by NYC Subway Stations

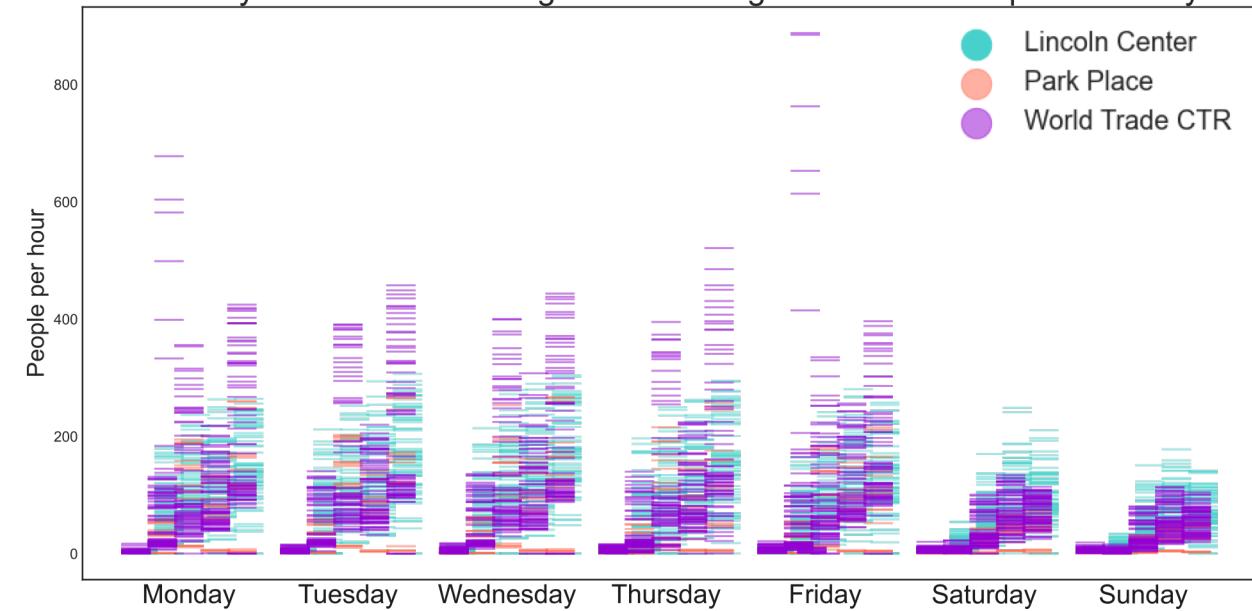


# High-income neighborhoods:

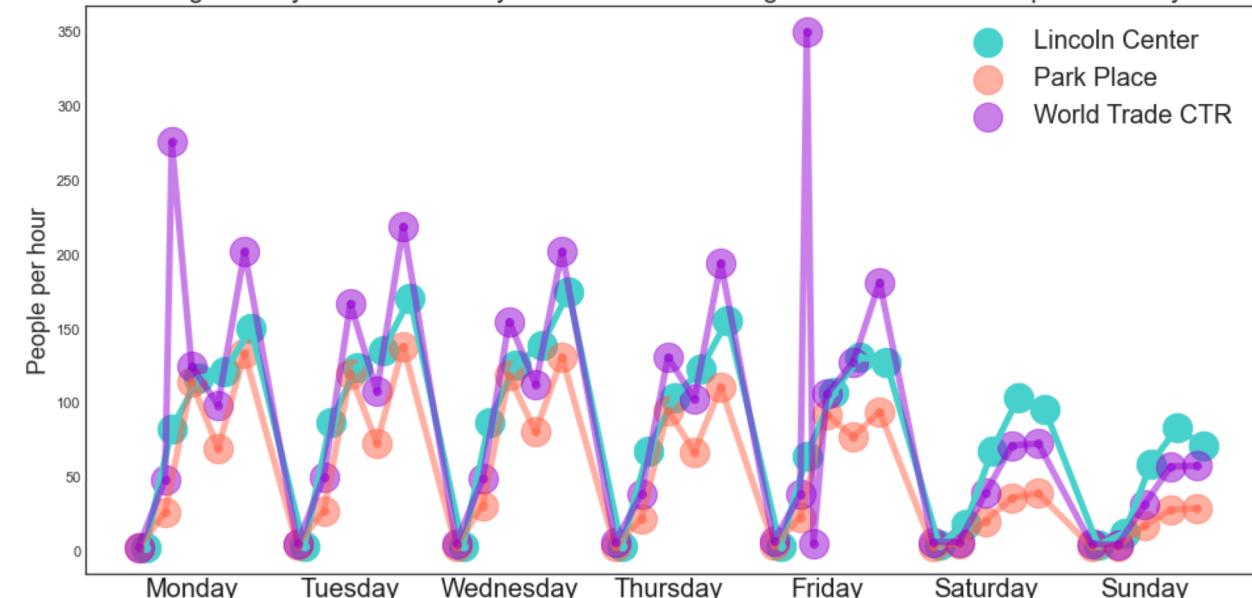
- Lincoln Center
- Park Place
- World Trade CTR



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

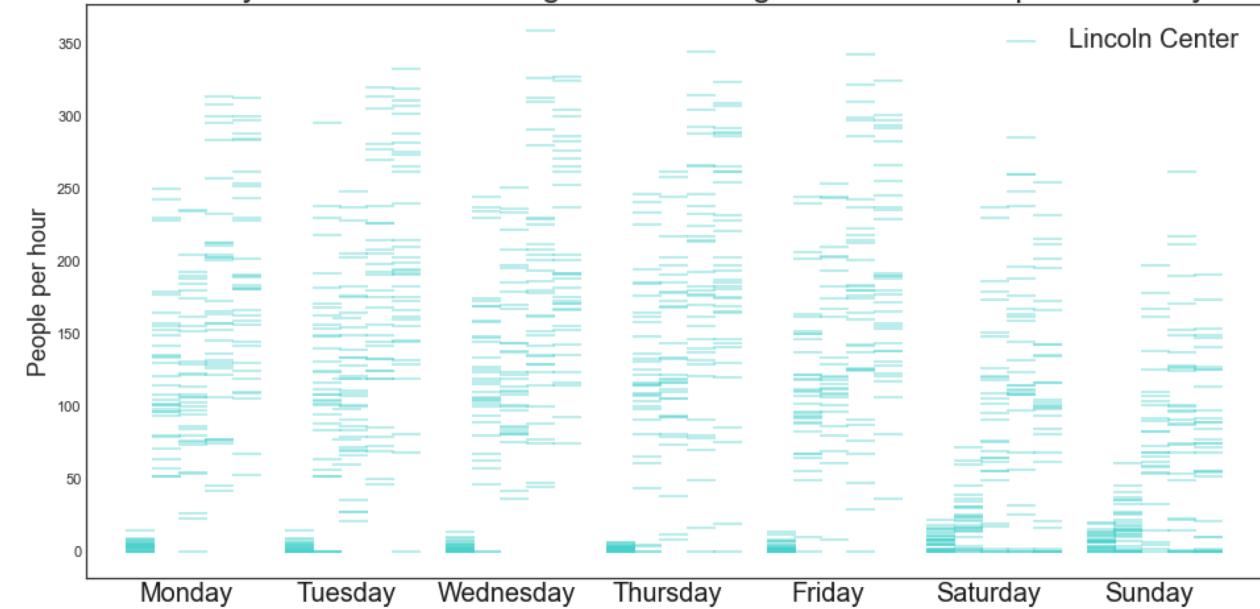


# High-income neighborhoods:

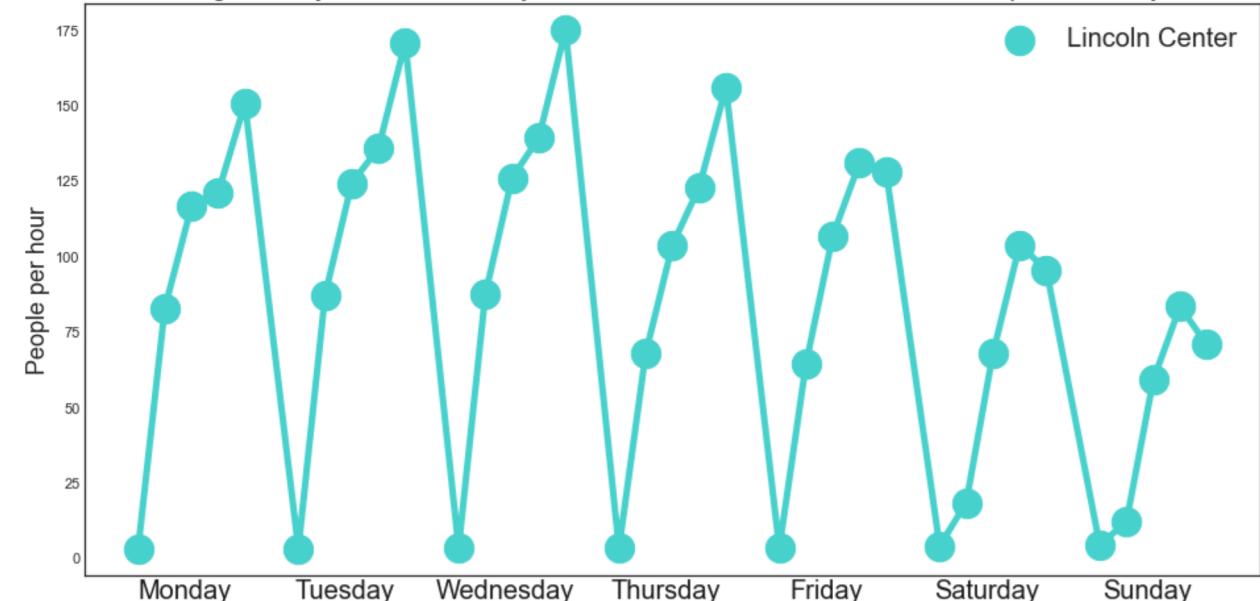
- Lincoln Center
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Subway turnstile traffic in high income Neighborhoods: Composite of July



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

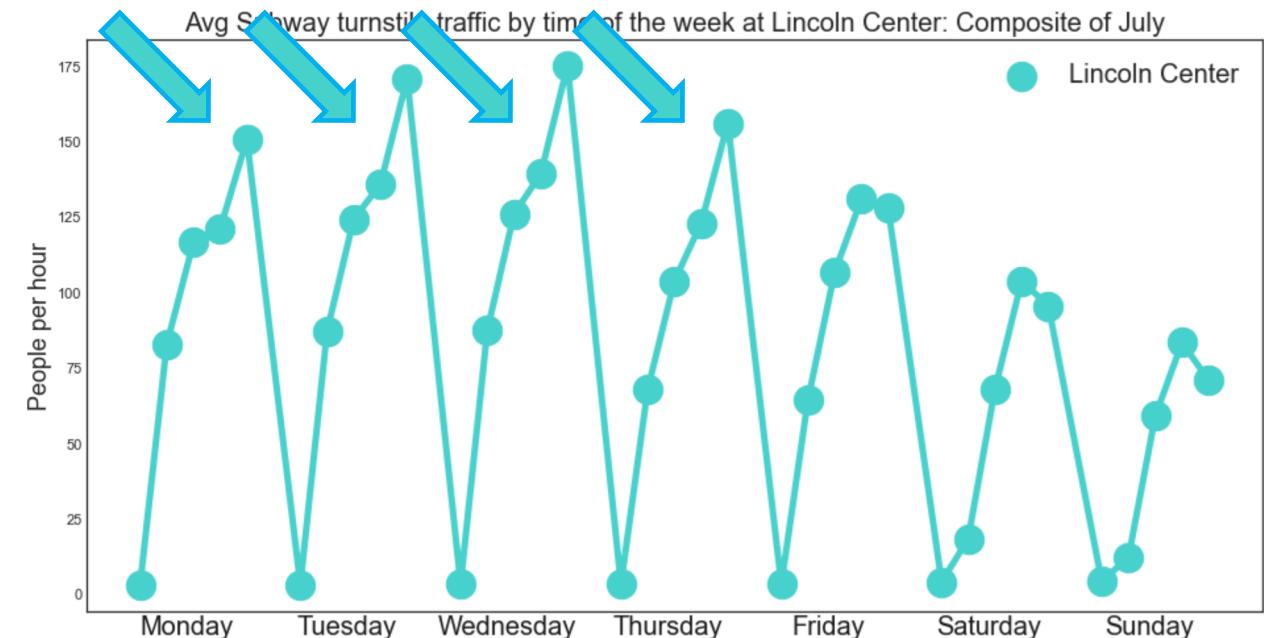


# Second Recommendation

## The subway stop: 66<sup>th</sup> Street and Broadway, Lincoln Center

# Lincoln Center

4pm to midnight , Monday through Thursday

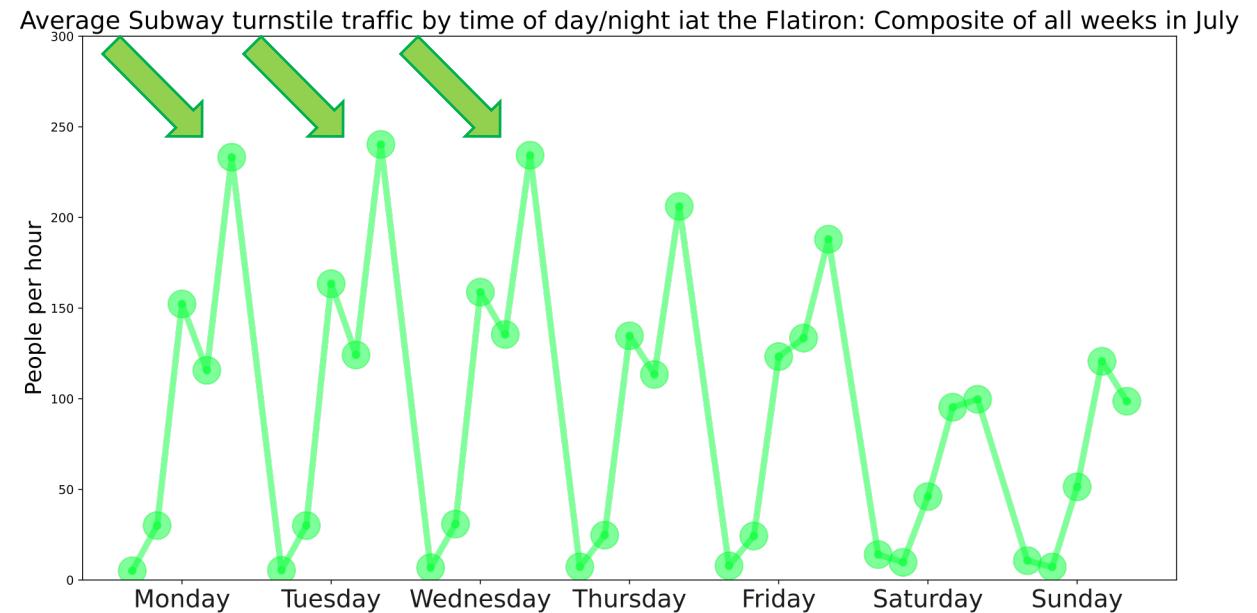


# SUMMARY

## Flatiron



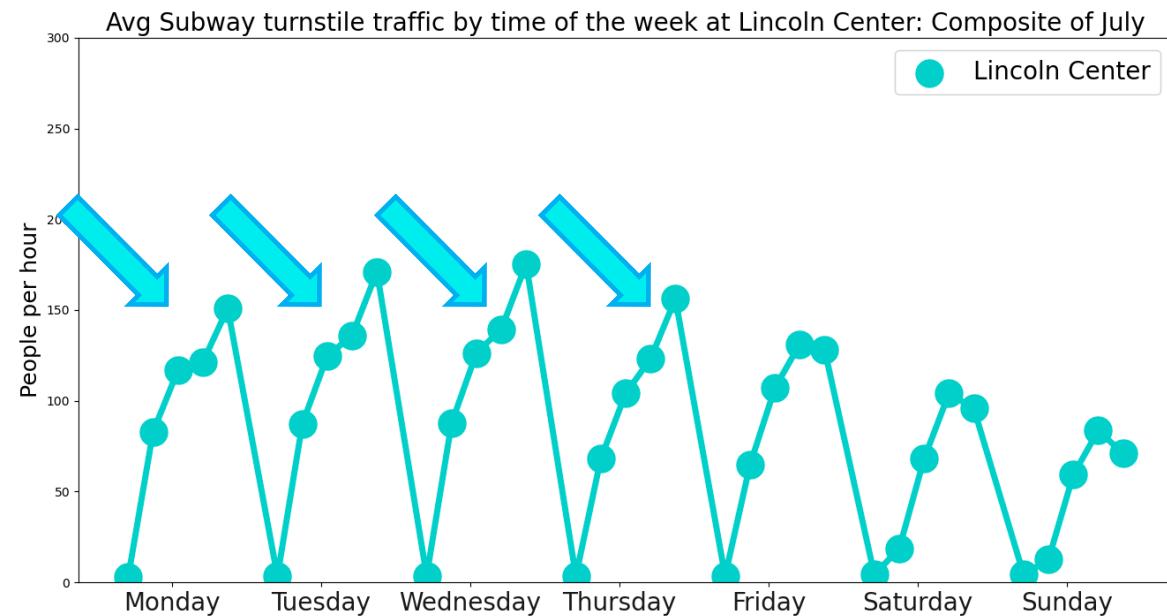
8pm to  
midnight ,  
Monday,  
Tuesday,  
Wednesday



## Lincoln Center

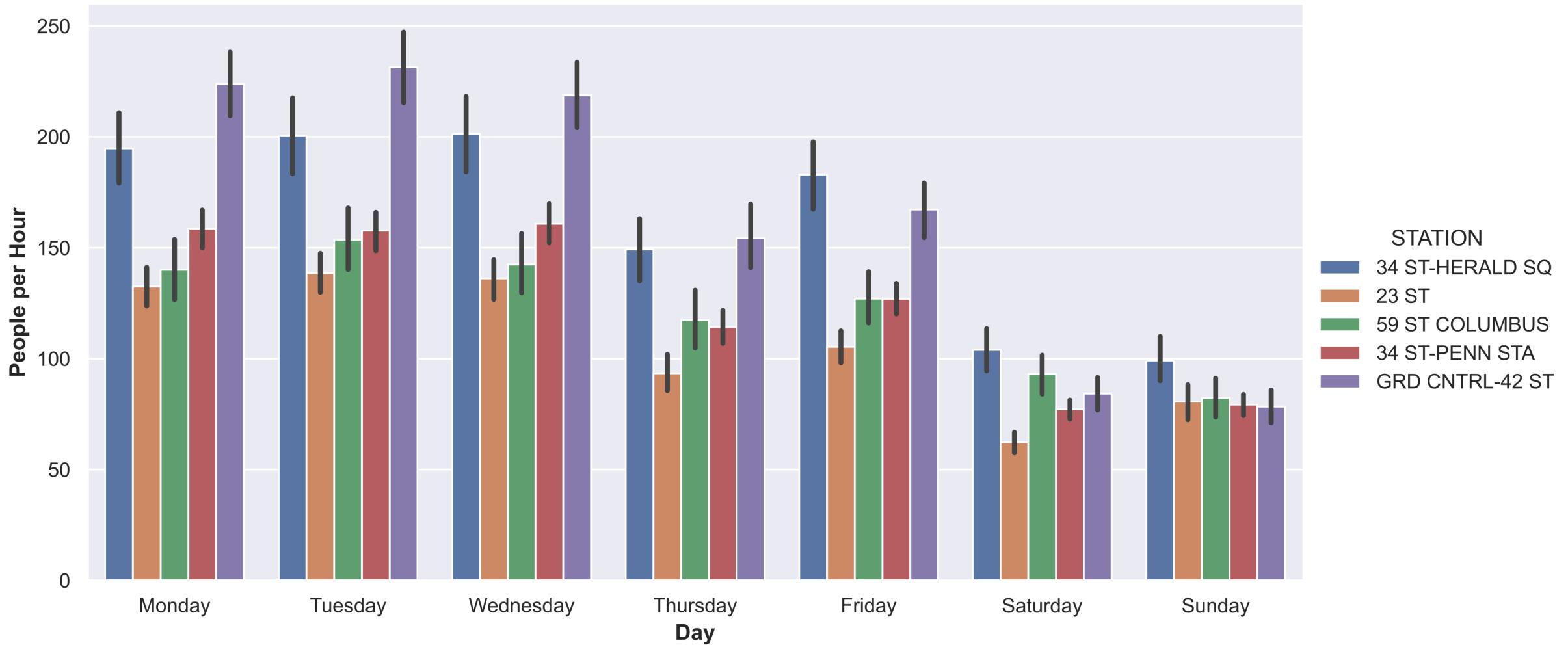


4pm to  
midnight ,  
Monday  
through  
Thursday



# APPENDIX

### Traffic by Day per Station



# Turnstile Fluctuation By Time of Day

