

WomenTechWomenYes
(WTWY)

Summer Gala 2019

Presenters

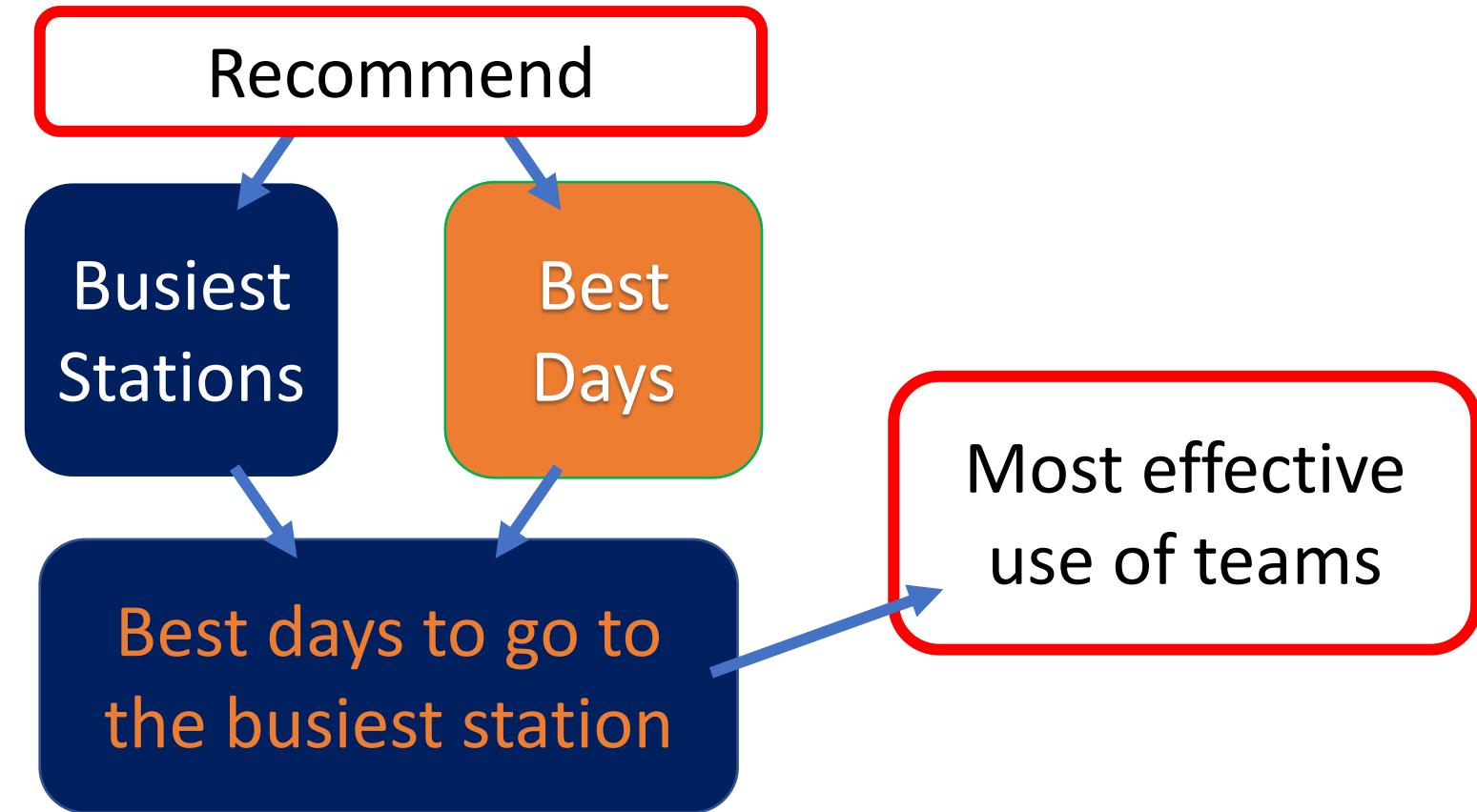
Stephen Ilhardt

Maxwell Clarke

Max Barry

Goal

Advise WTWY on the best use of street teams working in advance of the New York City 2019 Summer Gala



Motivation

More
Signatures



More Attendees



More \$\$\$



More women in tech!



More Publicity

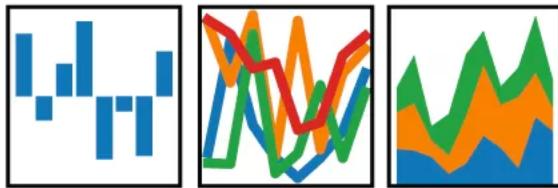


Tools And Data

- Data from the MTA website organized by week



pandas
 $y_i t = \beta' x_{it} + \mu_i + \epsilon_{it}$



matplotlib

- Utilized pandas library for cleaning, organization, and manipulation
- Matplotlib and seaborn used for exploration and visualization

Data Cleaning

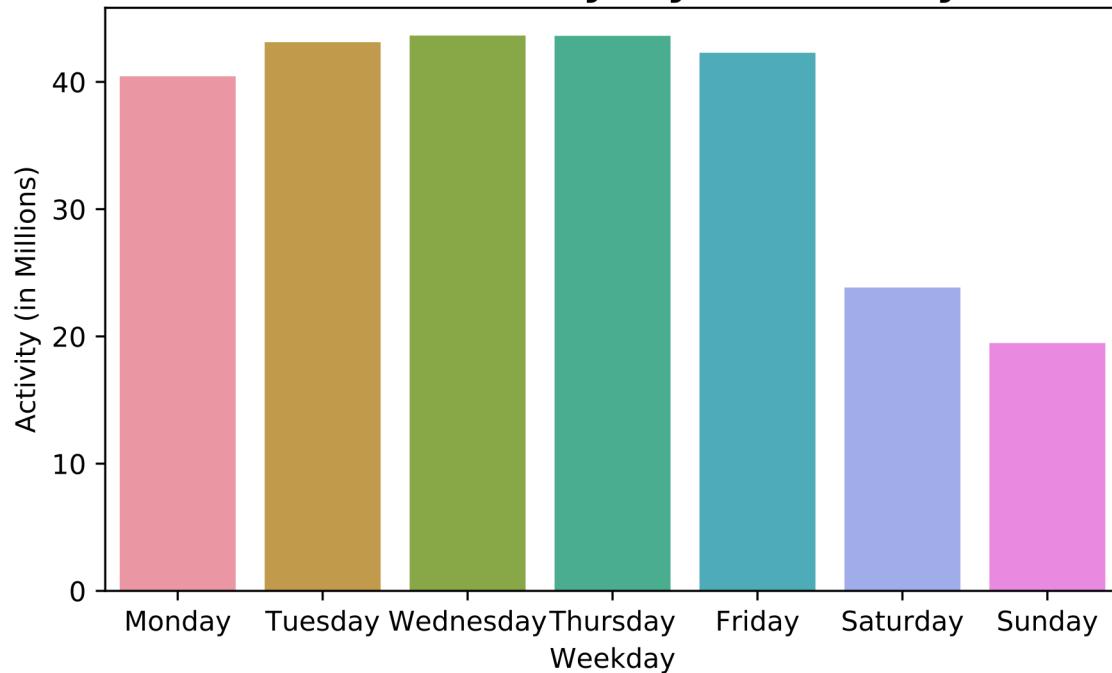
- Analyzed MTA data from most recent year (2018) in May
- Created weekday variable from date variable
- Filtered out unrealistic data points

May 2018							
Wk	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
18	30	1	2	3	4	5	6
19	7 Early May Bank Holiday	8	9	10	11	12	13
20	14	15	16	17	18	19	20
21	21	22	23	24	25	26	27
22	28 Spring Bank Holiday	29	30	31	1	2	3

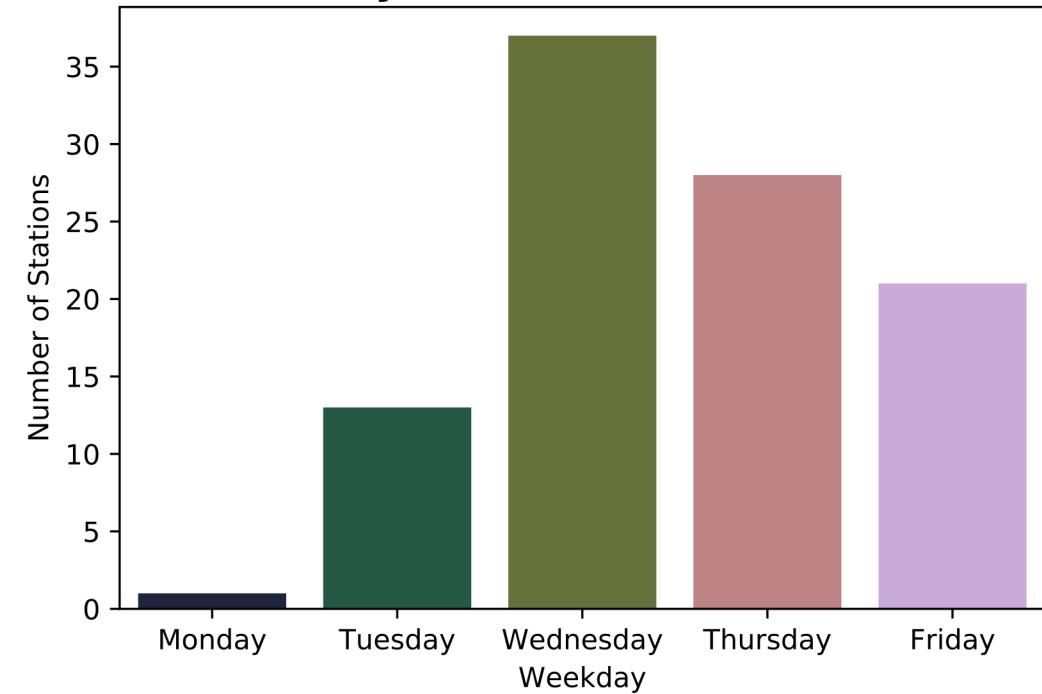
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By Day Of Week

Total Activity by Weekday



Busiest Day for 100 Busiest Stations

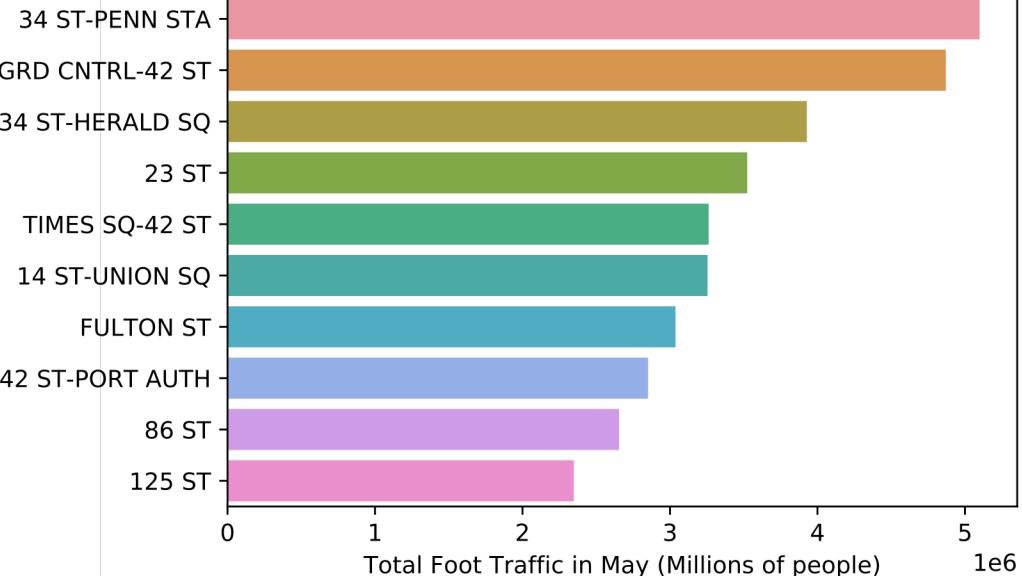


- Weekday exceeds weekend activity
- Activity peaks mid-week

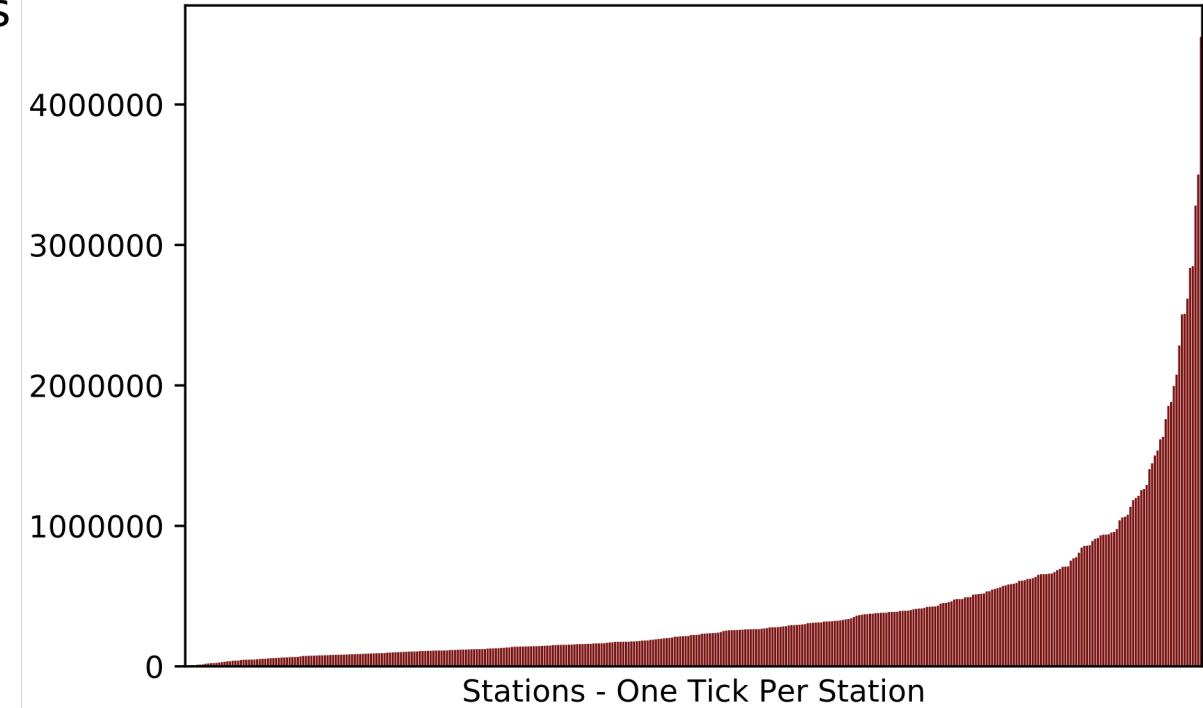
- Wednesday & Thursday are busiest

By Station

Most Popular Stations on Most Popular Days



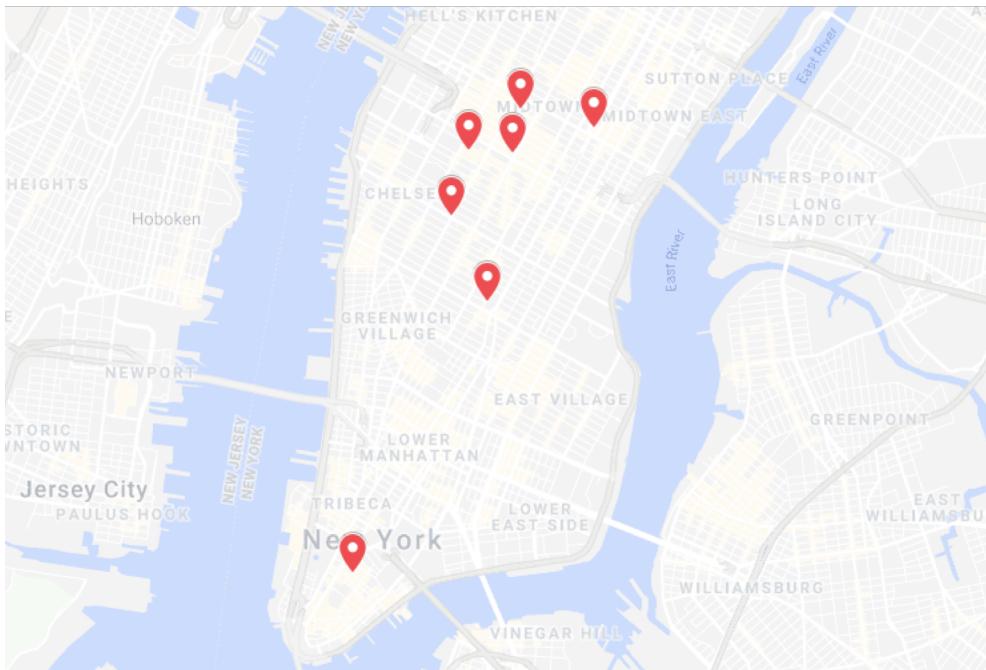
Total Entries per MTA Station in May - 2018



- Large gap between activity for busiest stations and typical station
- Top 1% of stations have 44% of all traffic on most popular days

Recommendations

- Target Tuesday through Friday



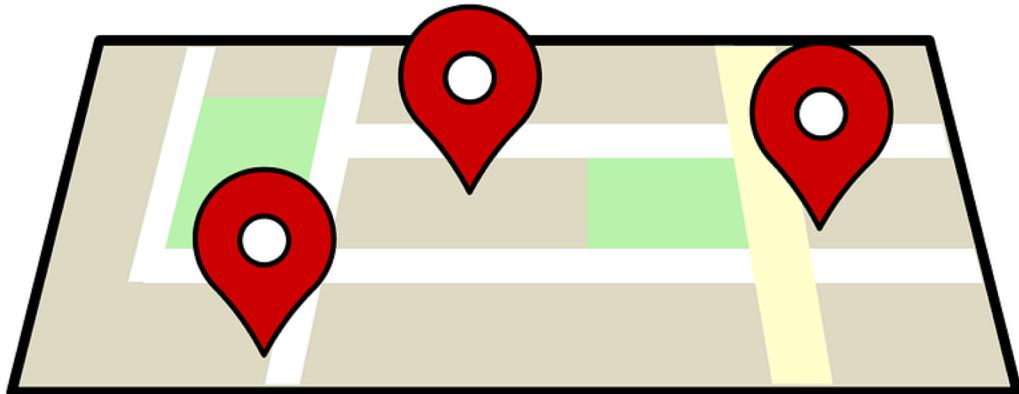
- Penn Station
- Grand Central
- Herald Square
- 23rd Street
- Times Square
- Union Square
- Fulton Street

Further Work

Extend date range



Disperse Across Neighborhoods



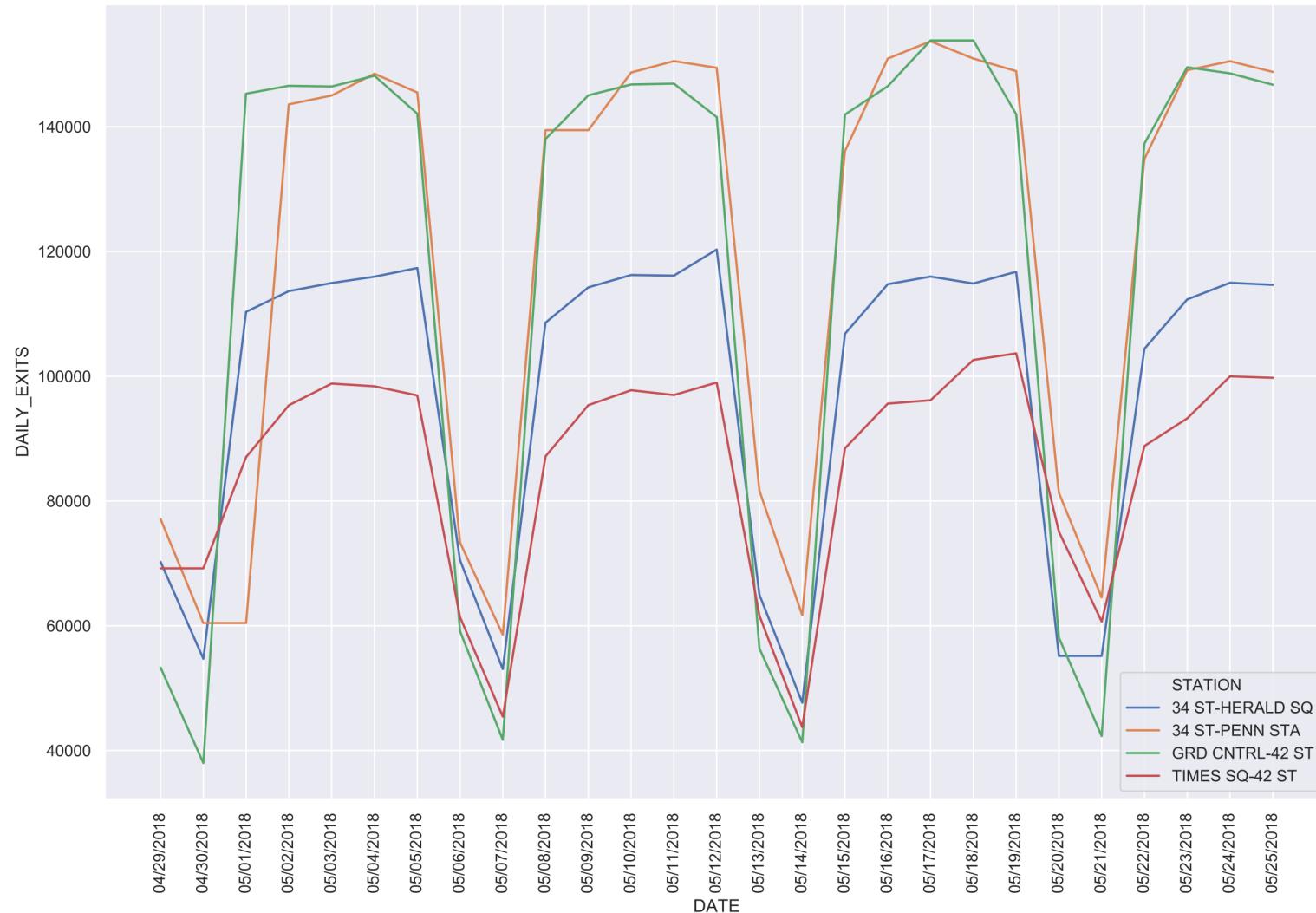
Target Demographics



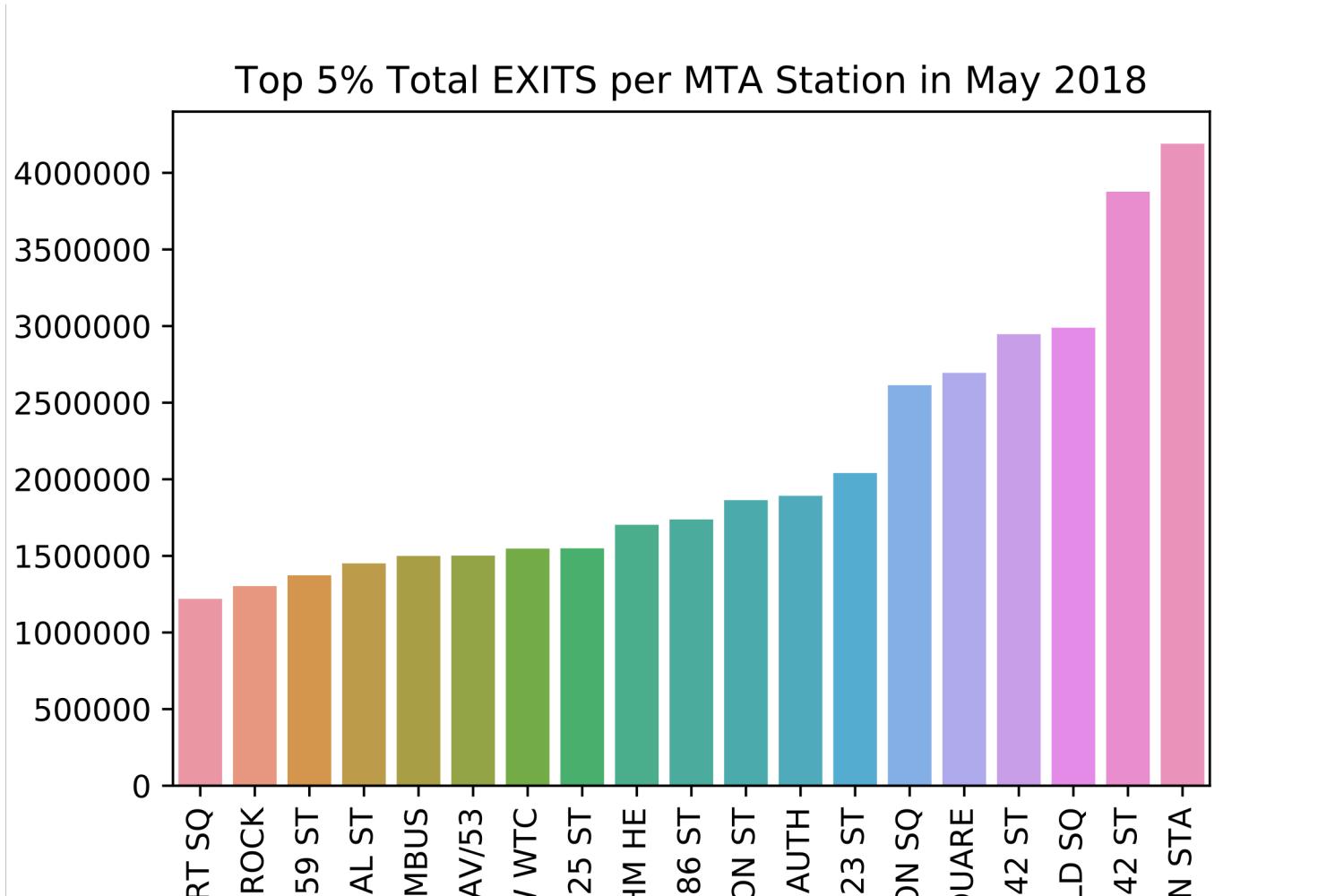
Age - Gender – Income

Appendix

Top 4 Stations [Passenger Exits] in May 2018



Appendix



Appendix

- Savitzky-Golay Filter can be used to smooth noisy data to better visualize foot traffic

