

WomenTechWomenYes, Inc. Street Team Placement

Exploratory Data Analysis
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Background

- WTWY annual gala planned for summer 2022
- Data analysis performed on NYC MTA turnstile data to inform WTWY decisions on where to place street teams

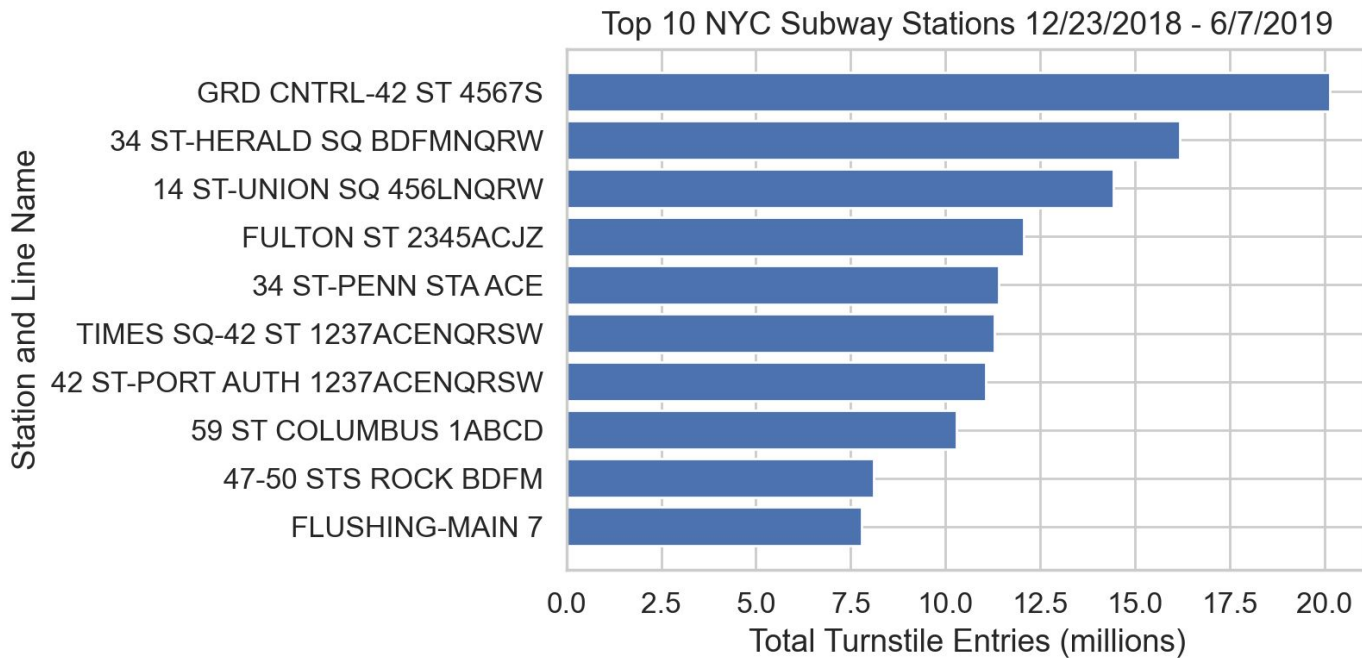


Data Set

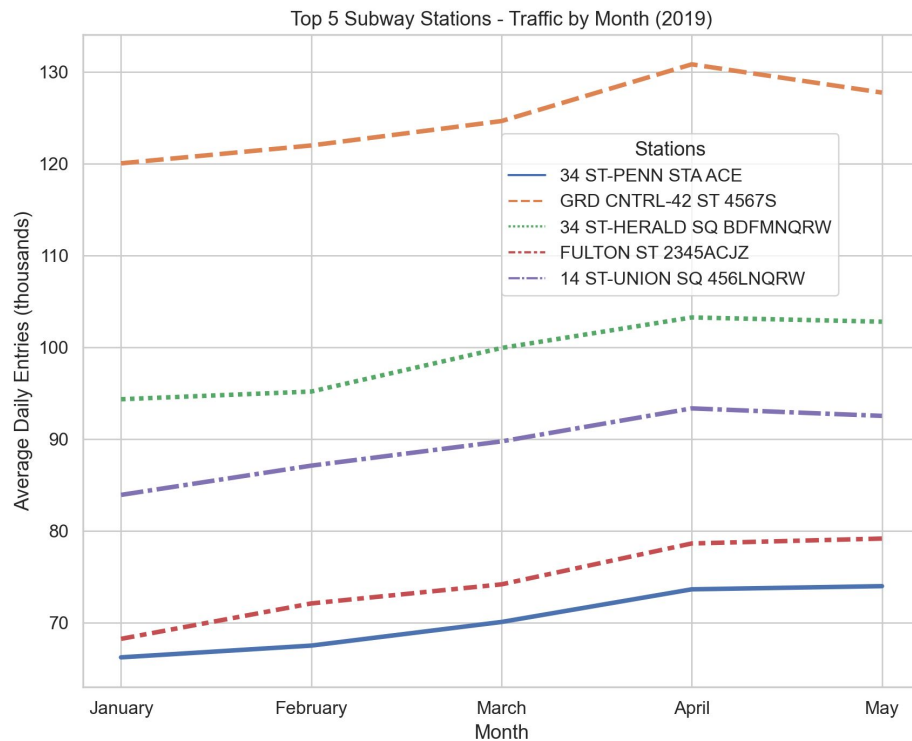
- Data primarily from 2019 Q1 and Q2 selected for analysis.
- Spring 2020 and 2021 data also evaluated, but traffic drastically reduced from 2019 due to COVID-19 pandemic.
- 2020 and 2021 data is not anticipated to be representative of MTA traffic during the promotional period for the gala in 2022.
- Q1 and Q2 evaluated since this is the anticipated time of year for promotion of the gala.



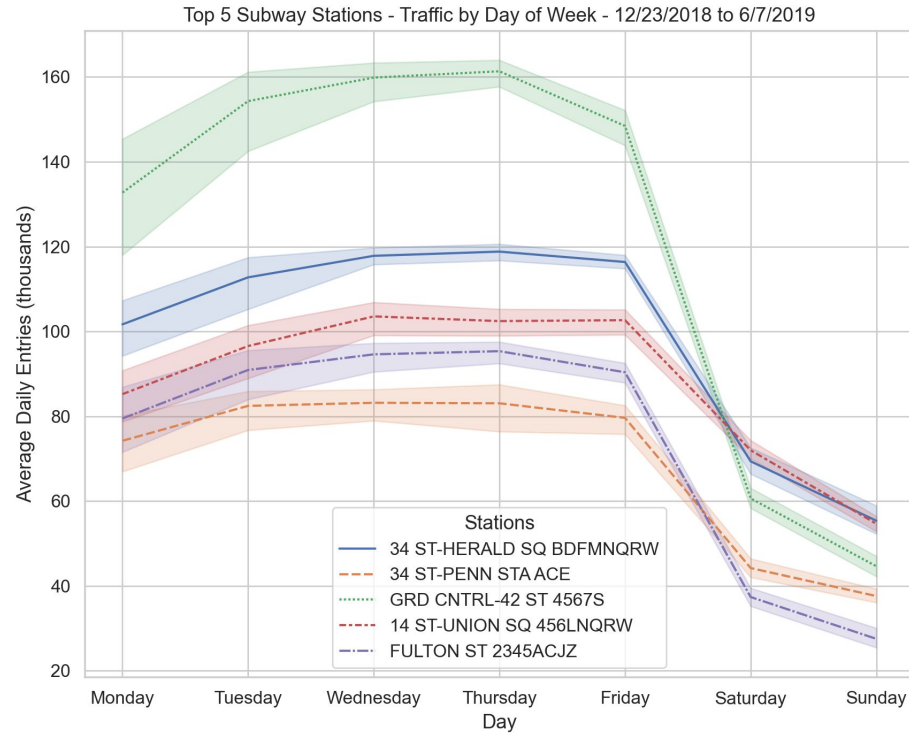
Total Traffic



Monthly Traffic

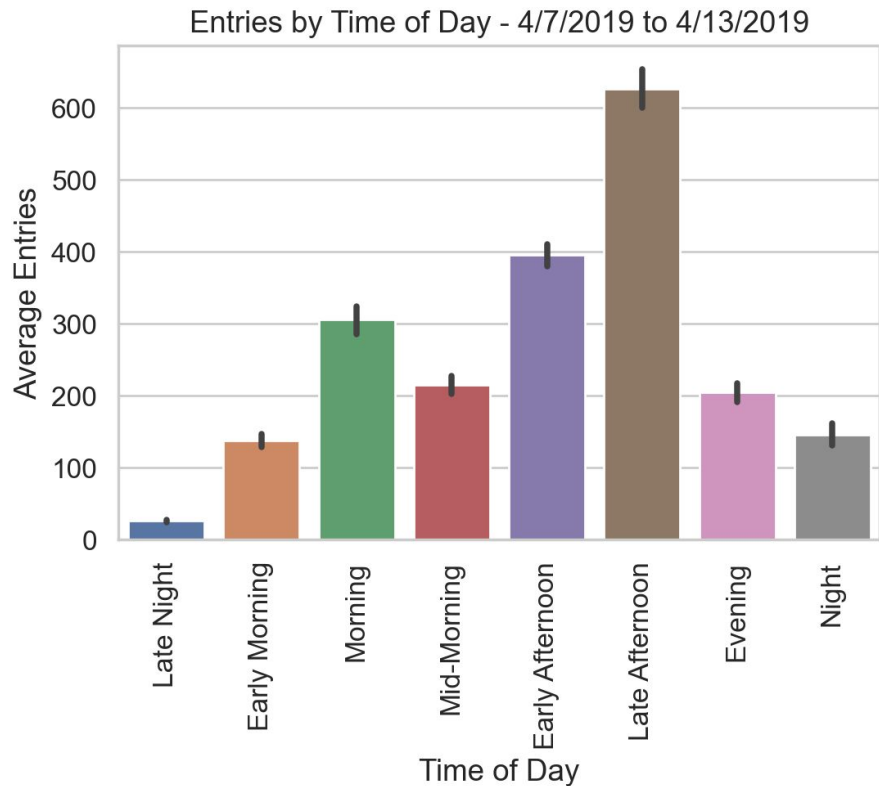


Weekly Traffic





Intraday Traffic





Takeaways

1. Stations with the highest traffic are Grand Central, Times Square, Union Square, Herald Square, Penn Station, and Fulton Street. Consistent even in post-pandemic times.
2. Weekday traffic is higher than weekends.
3. Peak traffic is in the afternoons.

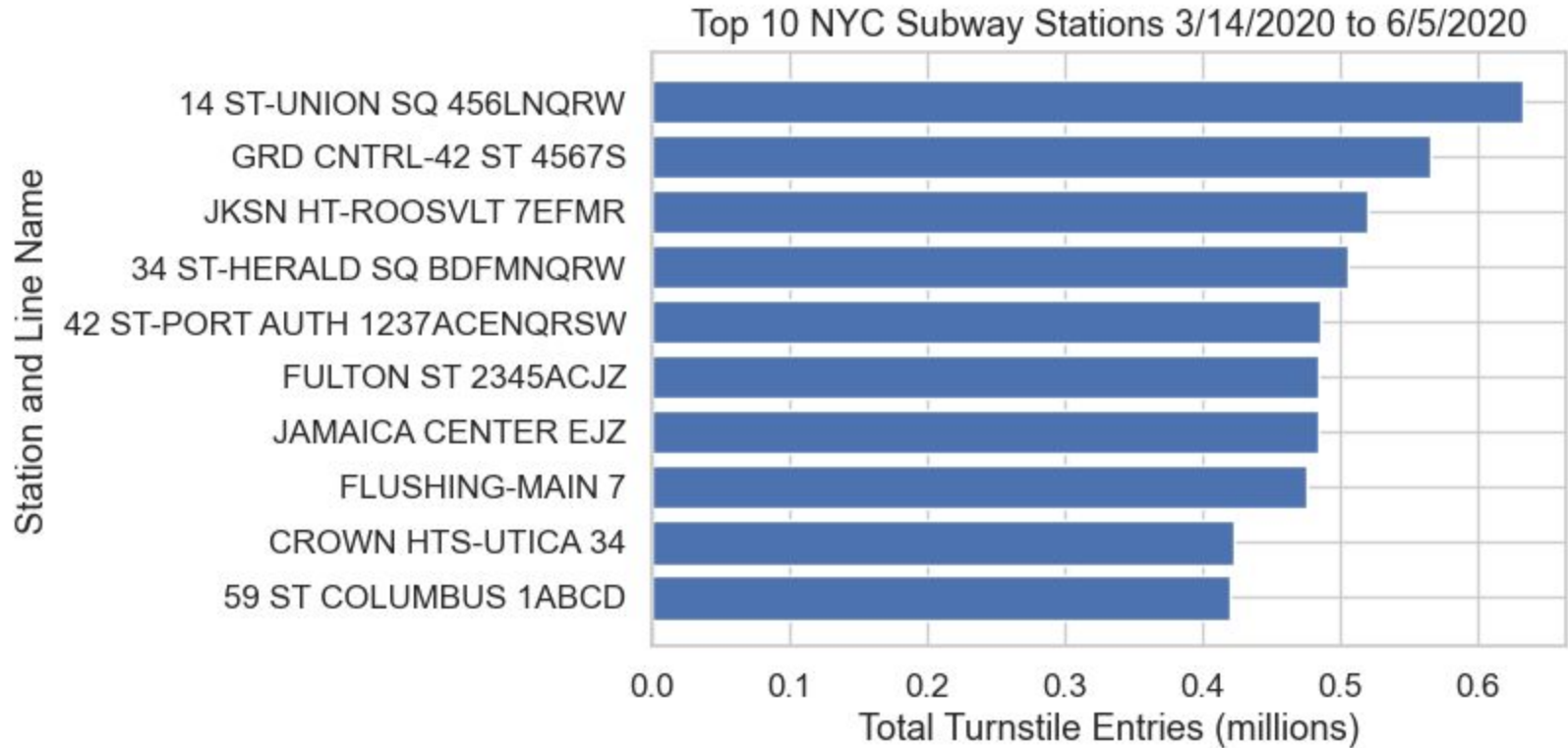


Recommendations

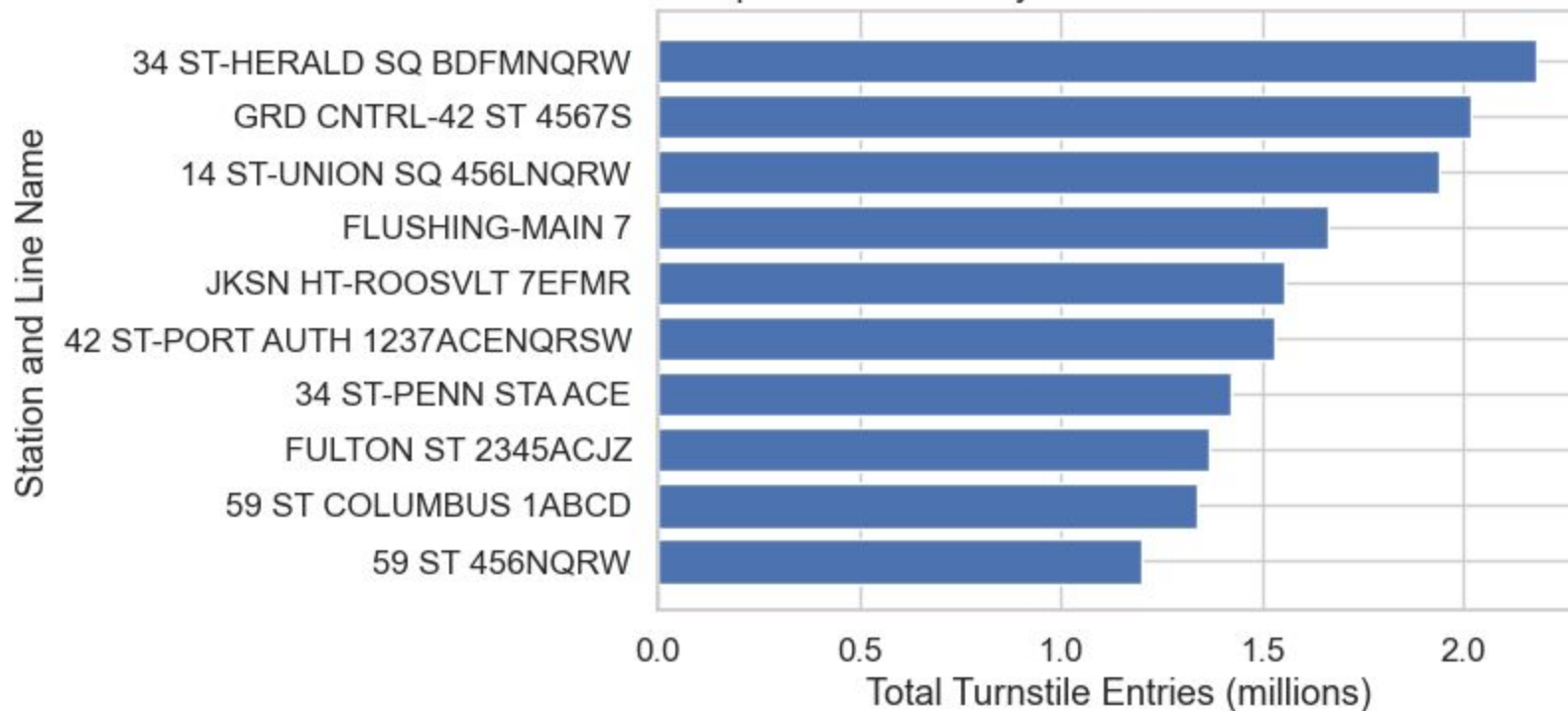
1. Plan to place street teams at turnstile entrances for the highest traffic stations.
2. Focus on weekday afternoons.
3. Rotate teams through different stations to reach a wider base.



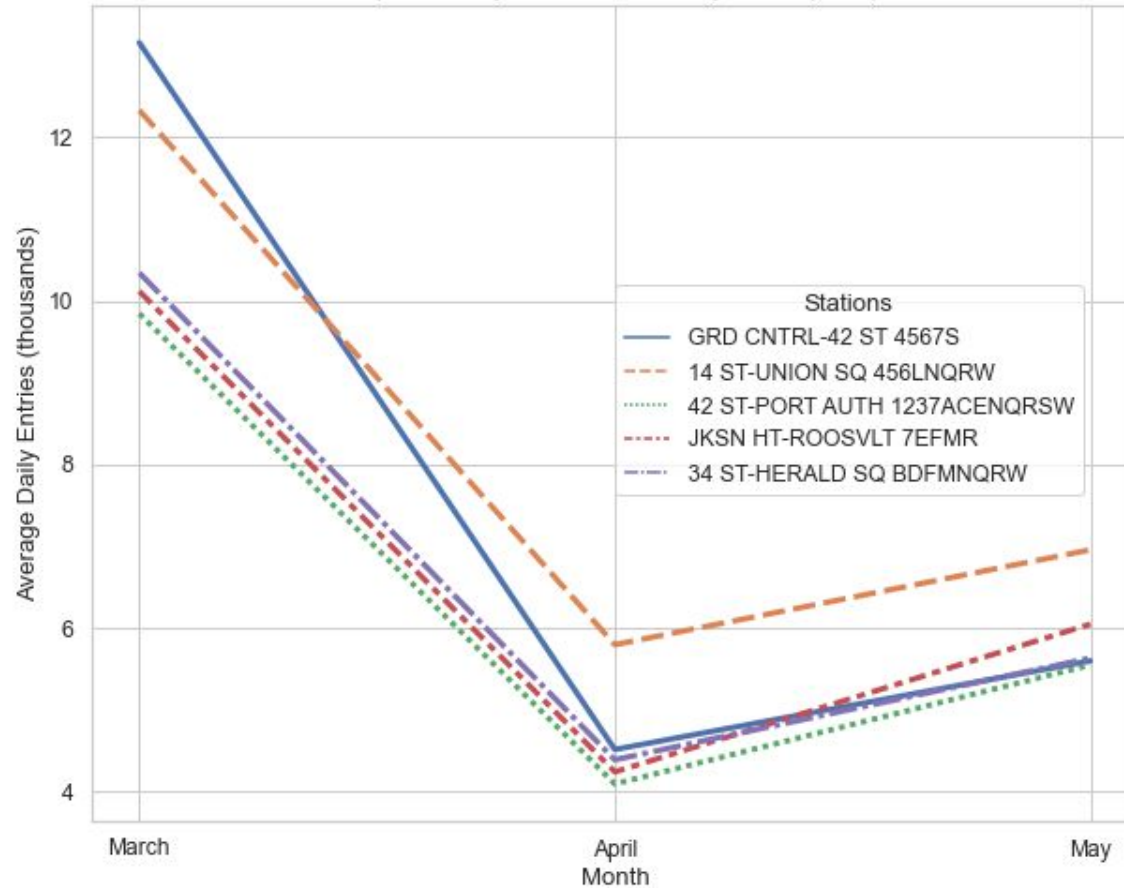
Appendix



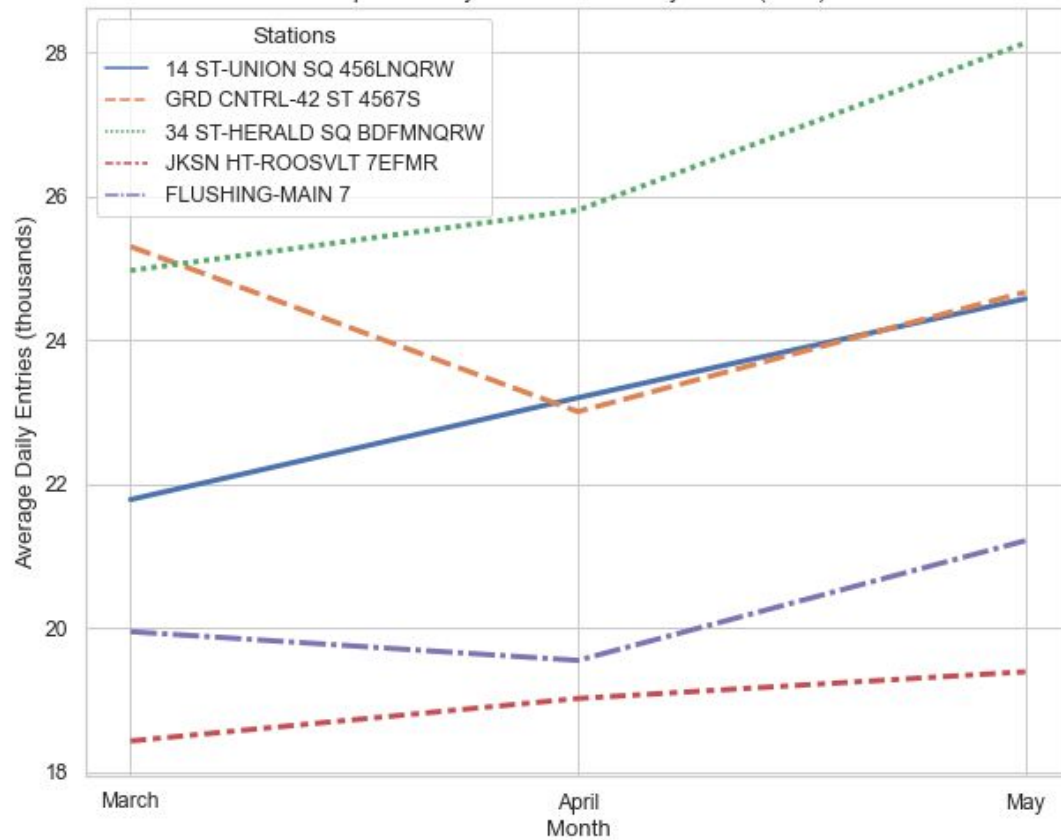
Top 10 NYC Subway Stations 3/13/2021 to 6/4/2021



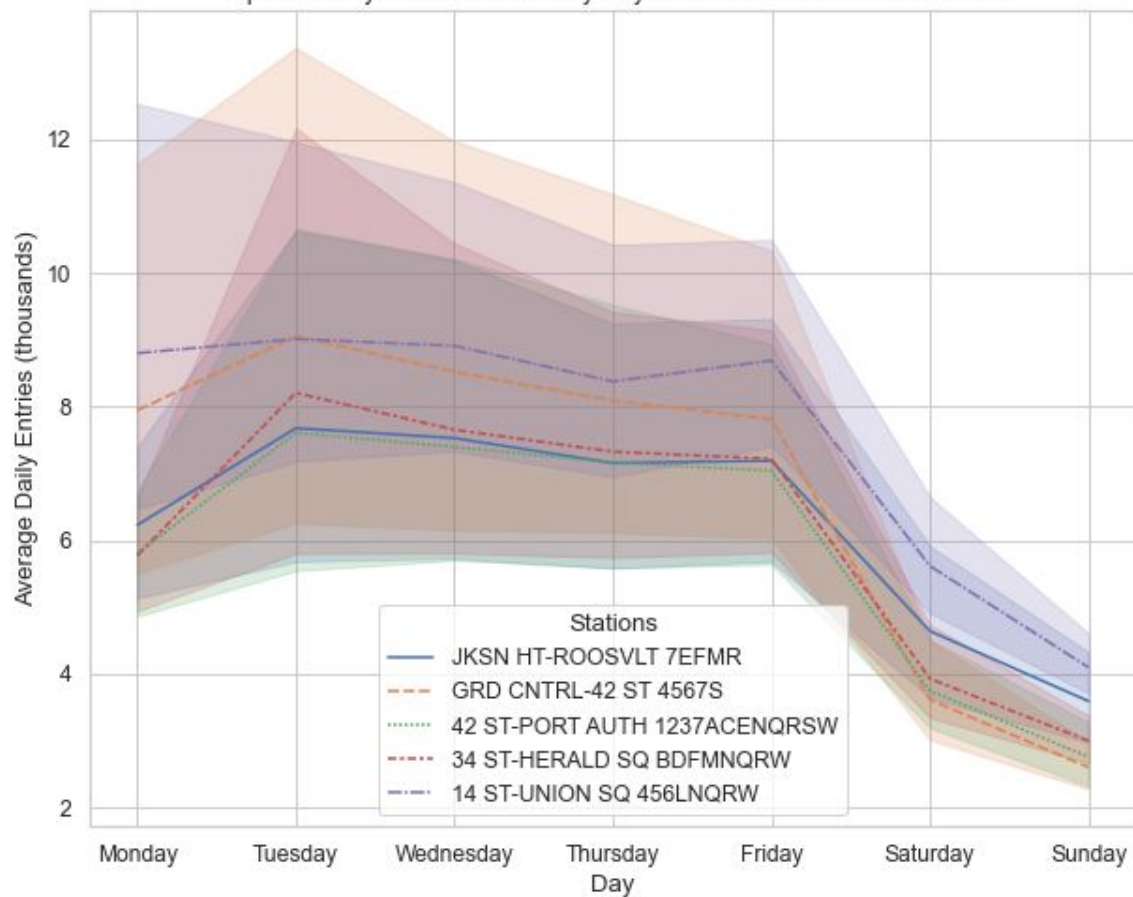
Top 5 Subway Stations - Traffic by Month (2020)



Top 5 Subway Stations - Traffic by Month (2021)



Top 5 Subway Stations - Traffic by Day of Week - 3/14/2020 to 6/5/2020



Top 5 Subway Stations - Traffic by Day of Week - 3/13/2021 to 6/4/2021

