WomenTechWomenYes

Project Benson: Team 3

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How can we help you meet your goals?
You want to:

- Increase the participation of women in technology

I built a computer and I opened a fridge with a Lego.

How can we help you meet your goals?
You want to:

- Increase the participation of women in technology
- Optimize fundraising

GIRL SCOUT COOKIES!

How can we help you meet your goals?
You want to:

- Increase the participation of women in technology
- Optimize fundraising
- Fill Summer Gala event

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- Optimize street team effectiveness

How can we help you meet your goals?
You want to:

- Increase the participation of women in technology
- Optimize fundraising
- Fill Summer Gala event
- Optimize street team effectiveness
- Target individuals passionate about your cause

I AM COLLECTING SIGNATURES TO BRING BACK THE NIGHT SKY.

How can we help you meet your goals? You want to:

- Increase the participation of women in technology
- Optimize fundraising
- Fill Summer Gala event
- Optimize street team effectiveness
- Target individuals passionate about your cause
- Build awareness and reach

How can we help you meet your goals?
We will:

- Suggest best locations for your street team to expand reach
  - based on station traffic
  - targeted by time of day/week
- Determine best locations for your street team to target individuals passionate about your cause
  - based on neighborhood demographics such as
    - women currently working in tech
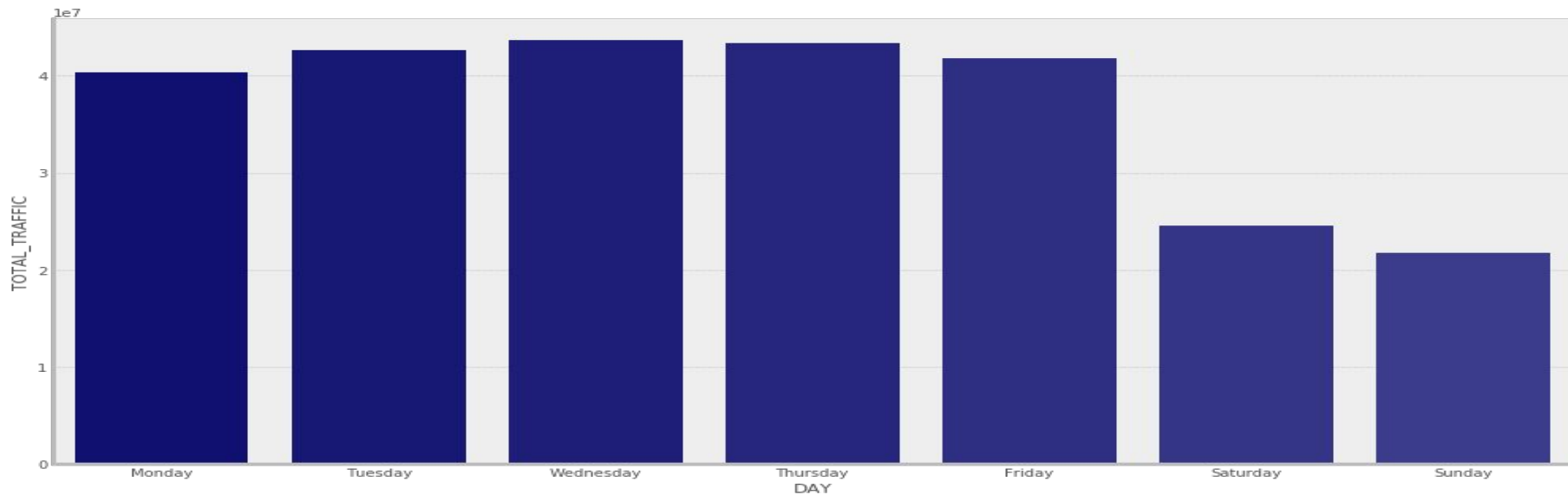   - women with STEM degrees
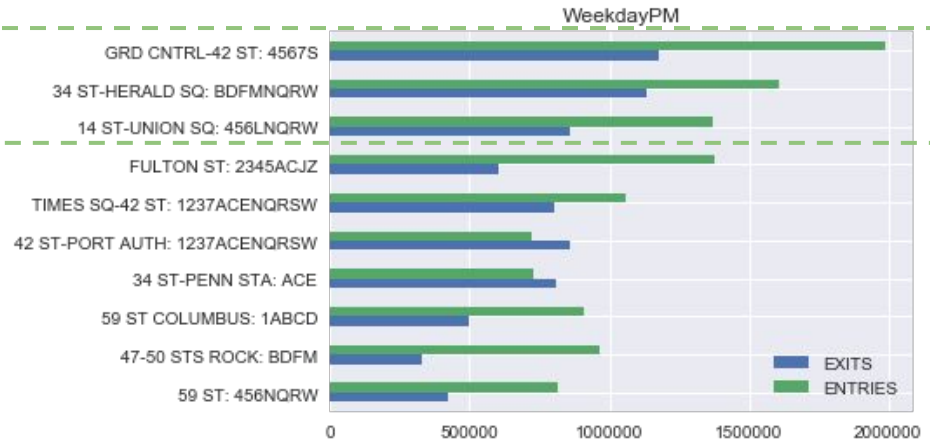
Expanding Reach
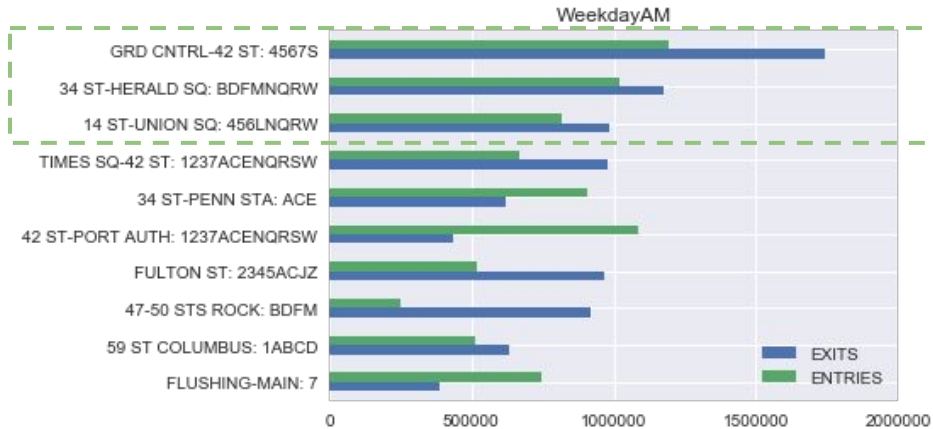
June 2017: Top 10 Stations
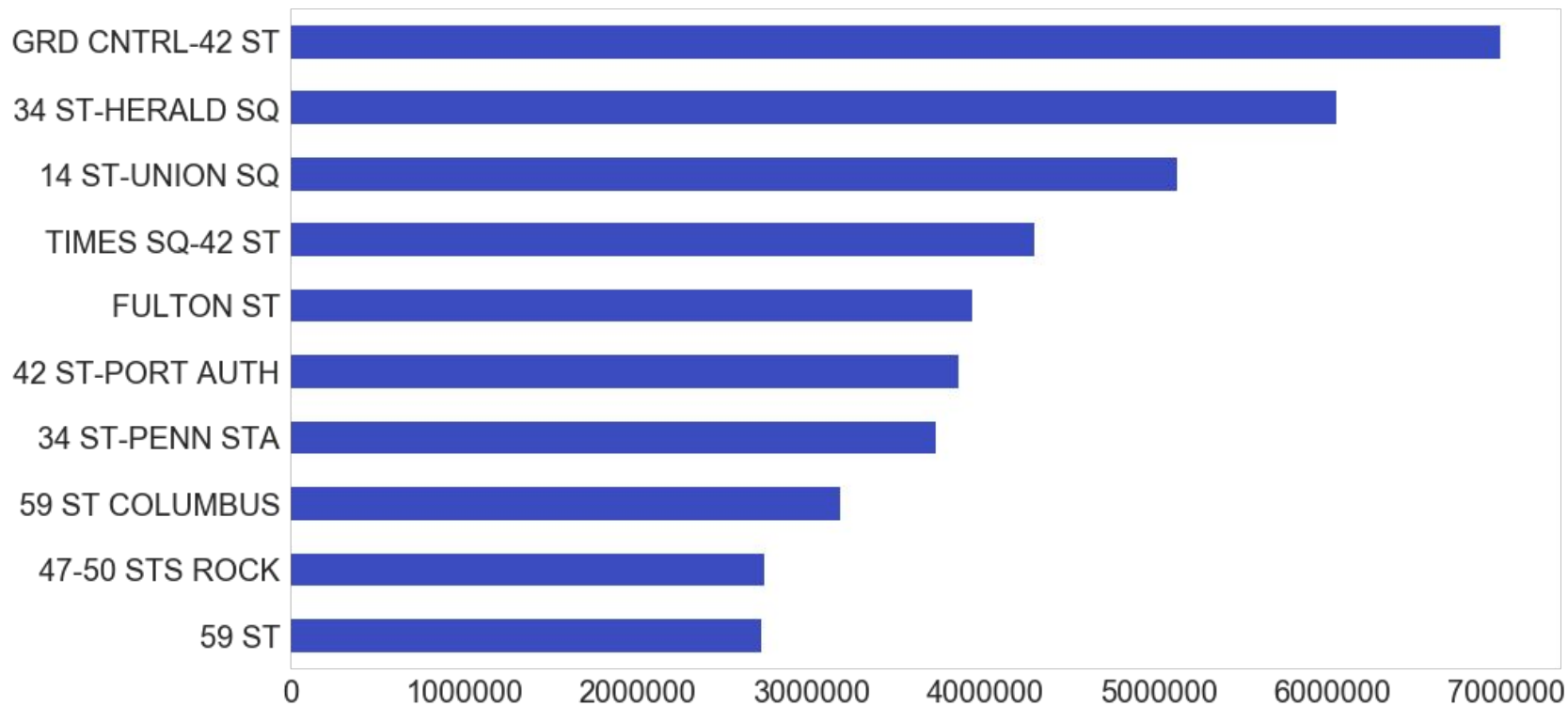
June 2017: Next 10 Stations
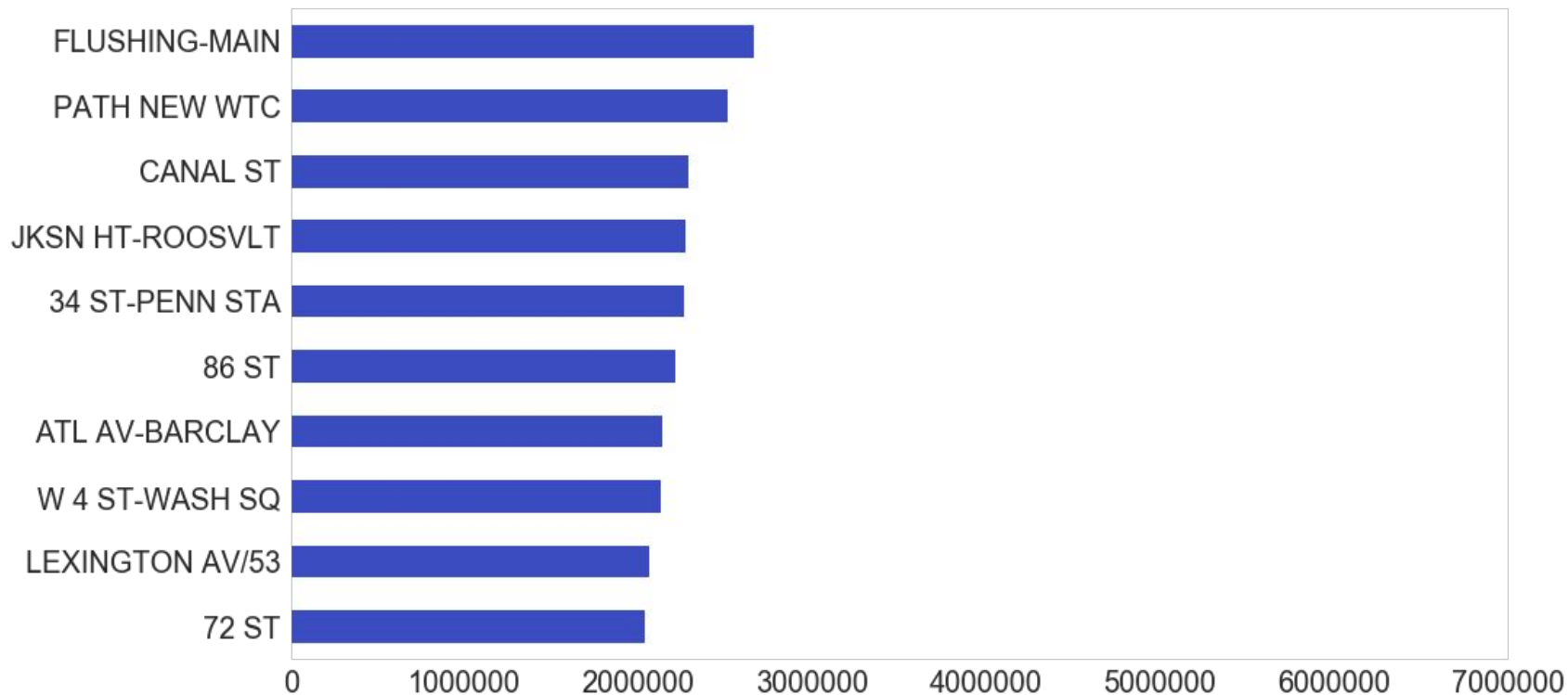
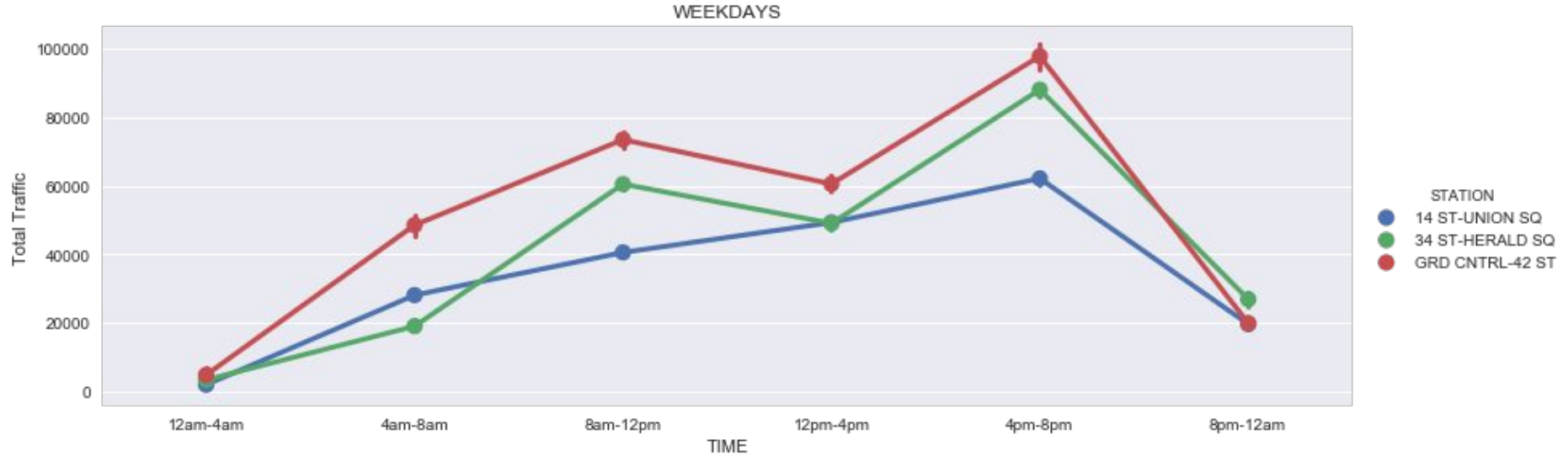# Weekday vs. Weekend Traffic

Top stations on weekdays: AM vs PM

- Grand Central, Herald Sq, Union Sq are top 3 in AM and PM
- Top stations in AM: more exits than entries (going to work)
- Top stations in PM: more entries than exits (going home)
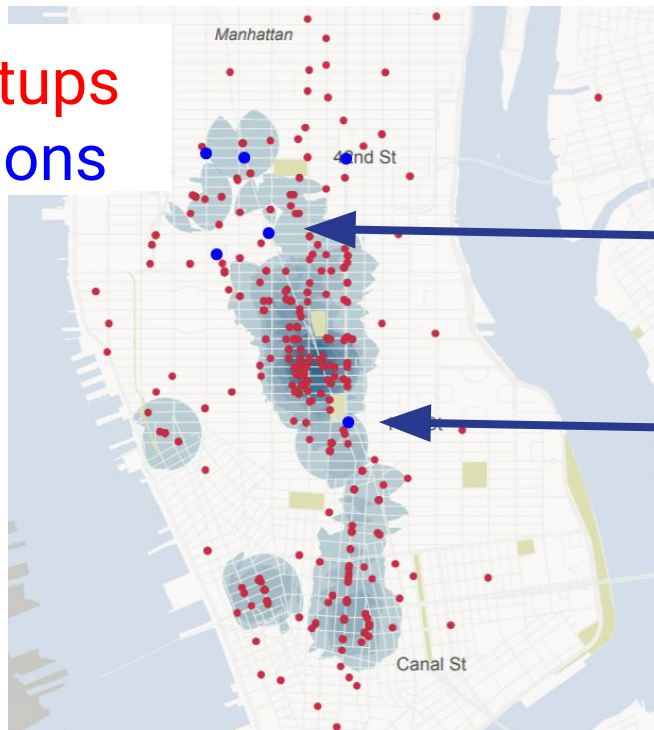
Exactly what time of day is best?

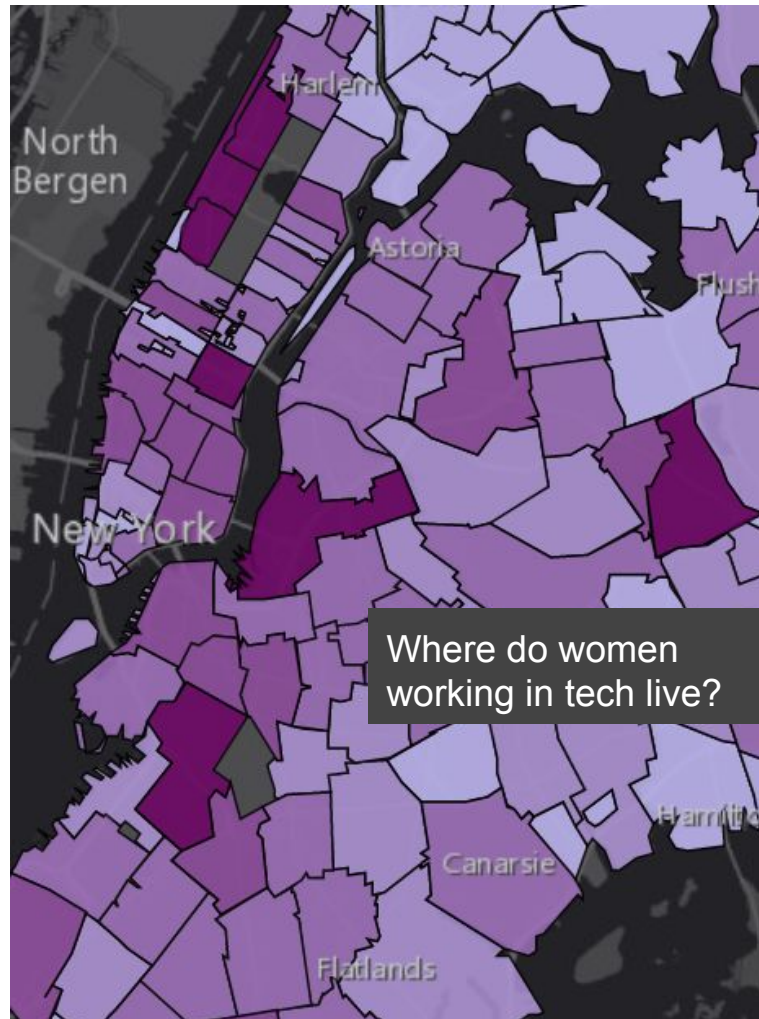# Target for the cause

Where are the people who work in tech?
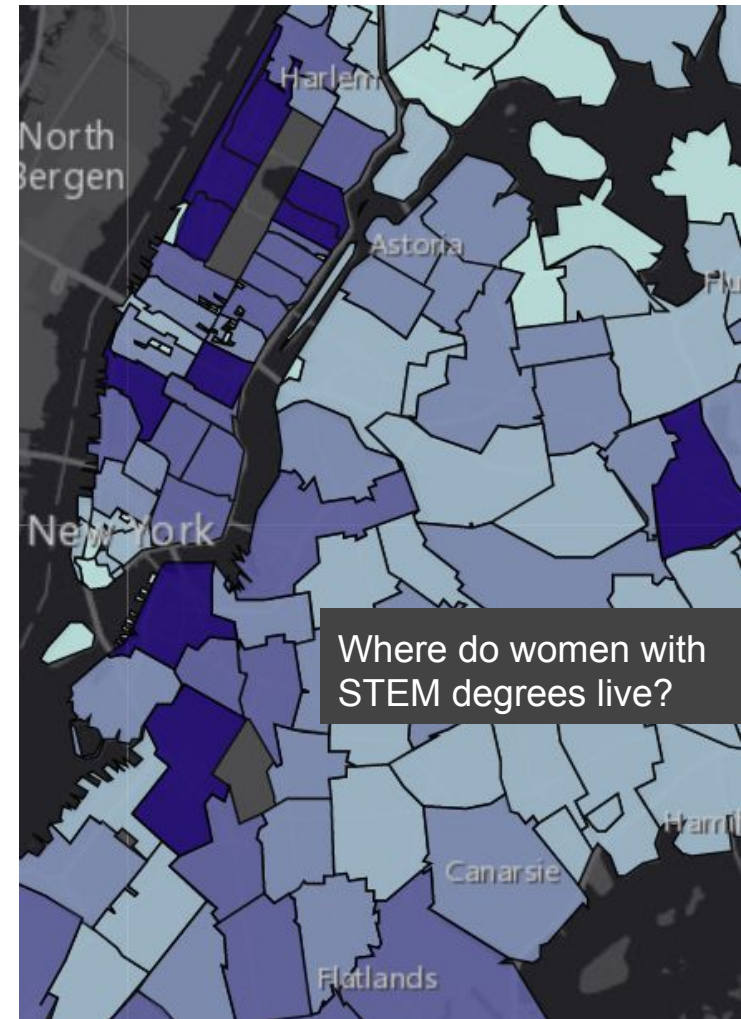
NYC Digital Startups
Top Traffic Stations
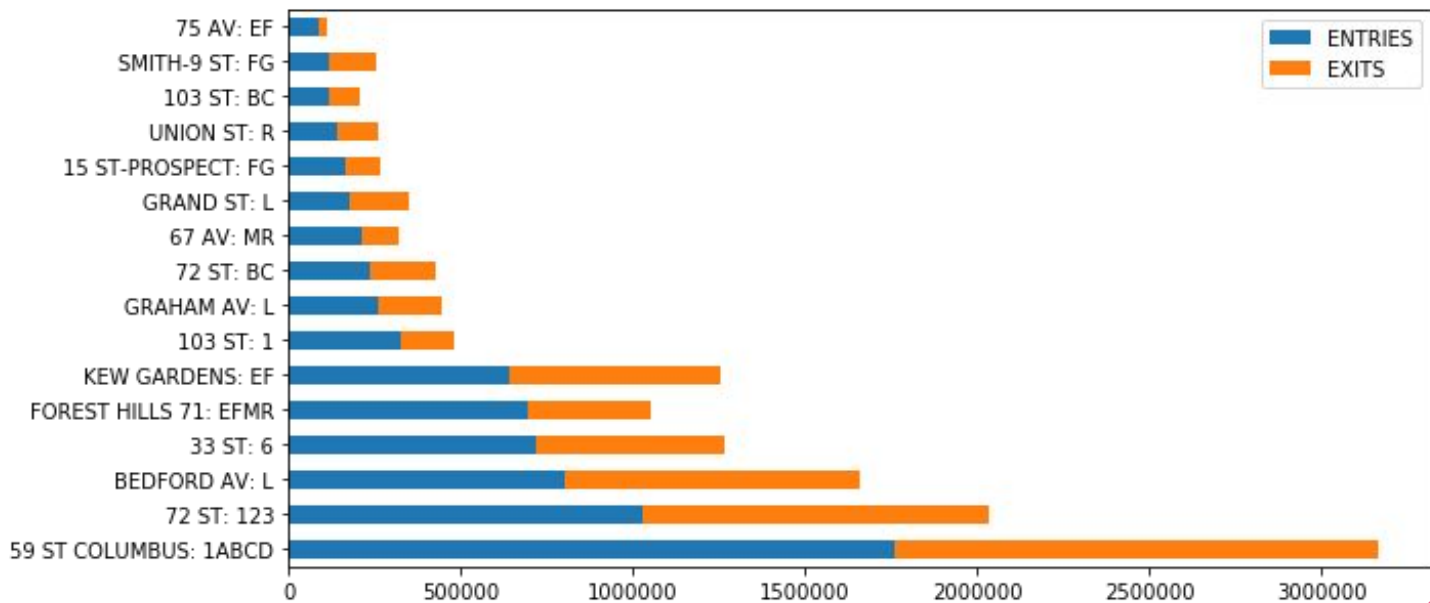

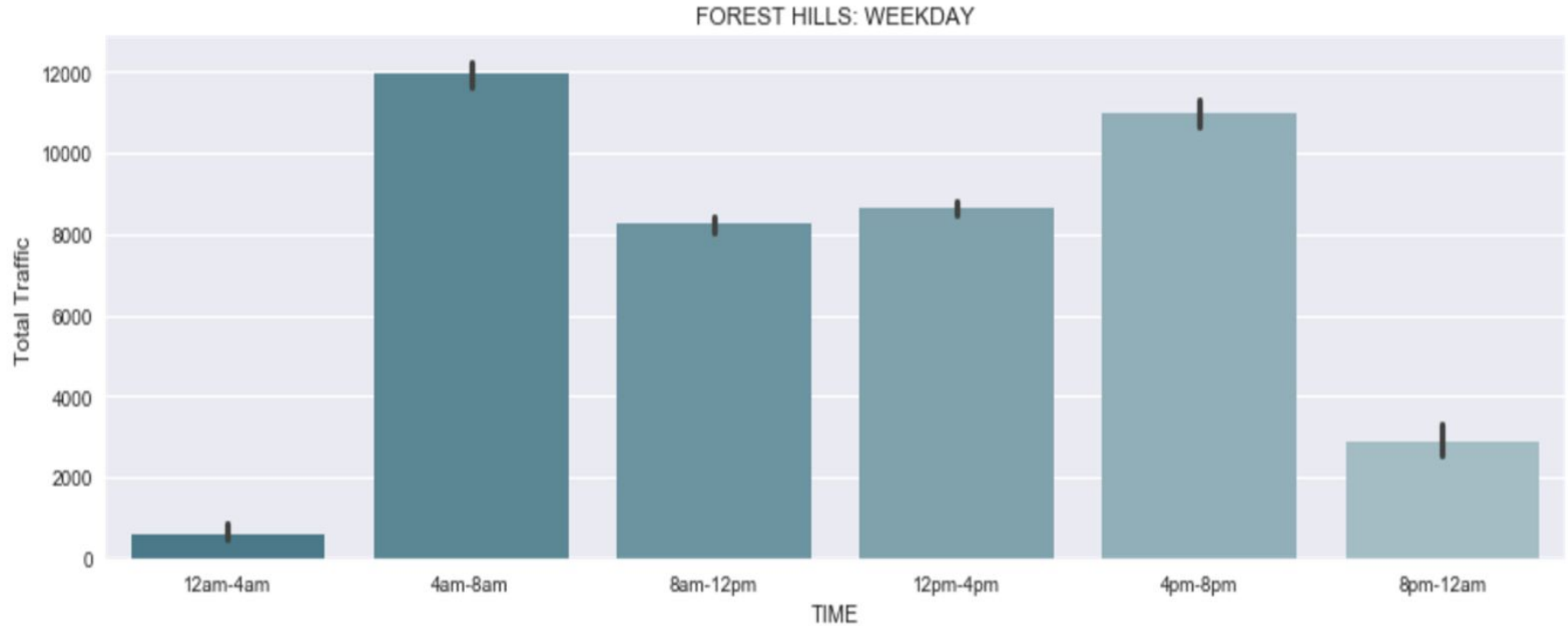34th St - Herald Square

14th St- Union Square

Top Neighborhoods

- Murray Hill
- UWS
- Williamsburg
- Park Slope
- Forest Hills

Where do women working in tech live?

Where do women with STEM degrees live?

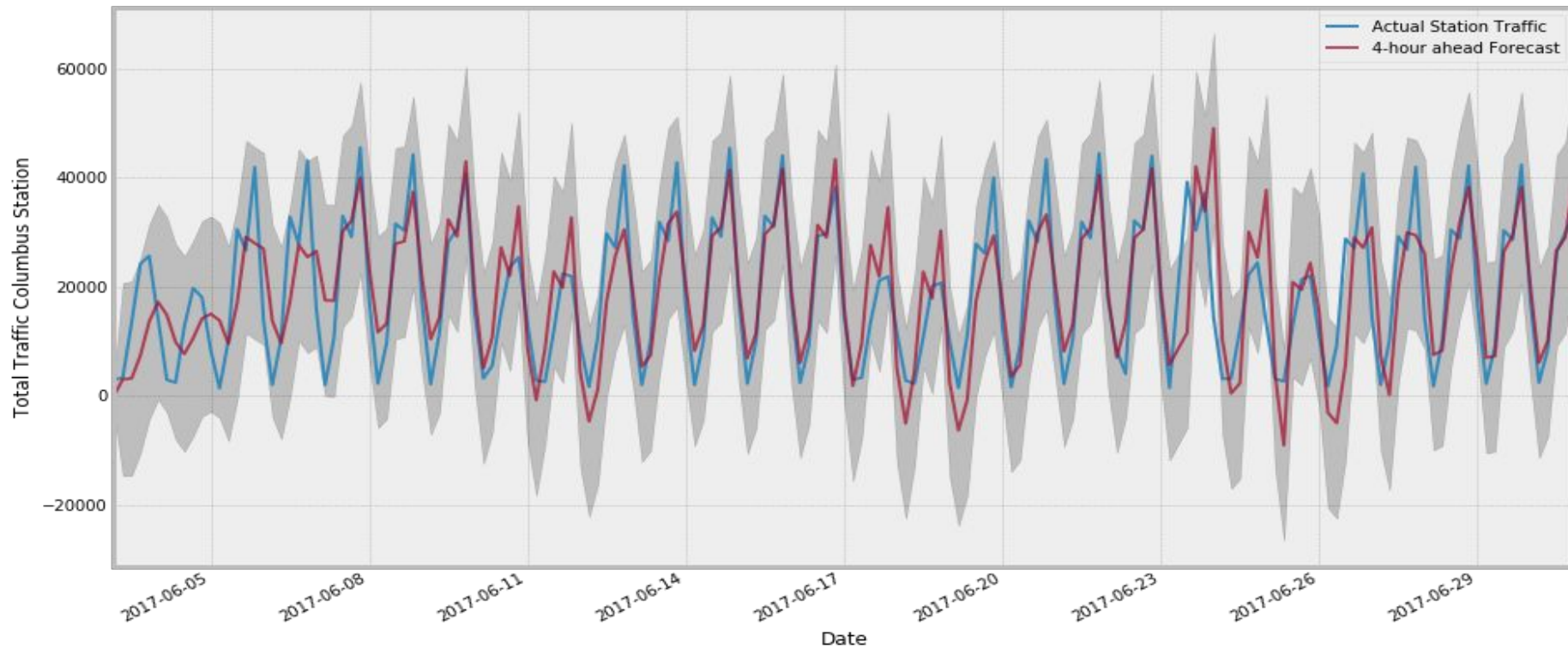# Where women in tech tend to live: top stations
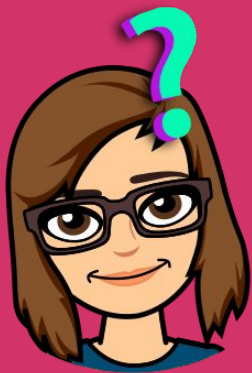
Weekday Traffic at Forest Hills 71

Forward-Looking Station Forecast

59 ST Columbus Station Traffic Forecast

Recommendations

Expanding Reach

Grand Central

Times Square

Fulton St

Port Authority

Penn Station

Union Square

Herald Square

Columbus Circle

Target for the cause

72 St (123 Line)

Bedford Ave

33 St (6 Line)

Forest Hills 71

Kew Gardens
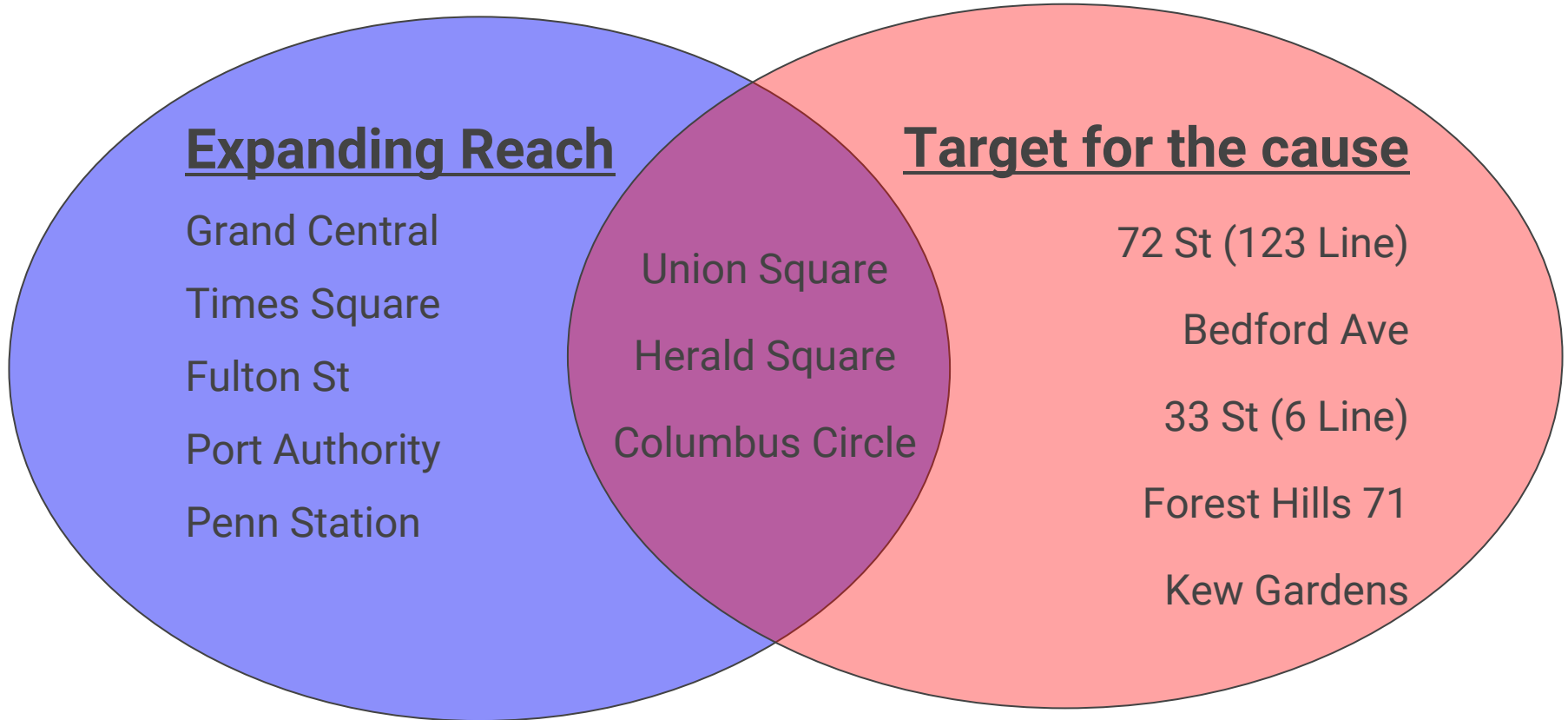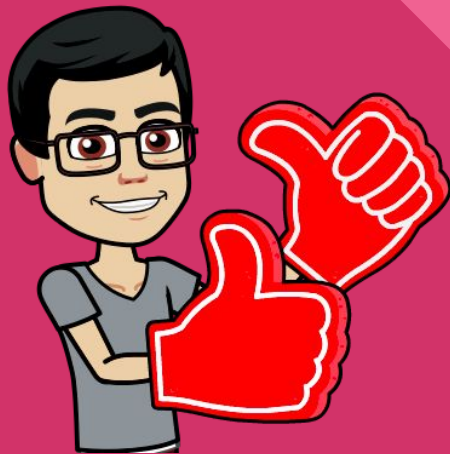
Questions?

Data Sources

- [MTA Turnstile data](#) from June 4 - July 1 (4 weeks)
- [MTA station locations](#)
- [geopy](#)
- [American Community Survey 2011-2015](#)
- [Center for an Urban Future](#)