

WomenTechWomenYes

NYC Gala 2020

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Objectives & Assumption

- Focus efforts near tech hubs
- Maximize local traffic
- Deploy teams ~ 1 month before gala



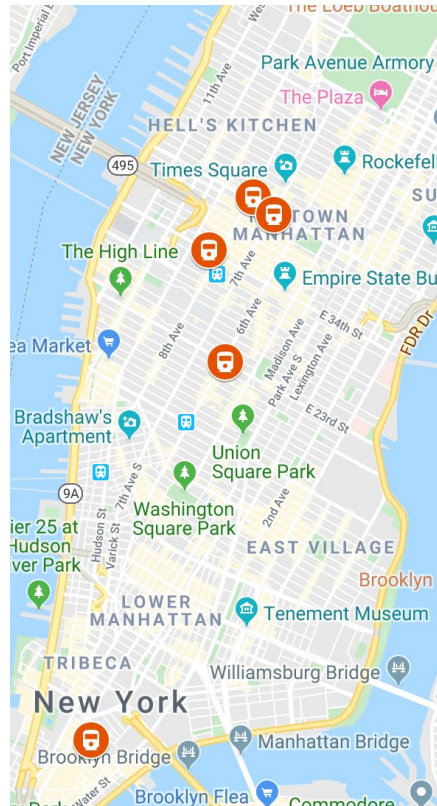
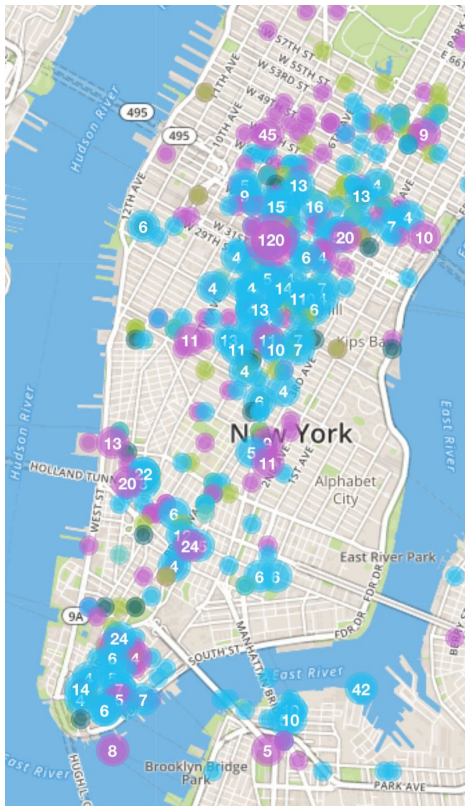
Methods

- Collect Data
- Clean and Condense Data
- Compare traffic of each station



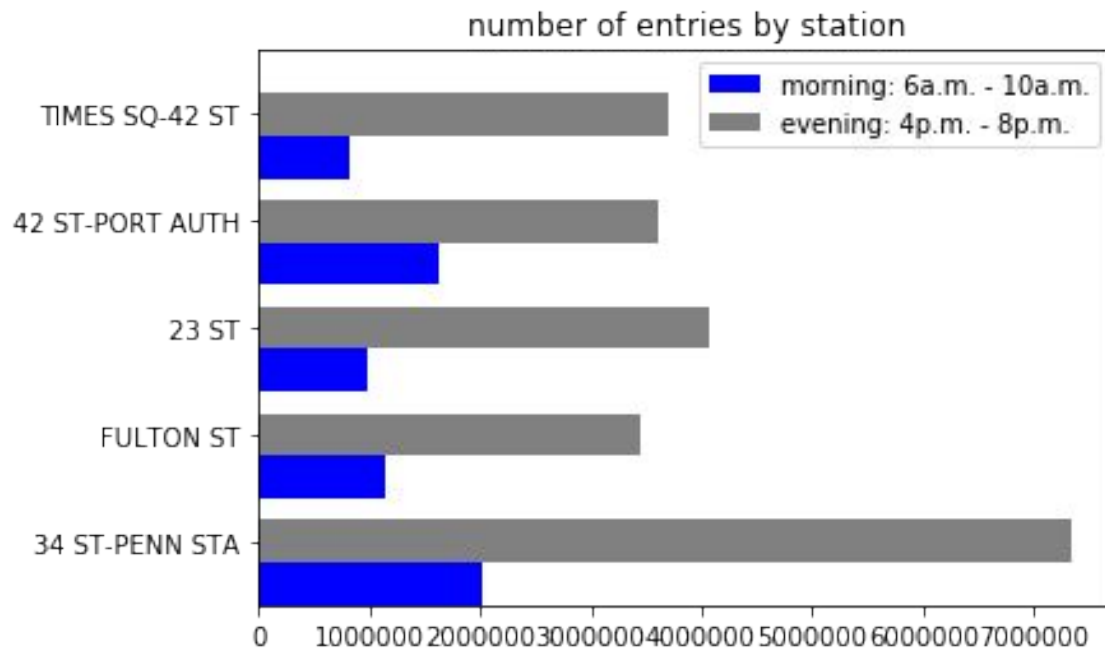
Results

	STATION	ac_entries
0	34 ST-PENN STA	13916877.0
1	FULTON ST	9654834.0
2	23 ST	8640859.0
3	42 ST-PORT AUTH	8158303.0
4	86 ST	7866832.0
5	125 ST	7853971.0
6	TIMES SQ-42 ST	7208142.0
7	GRD CNTRL-42 ST	6939598.0
8	CANAL ST	6447491.0
9	34 ST-HERALD SQ	5958302.0



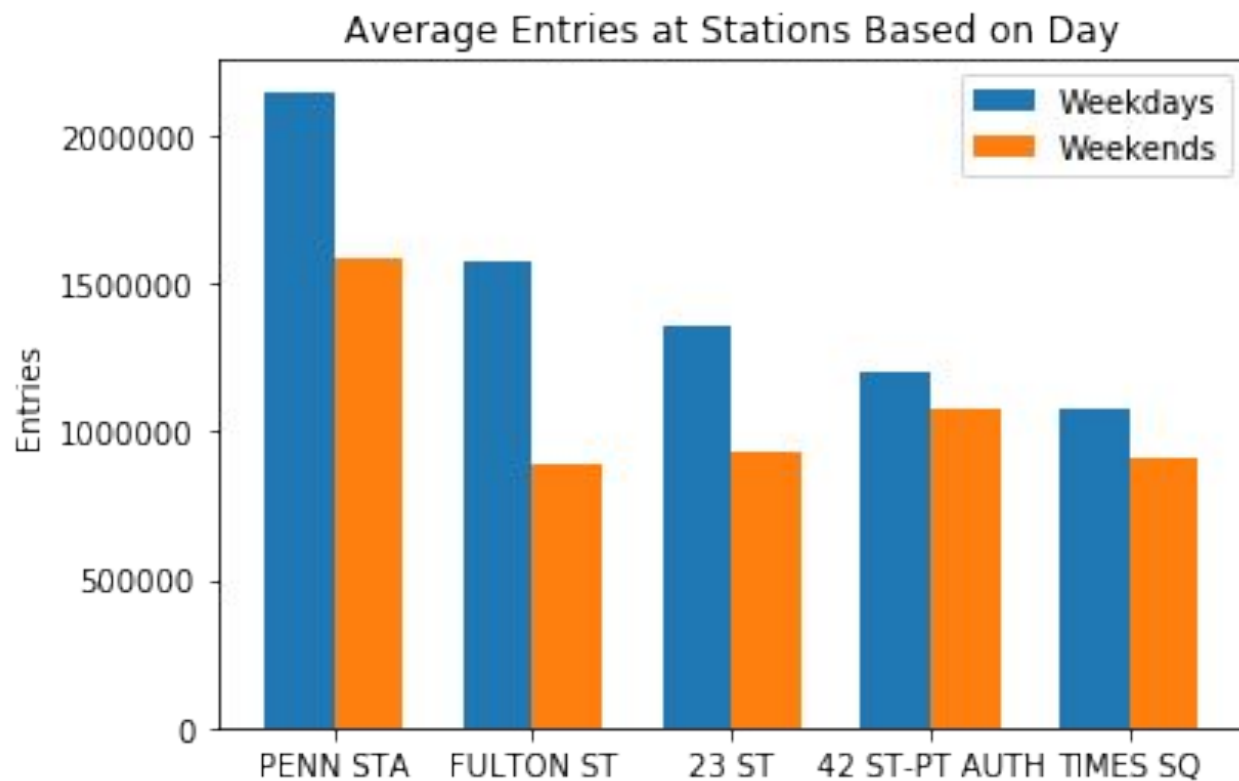


Results





Results





Conclusions



Future Work

- Tailor plan to size of marketing team
- Further define “inclusion”
- Optimize travel routes for teams between time periods



Questions



Appendix

- Map of NYC tech companies <https://www.digital.nyc/map>
- Time Series <https://towardsdatascience.com/basic-time-series-manipulation-with-pandas-4432afee64ea>
- Grouped bar chart by labels
https://matplotlib.org/3.1.1/gallery/lines_bars_and_markers/barchart.html#sphx-glr-gallery-lines-bars-and-markers-barchart-py
- Map of Selected Stations
<https://www.google.com/maps/d/u/0/edit?hl=en&hl=en&mid=1RgXgtGKSWmyLFgpZtQbGEP0fbVg-tO5C&ll=40.74193779244392%2C-74.0071408815391&z=13>