

WomenTechWomenYes

Subway Sign Up Recommendation

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Objective

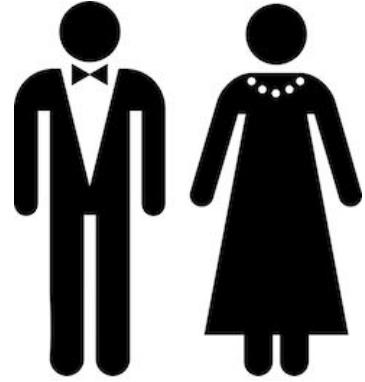
Develop a placement strategy for the street teams at WomenTechWomenYes to optimize gala email collection from individuals who are passionate about increasing women's participation in technology and likely contributors.



Methodology

Results

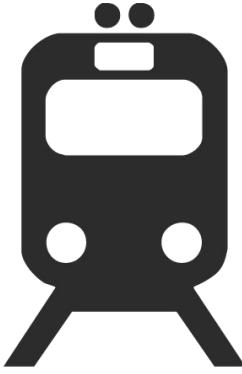
Recommendation



Identified Gala Consumers



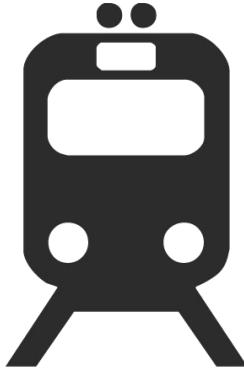
**Identified Gala
Consumers**



**Found High
Traffic Stations**



Identified Gala
Consumers



Found High
Traffic Stations



Crafted
Recommendation

Methodology

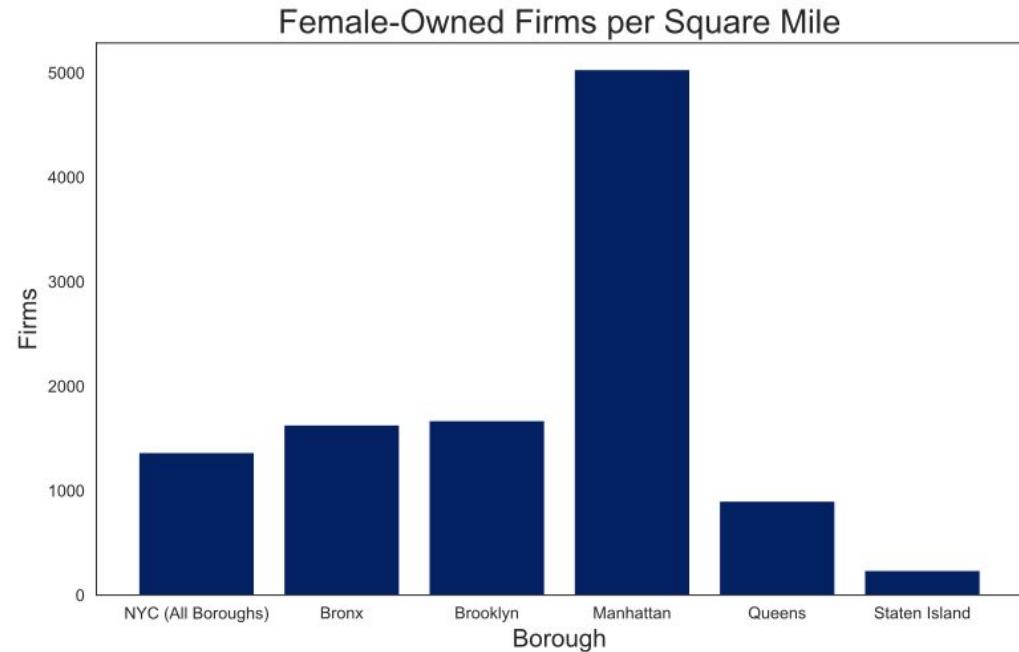
Results

Recommendation

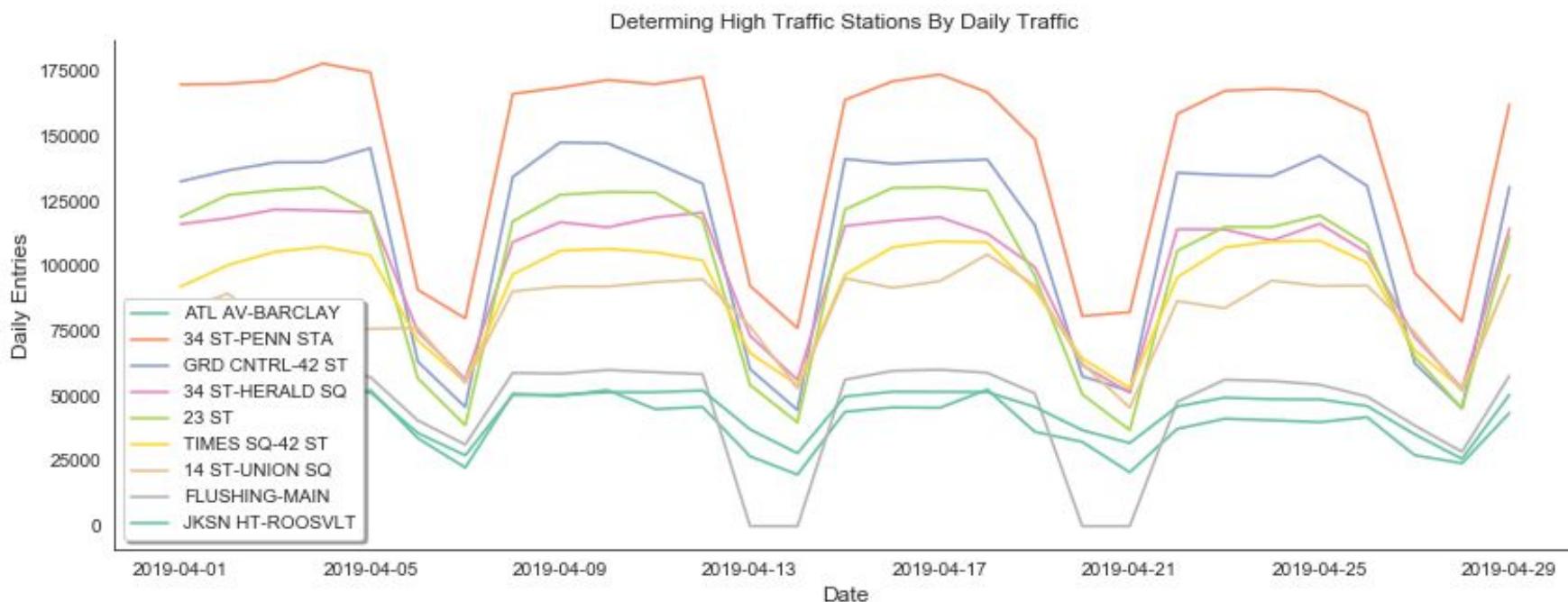
Manhattan, Brooklyn, and Queens are priority markets for Gala attendees and donors

Boroughs were assessed against

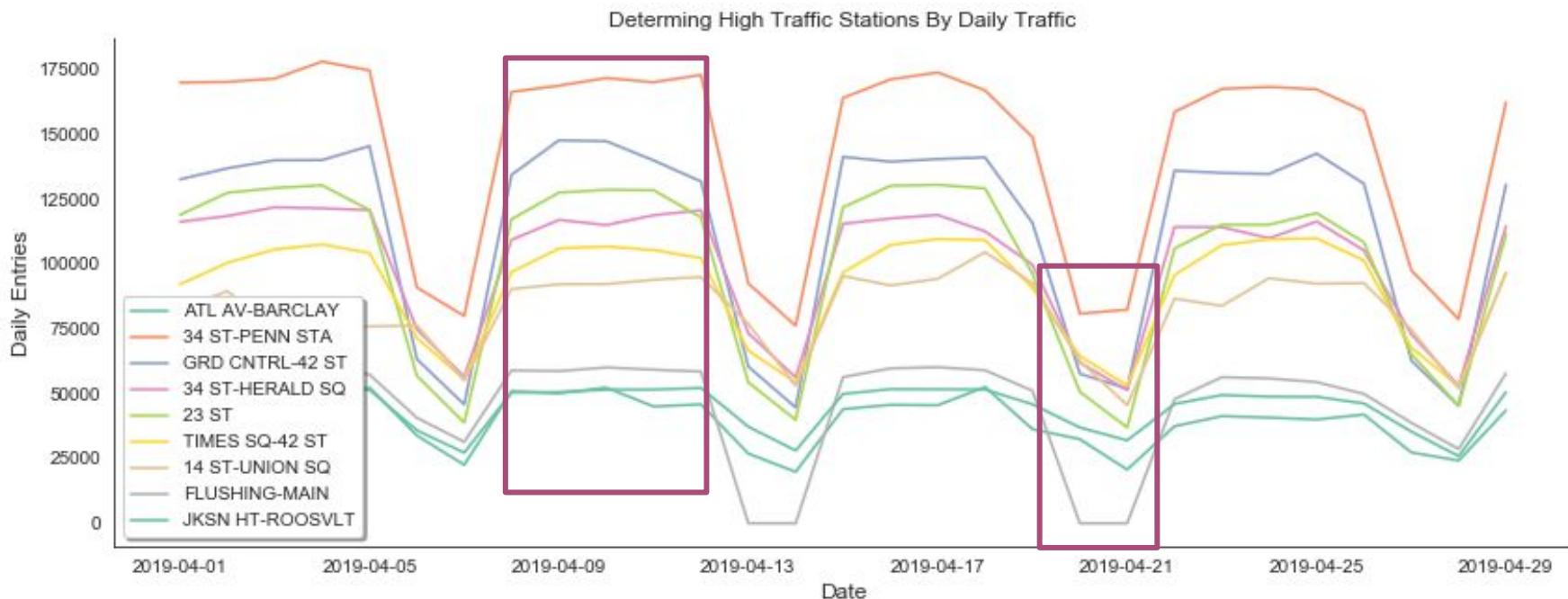
- Prevalence of women
- Density of the population
- Income levels
- Propensity towards female owned businesses
- Homes with Broadband



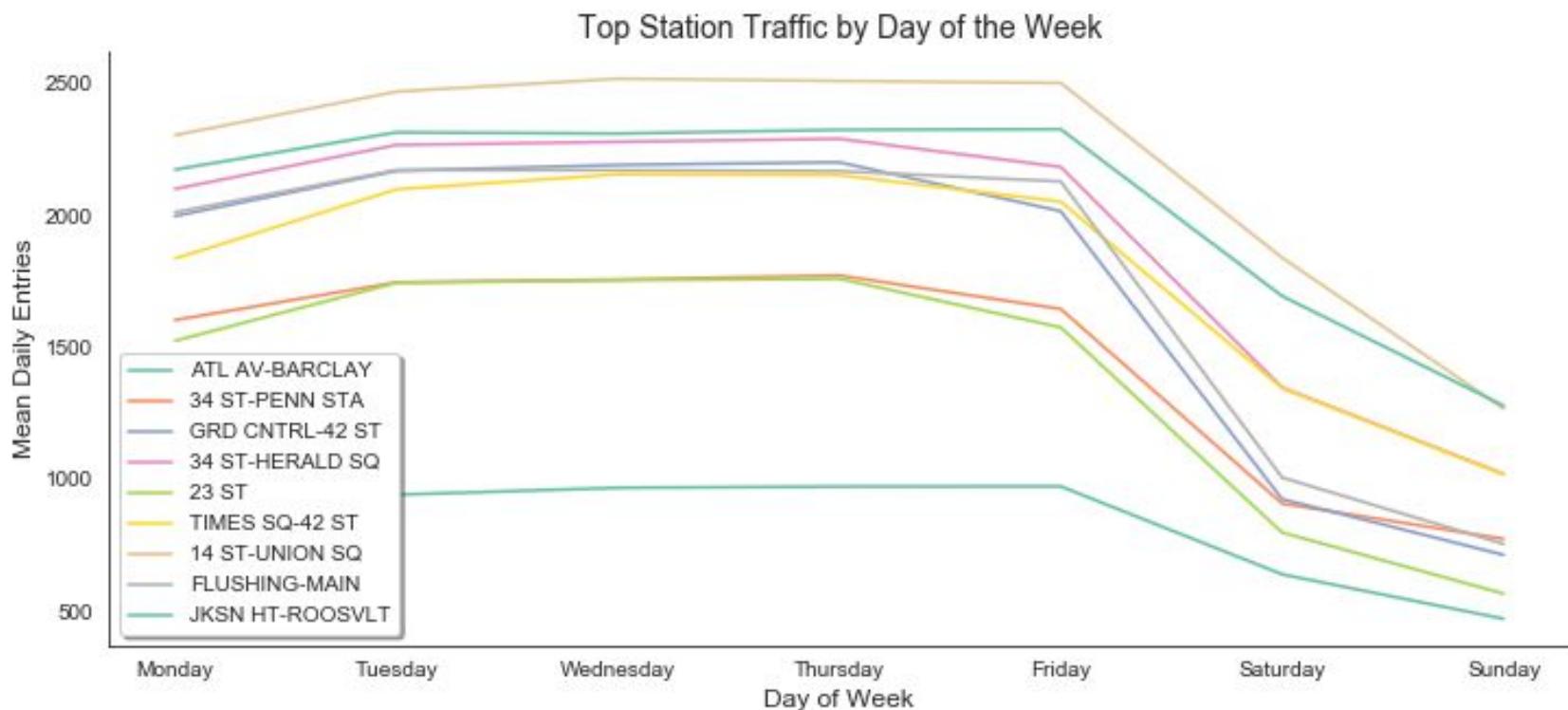
Within the three boroughs, Penn Station, Herald Sq, 23rd St, Times Sq, Grand Central, and Union Sq have the greatest daily traffic



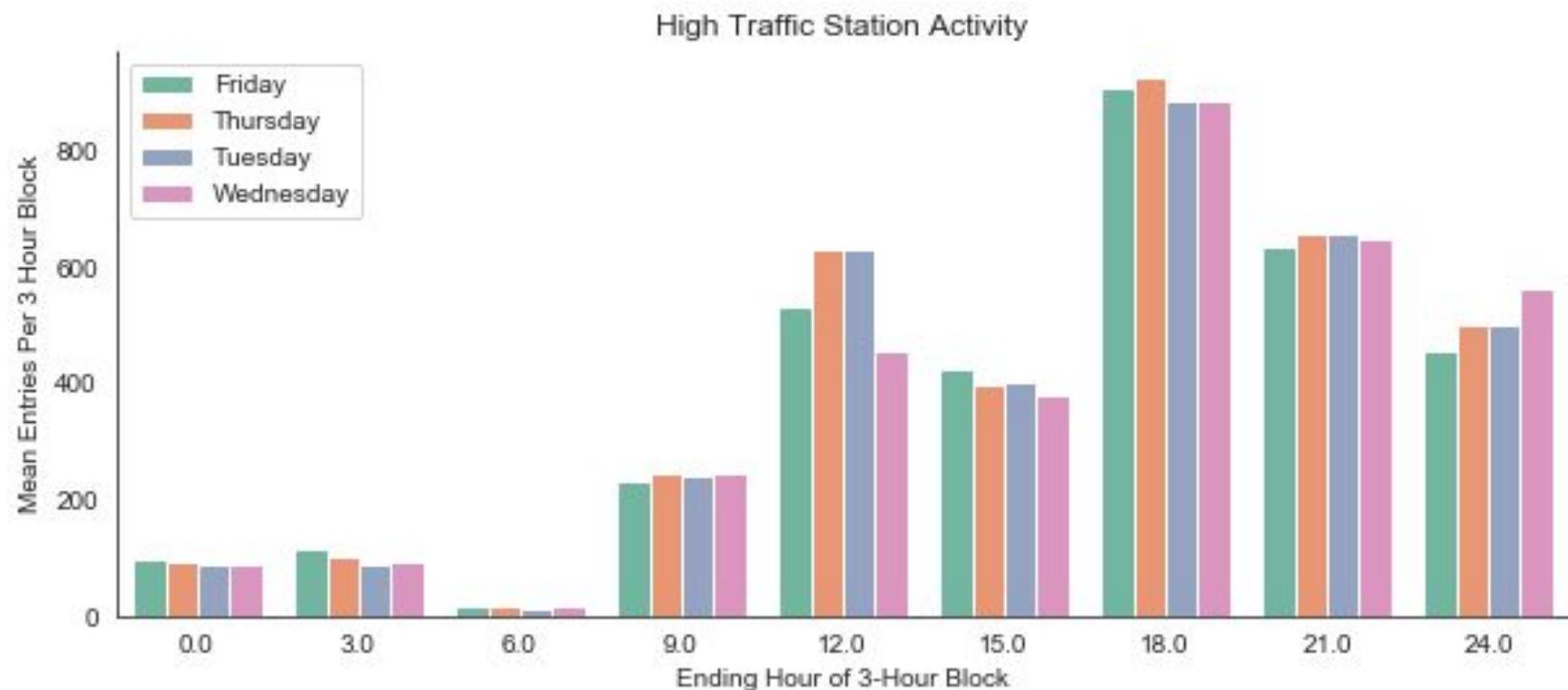
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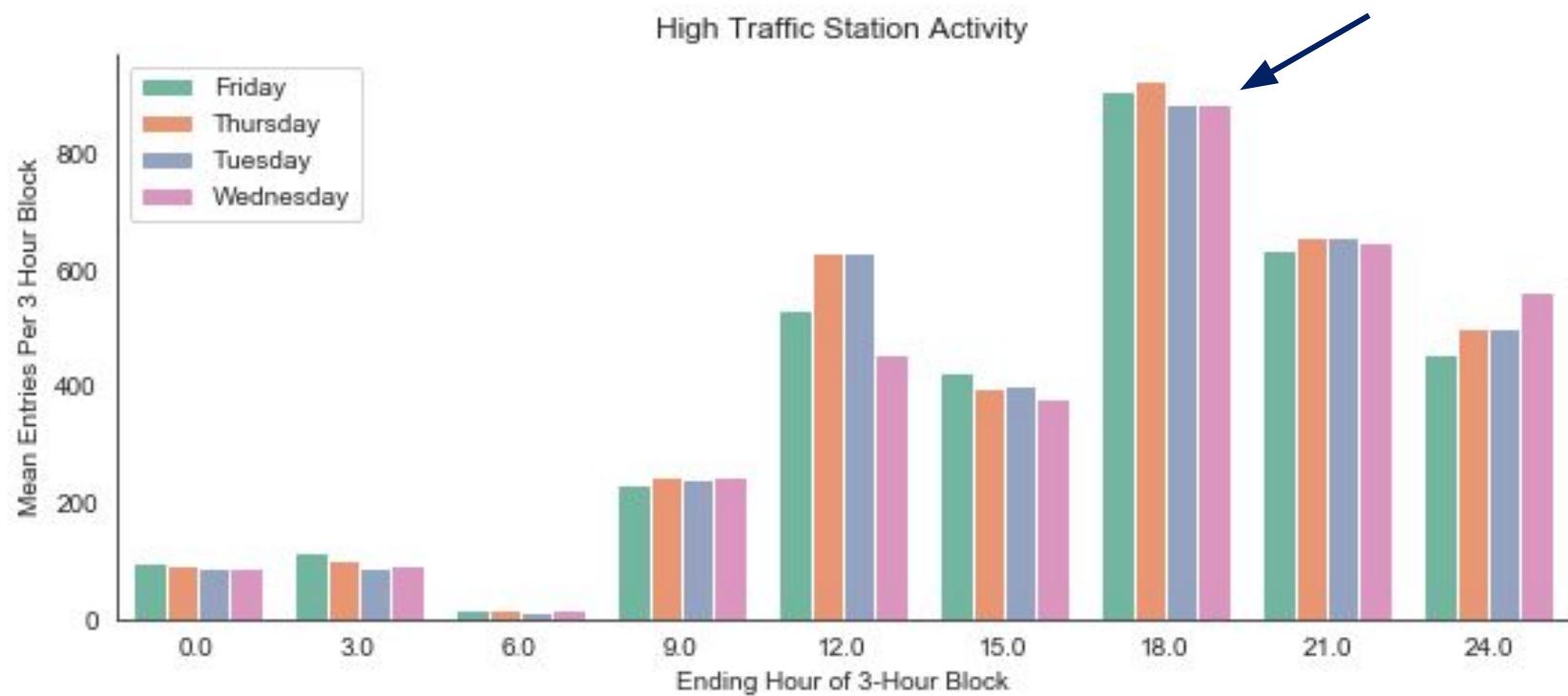
For all stations, the highest levels of subway activity occur within Tuesday - Friday



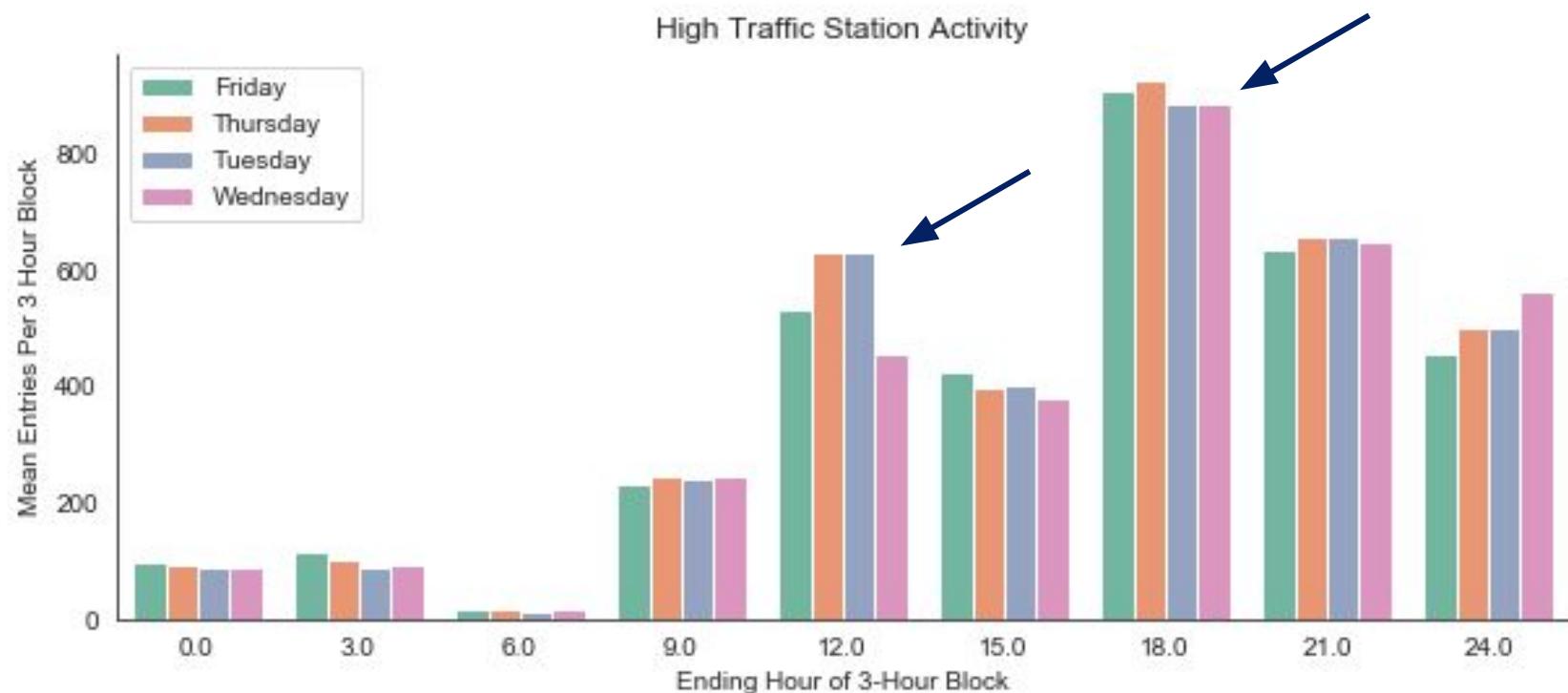
Peak subway traffic hours fall between 9am-12pm and 3pm-9pm



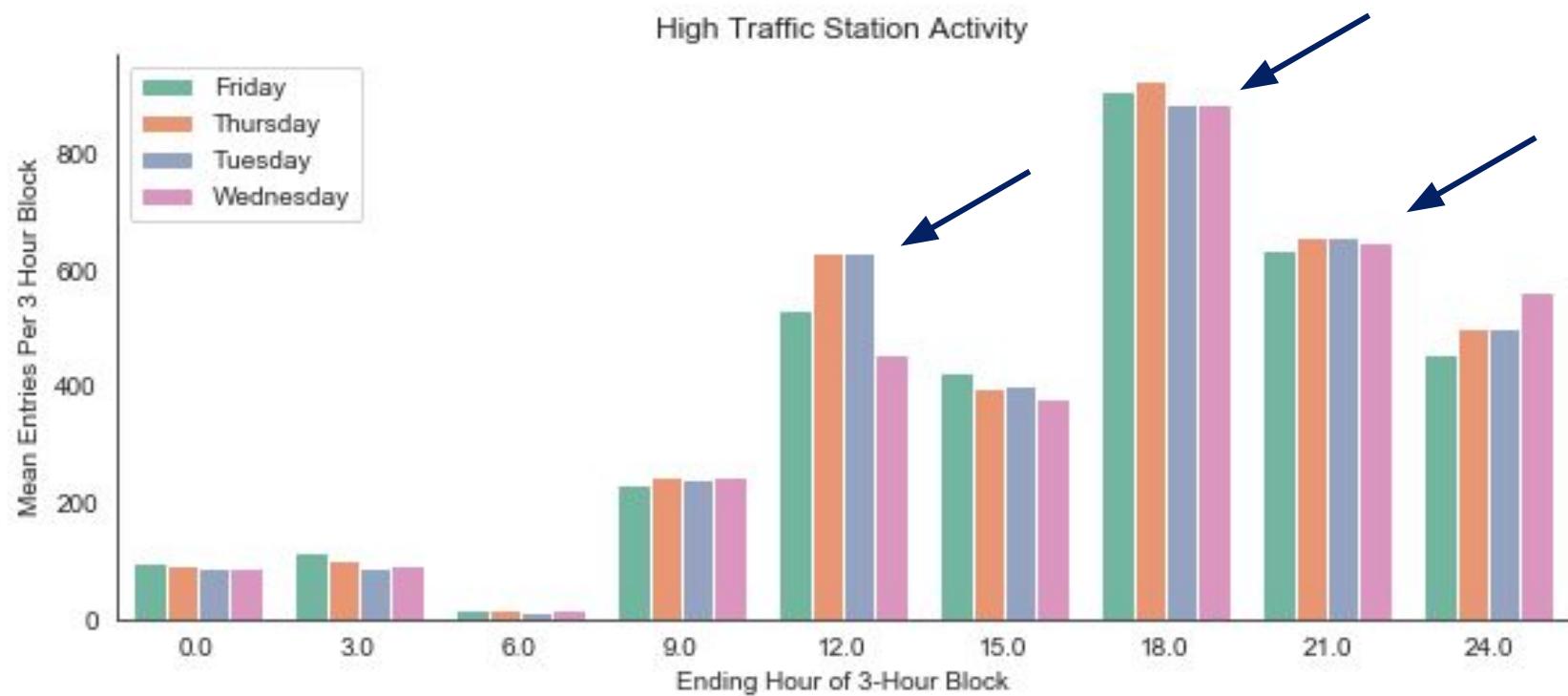
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Prioritize high-traffic stations in areas with increased populations of passionate and diverse Gala attendees with potential to contribute.

Passionate: Manhattan contains the female led businesses of the boroughs

Contributions: prioritize stops that are near businesses and won't be cluttered with tourists

Diverse: consider stops outside of Manhattan to continue the inclusive nature of WTWY



Street Team Strategy

WHEN

Tuesday - Thursday

- 5pm-9pm
- 9am-12pm

WHERE

Manhattan

- 34th St Penn Station
- 23rd St
- Grand Central Station
- 34th St. Herald Square
- Union Square

Queens

- Flushing-Main
- Jksn Ht Roosevelt

Brooklyn

- Atl Av-Barclay



Questions?

APPENDIX

Data Sets

Station locations:

<http://web.mta.info/developers/data/nyct/subway/Stations.csv>

MTA Turnstile data:

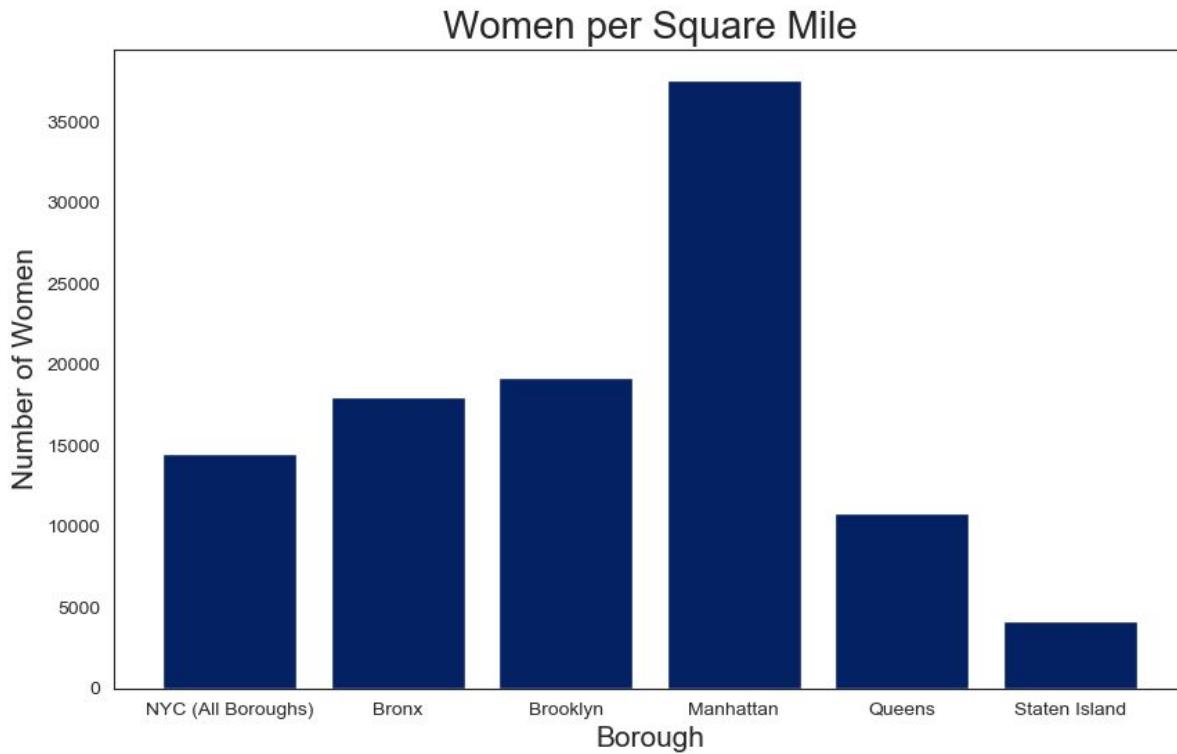
http://web.mta.info/developers/data/nyct/turnstile/turnstile_{}.txt

US Census Data:

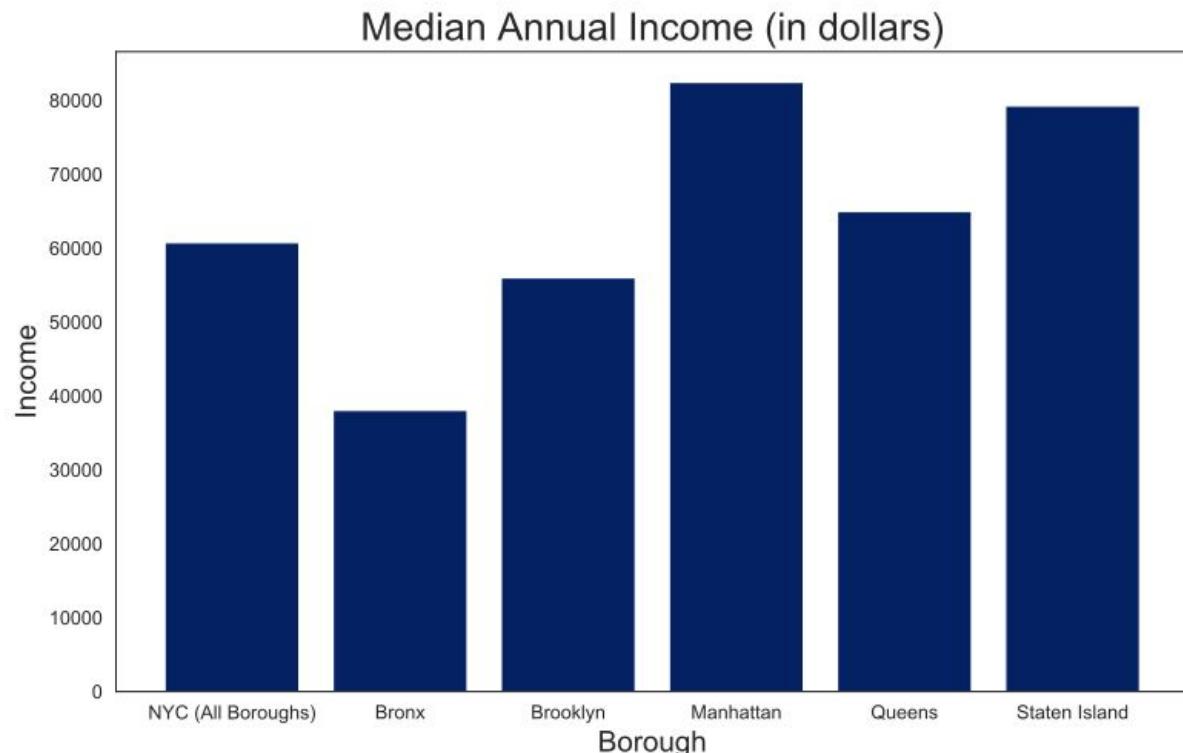
<https://www.census.gov/quickfacts/fact/table/newyorkcitynewyork,bronxcountybronyxboroughnewyork,kingscountybrooklynboroughnewyork,newyorkcountymanhattanboroughnewyork,queenscountyqueensboroughnewyork,richmondcountystateenislandboroughnewyork/PST045219>



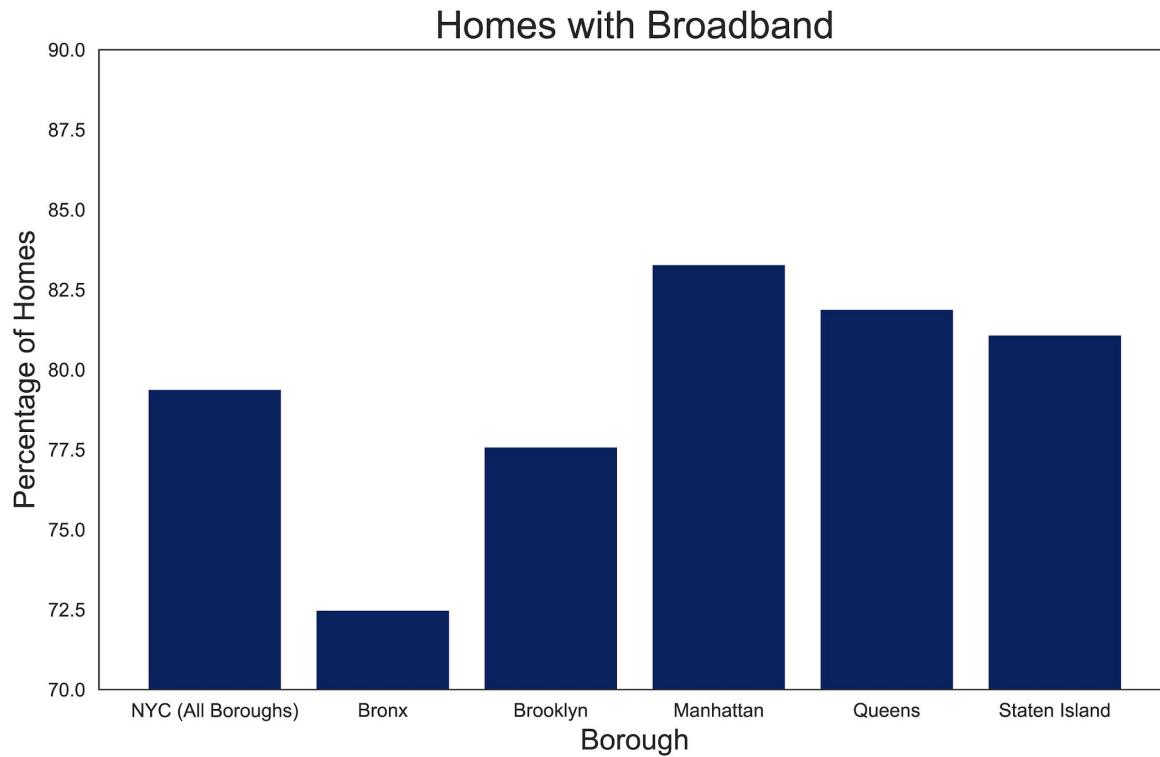
Manhattan has the most women per square mile of the five boroughs of New York, followed by Brooklyn and the Bronx



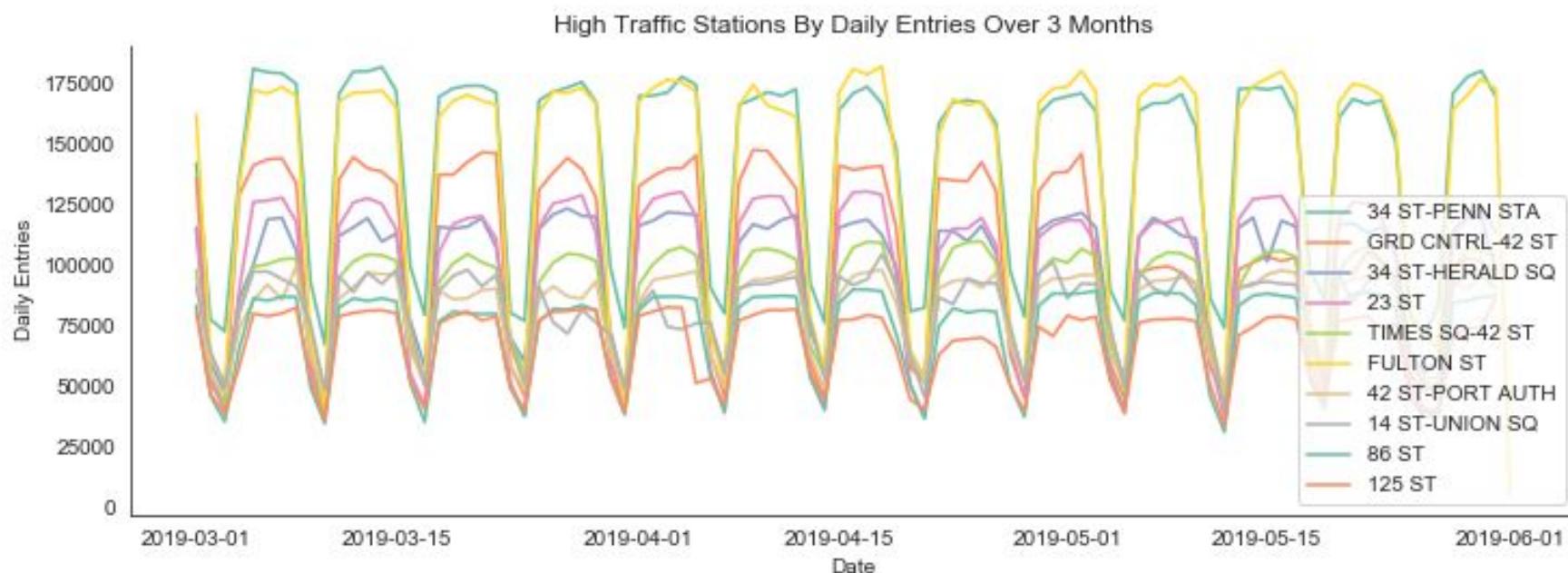
Manhattan has the highest median annual income, followed by Staten Island and Queens



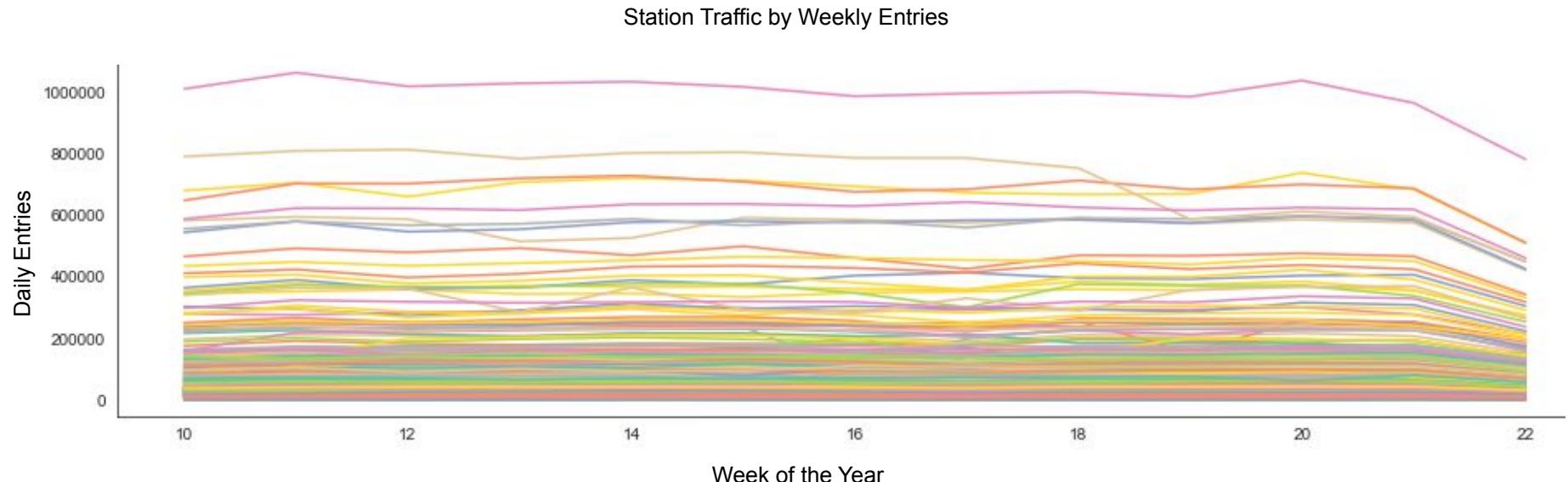
Manhattan has the highest percentage of homes with broadband,
followed by Queens and Staten Island



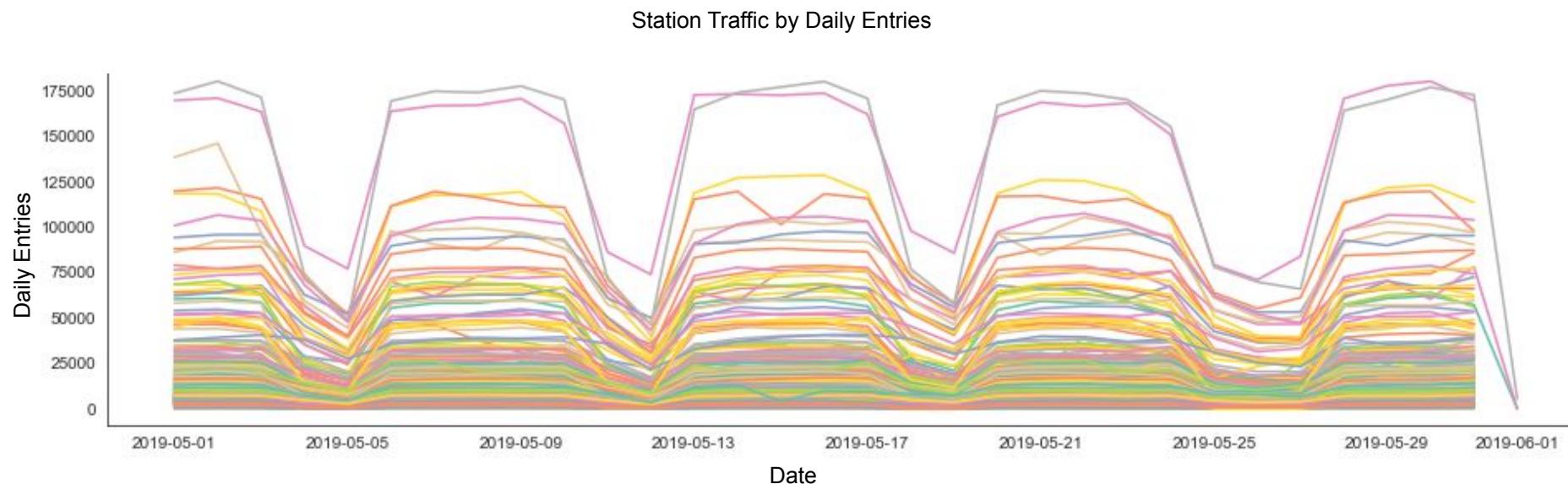
Station traffic was consistent week over week between March and June



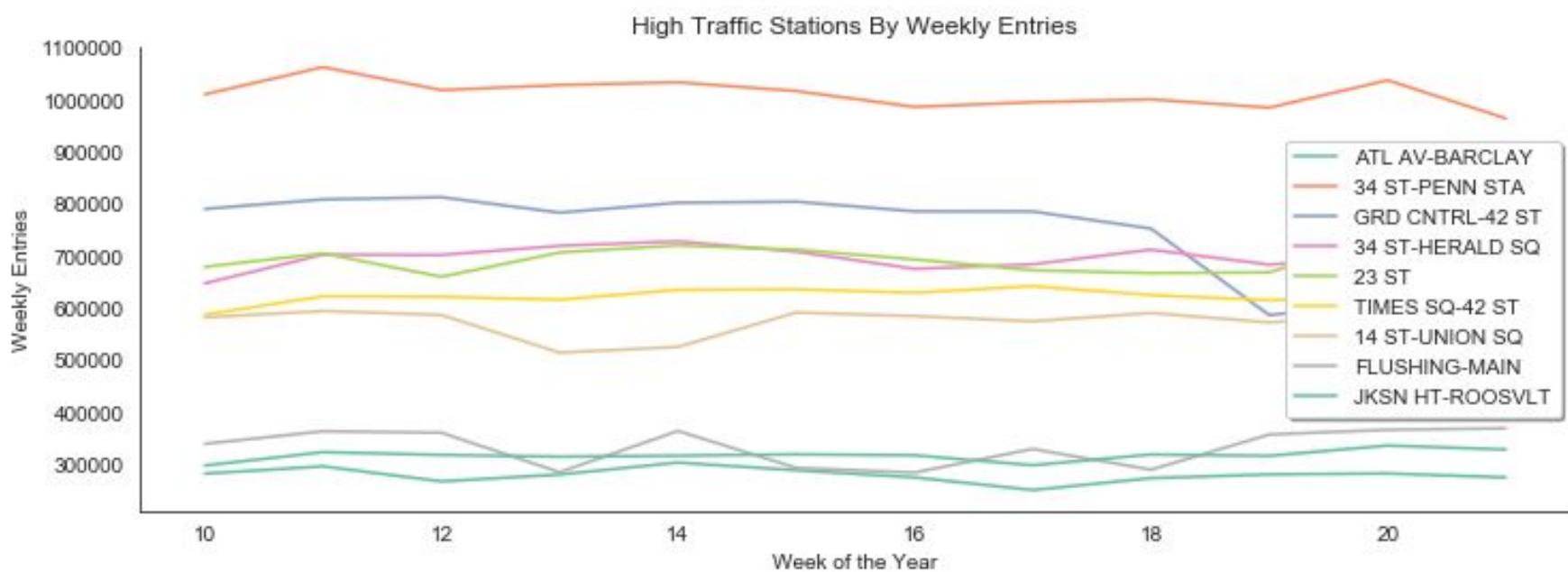
There is a dispersion of weekly entry rates across all stations



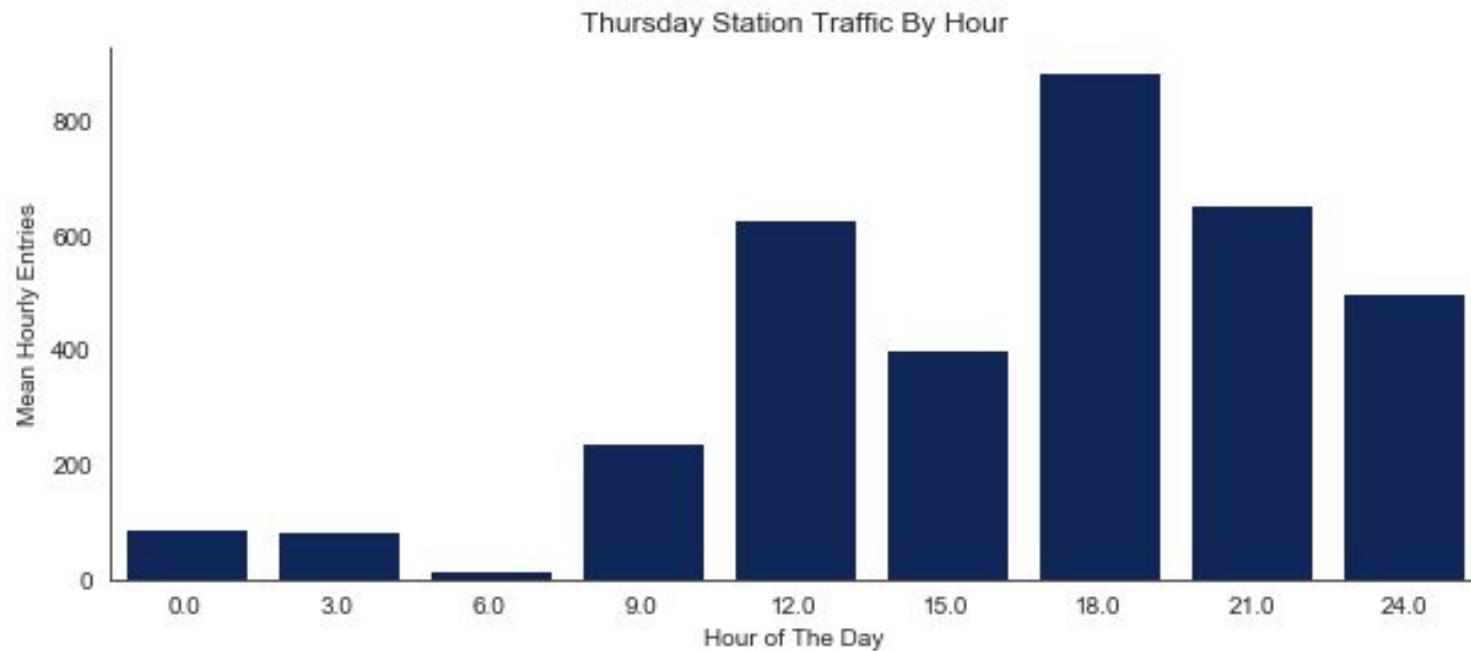
There is a dispersion of daily entry rates across all stations



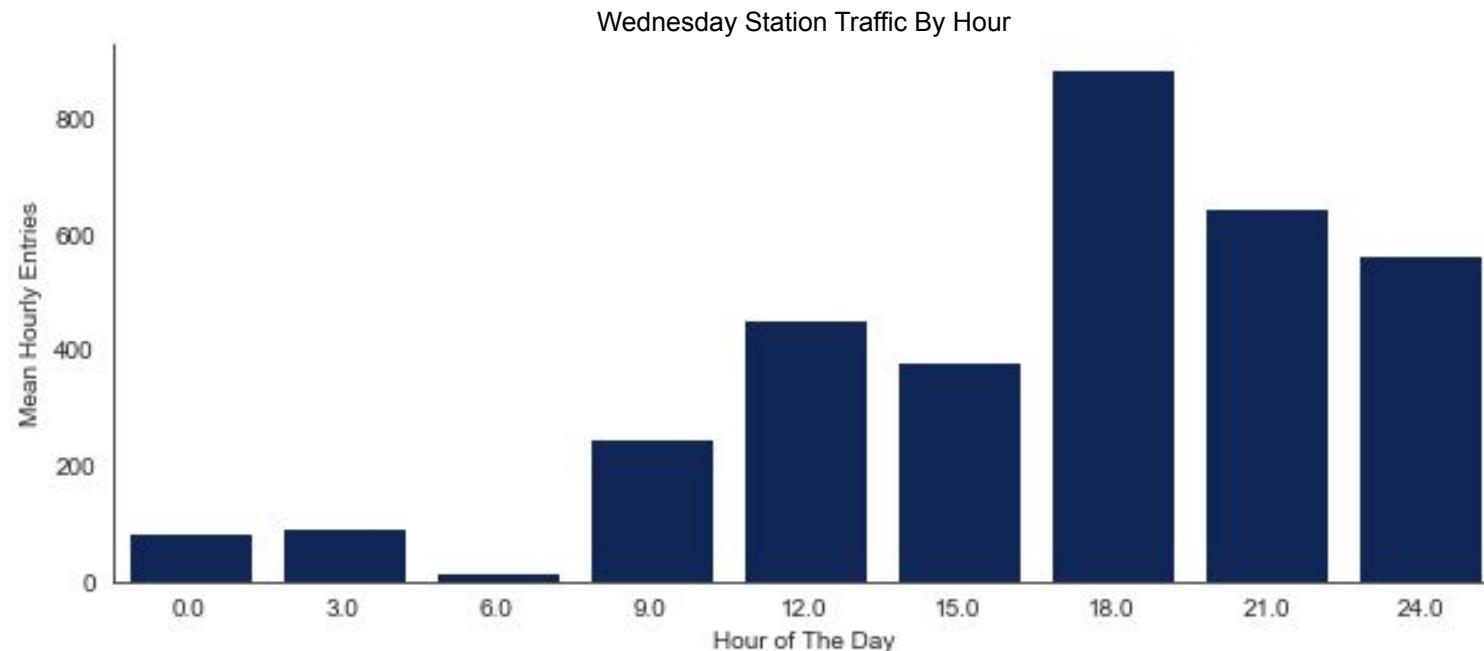
Of the focus boroughs, 34 St Penn St. has a significantly greater rate of entries between March - June



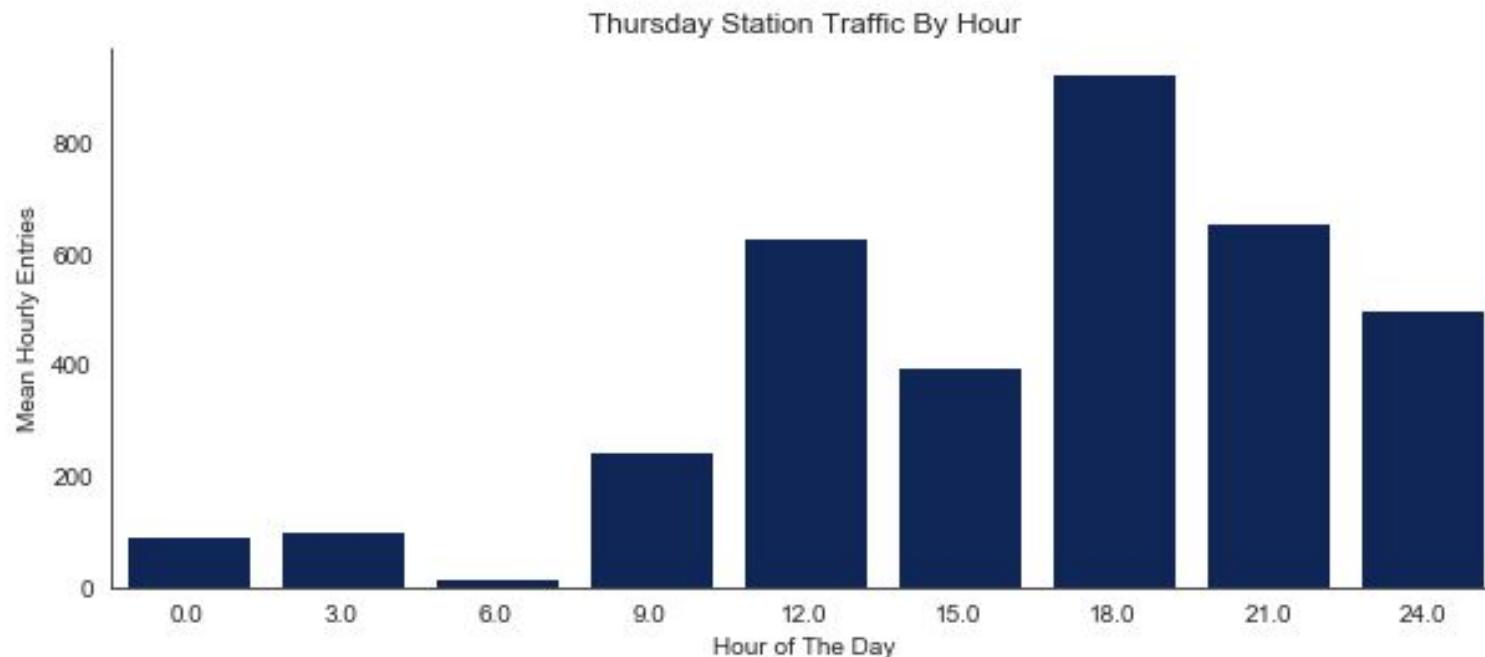
Hourly entry rates are consistent on Tuesday with clear peaks between 9am-12pm and 3pm-9pm



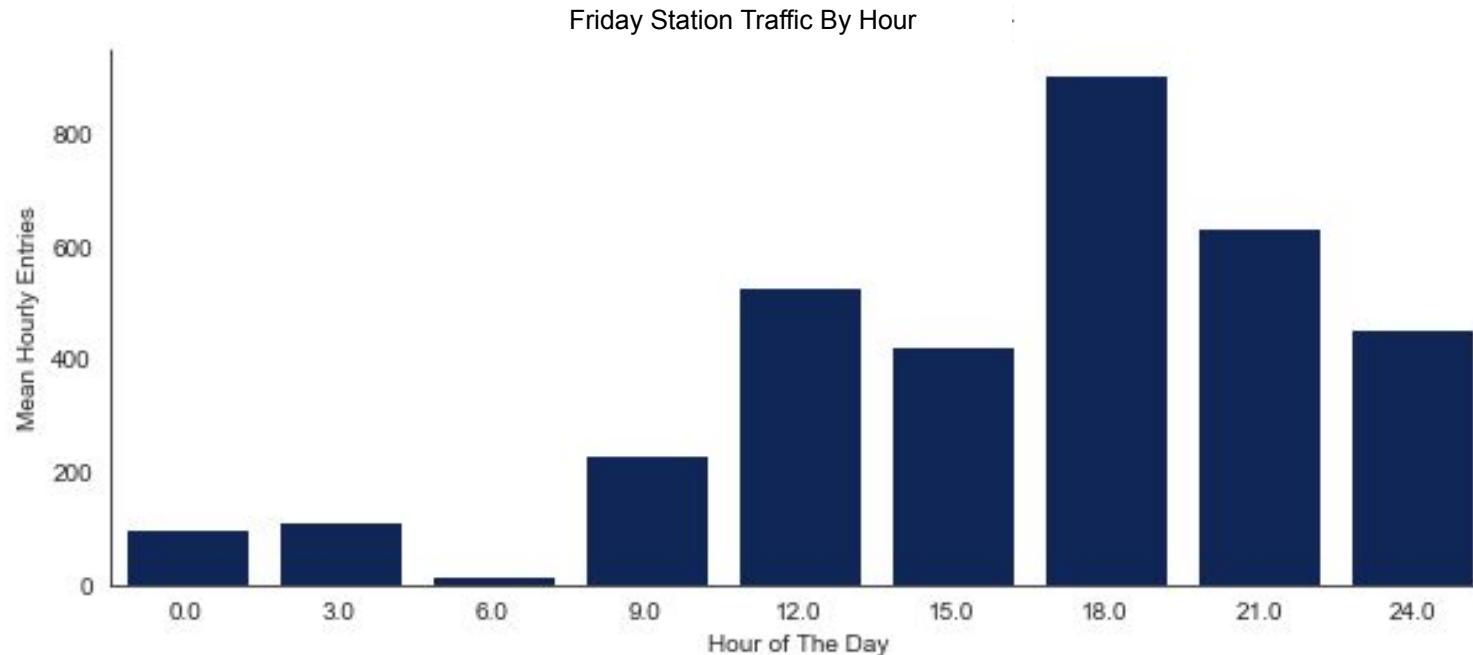
Hourly entry rates are consistent on Wednesday with clear peaks between 9am-12pm and 3pm-9pm



Hourly entry rates are consistent on Thursday with clear peaks between 9am-12pm and 3pm-9pm



Hourly entry rates are consistent on Friday with clear peaks between 9am-12pm and 3pm-9pm



Hourly entry rates are consistent all top stations

