

# WOMENTECHWOMENYES

Summer Gala NYC Subway Engagement



# Success

**Build WTWY Awareness and Reach**

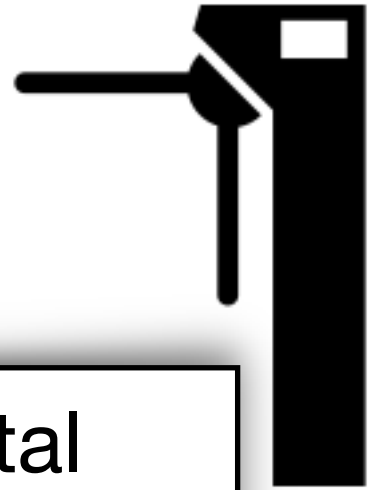
**Attract individuals passionate about women in tech**

Goal: Full Annual Summer Gala

How: Interact with NYC commuters

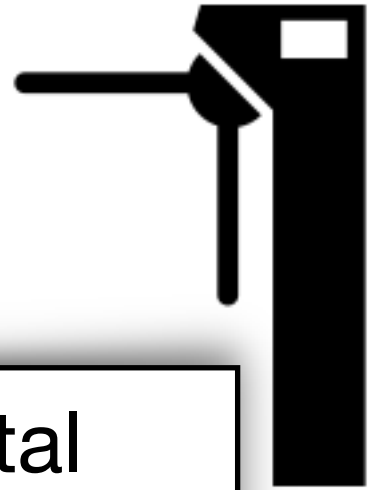
Best locations and days for deploying street teams

# Methods



Used public MTA turnstile entry and exit data to get total traffic per station per day of week

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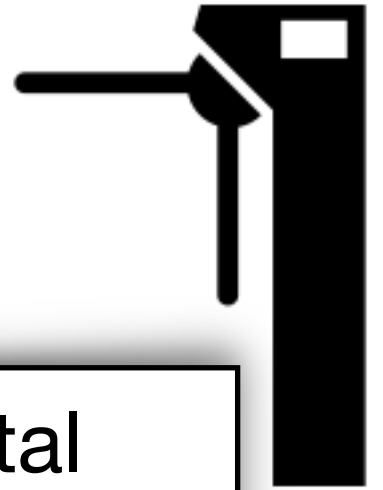


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Analyzed for highest traffic days

# Methods



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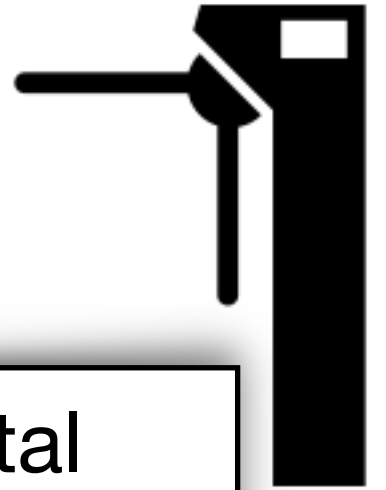


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Analyzed for highest traffic stations

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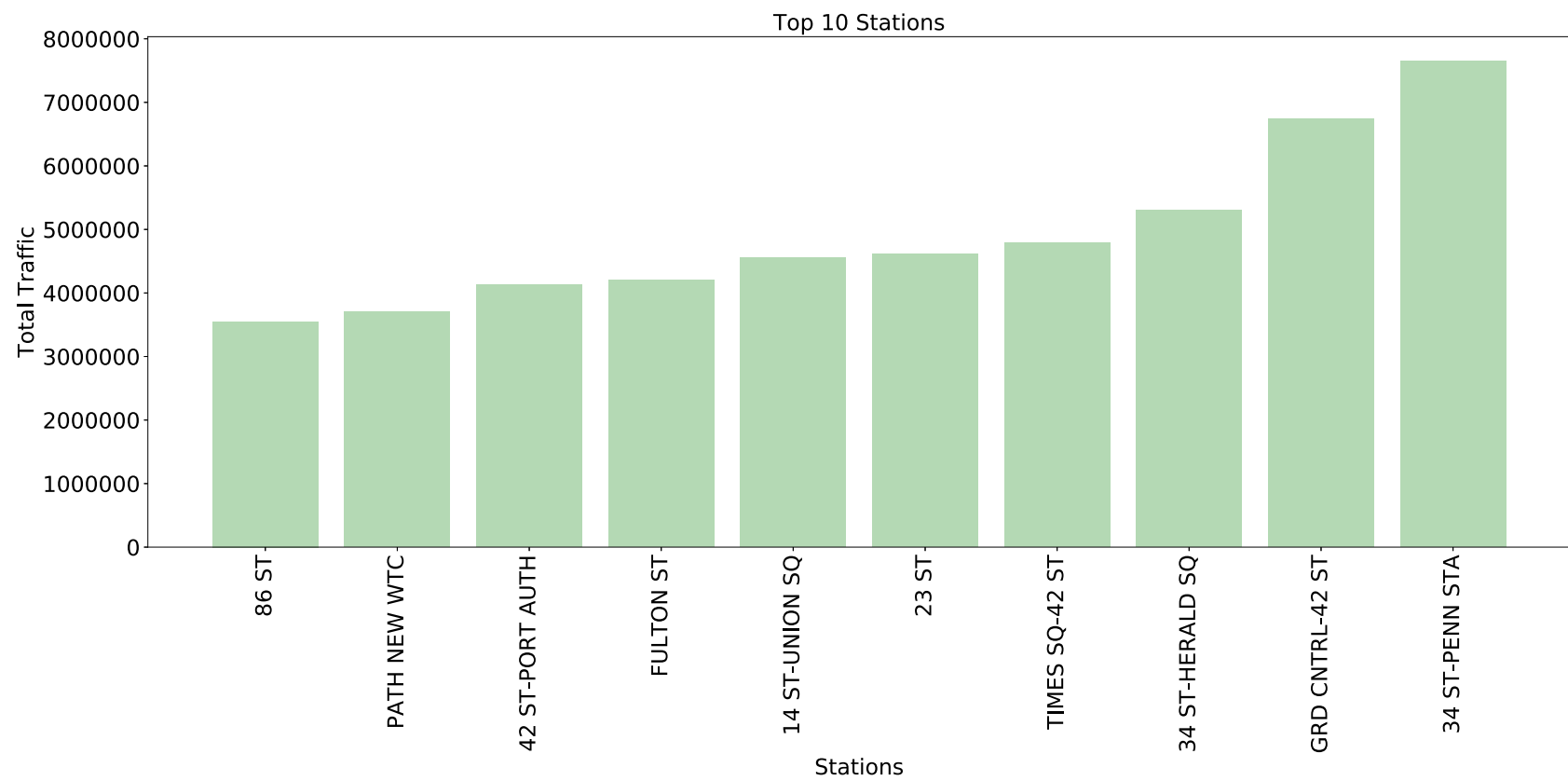
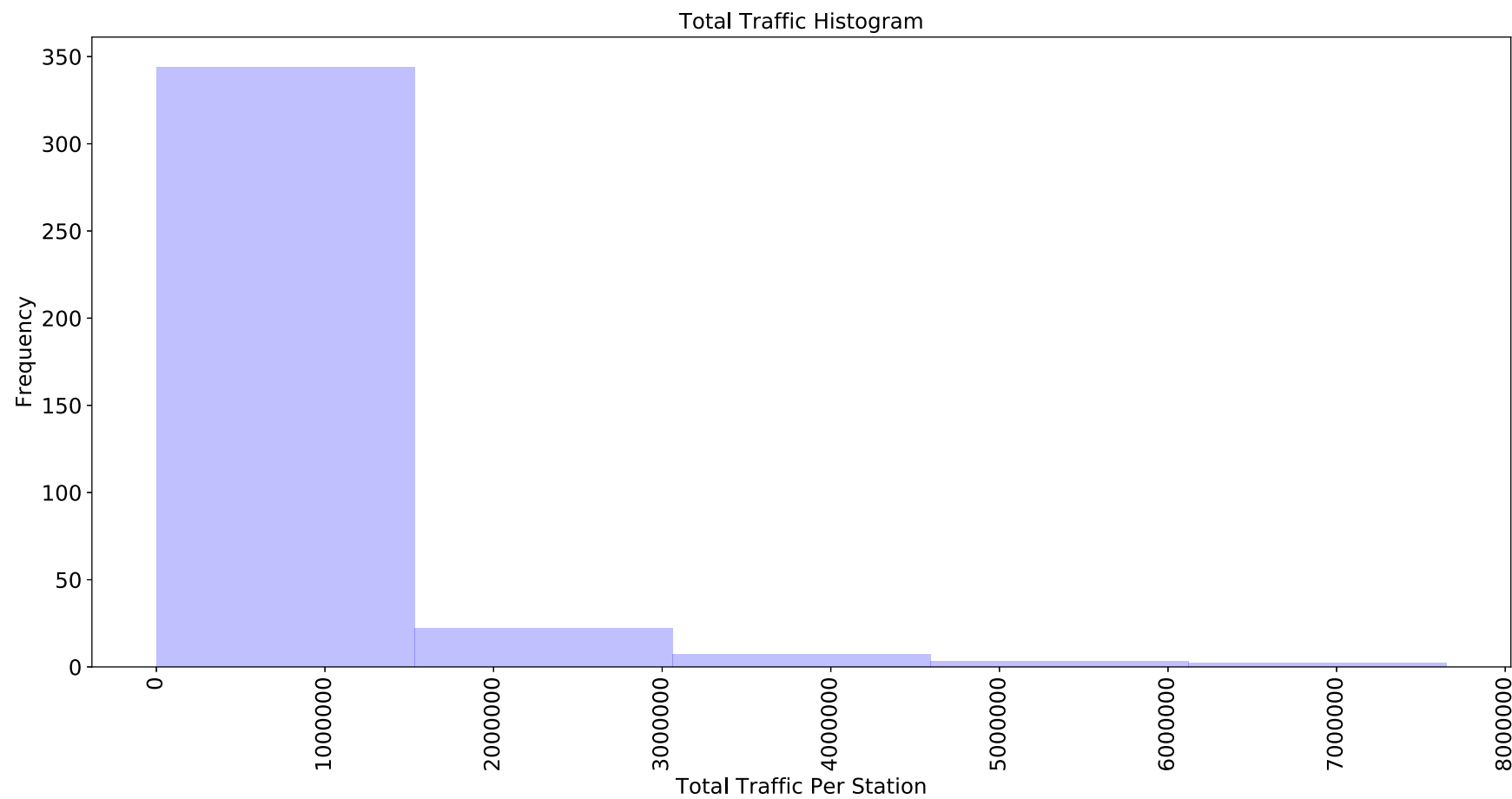
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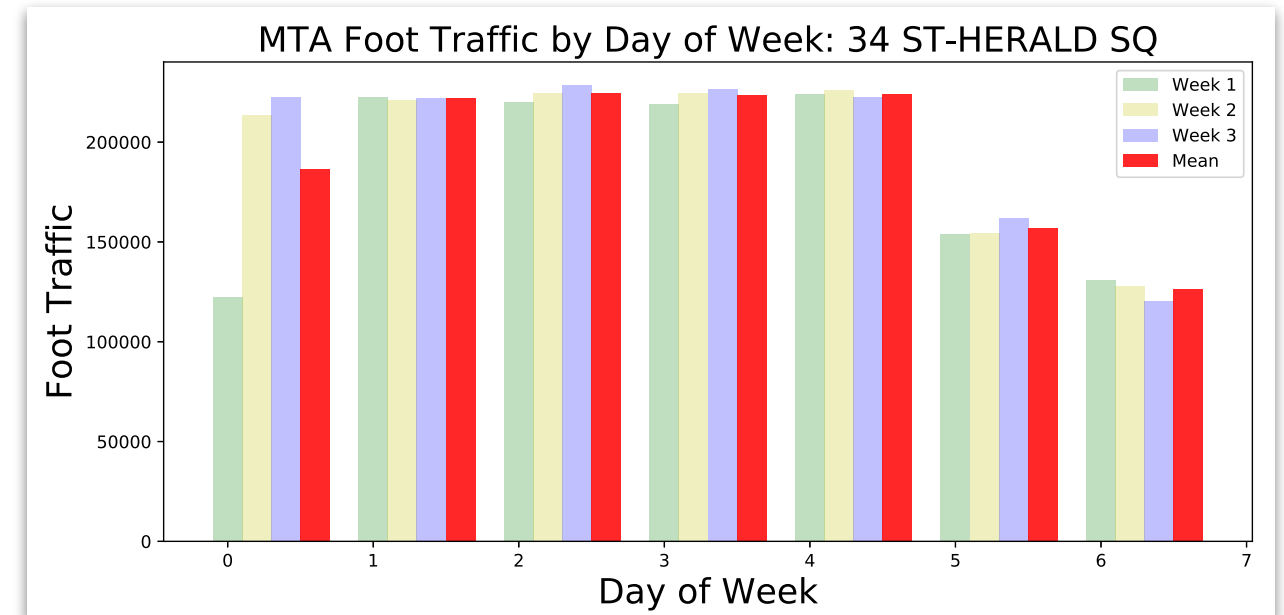
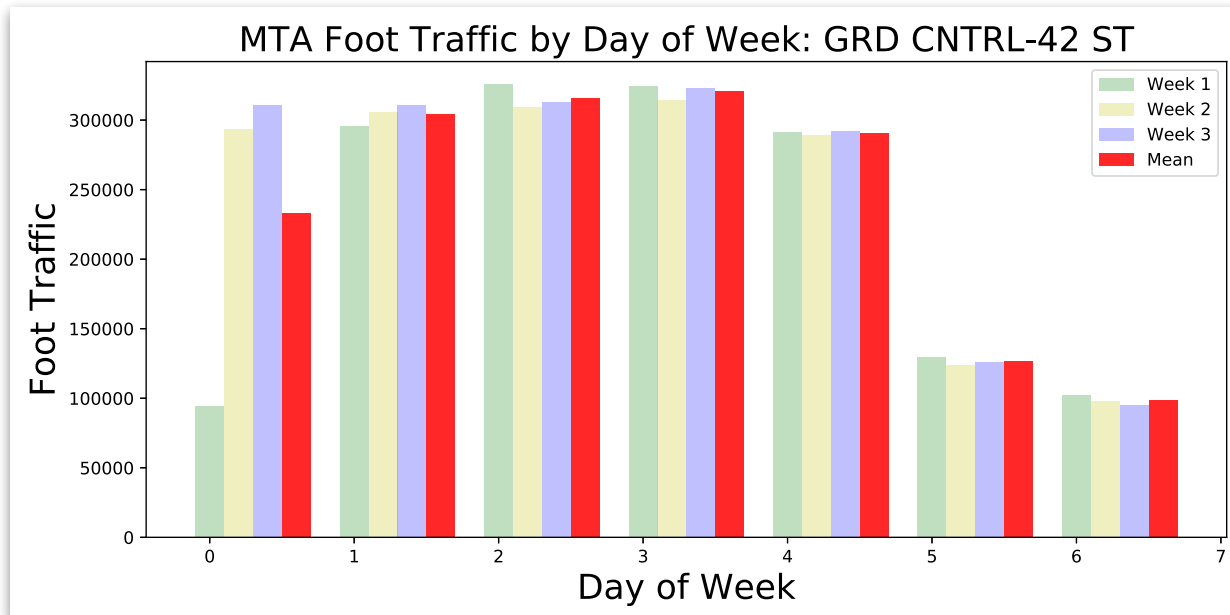
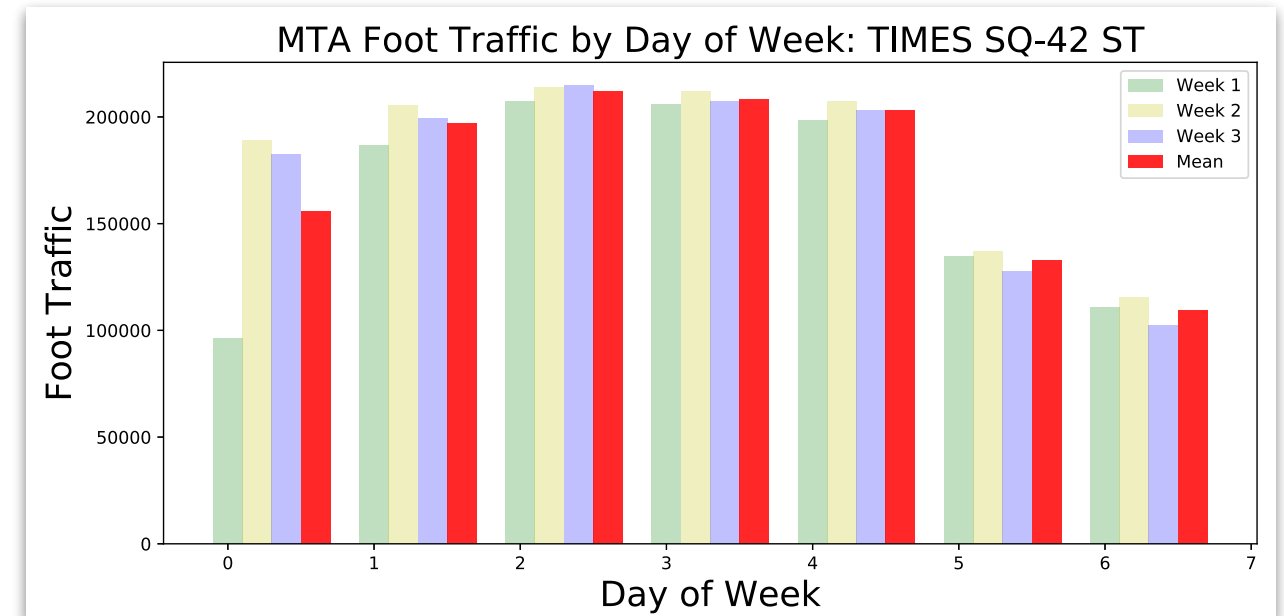
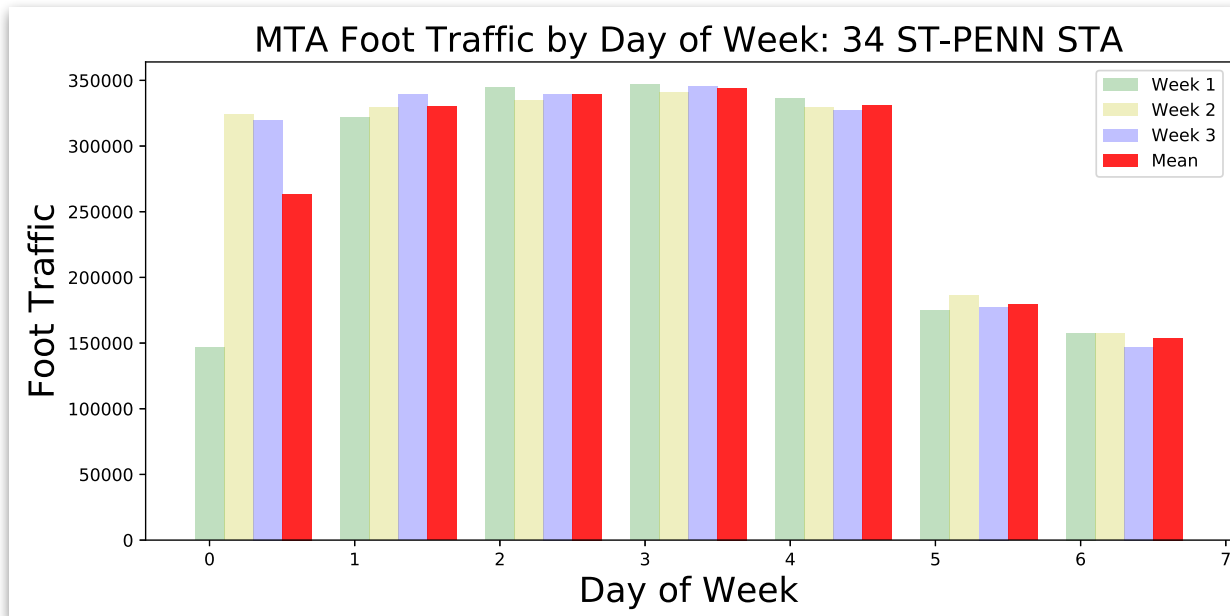


Analyzed for highest traffic stations



Considered daily traffic to determine if the station traffic was more likely tourist or commuter traffic







Weekday Sums by Station



# Conclusion

**Prioritize location based on:**

Top 5 stations

Number of teams available

Day of the week

