

WomenTechWomenYes

*Exploratory analysis to maximize outreach
for the annual gala in June*

January 25, 2016

Metis Team

Jamie Evers

Ozzie Liu

Andy Sherman-Ash

Dan Yawitz

Goal

“To fill our event space with individuals passionate about increasing the participation of women in technology, and to concurrently build awareness and reach.”

-Detective Benson

Our Approach

Place street teams at the busiest subway entrances...

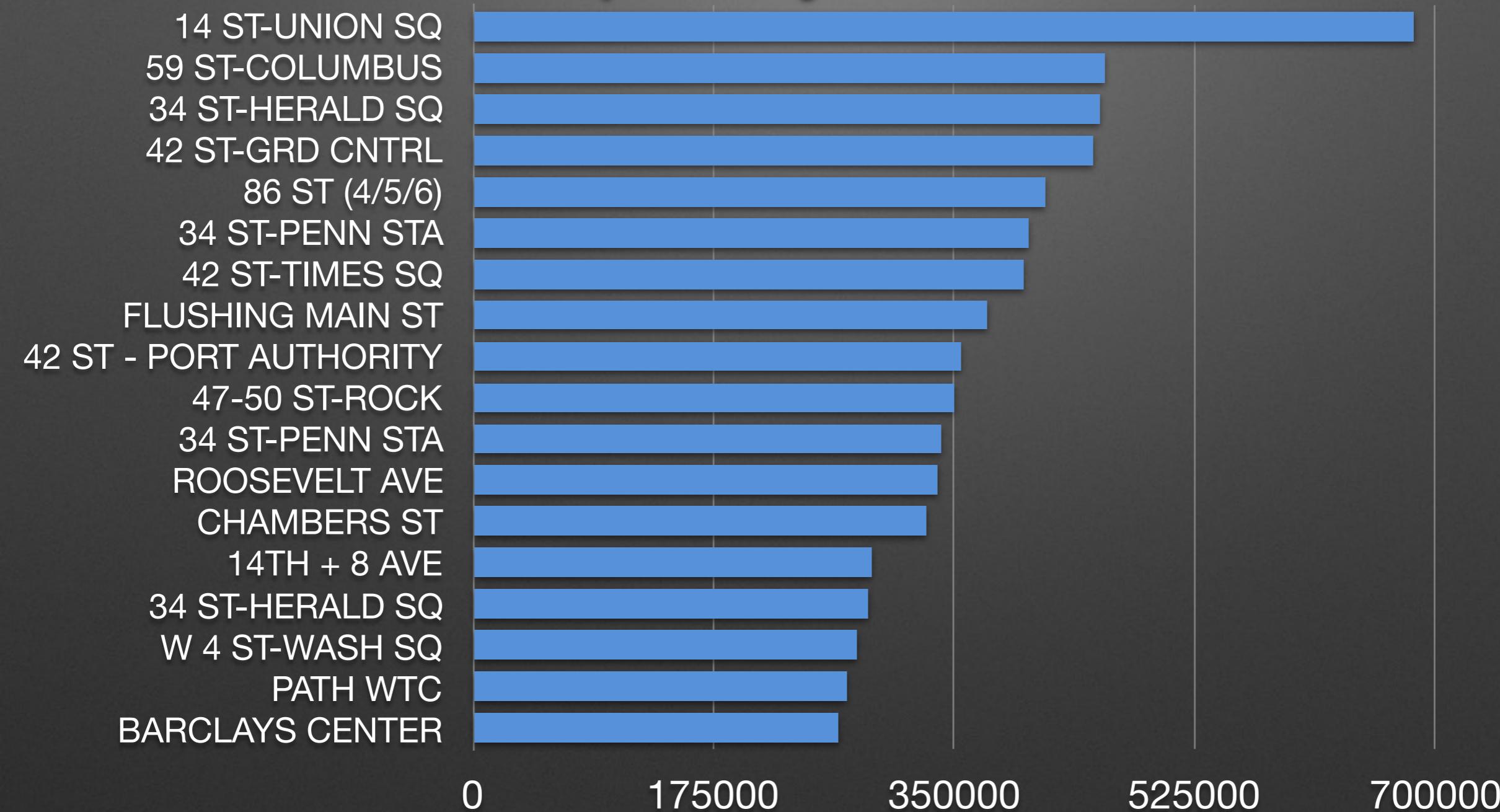
...in the areas with people who will be most interested in the event...

...at the busiest times of day.

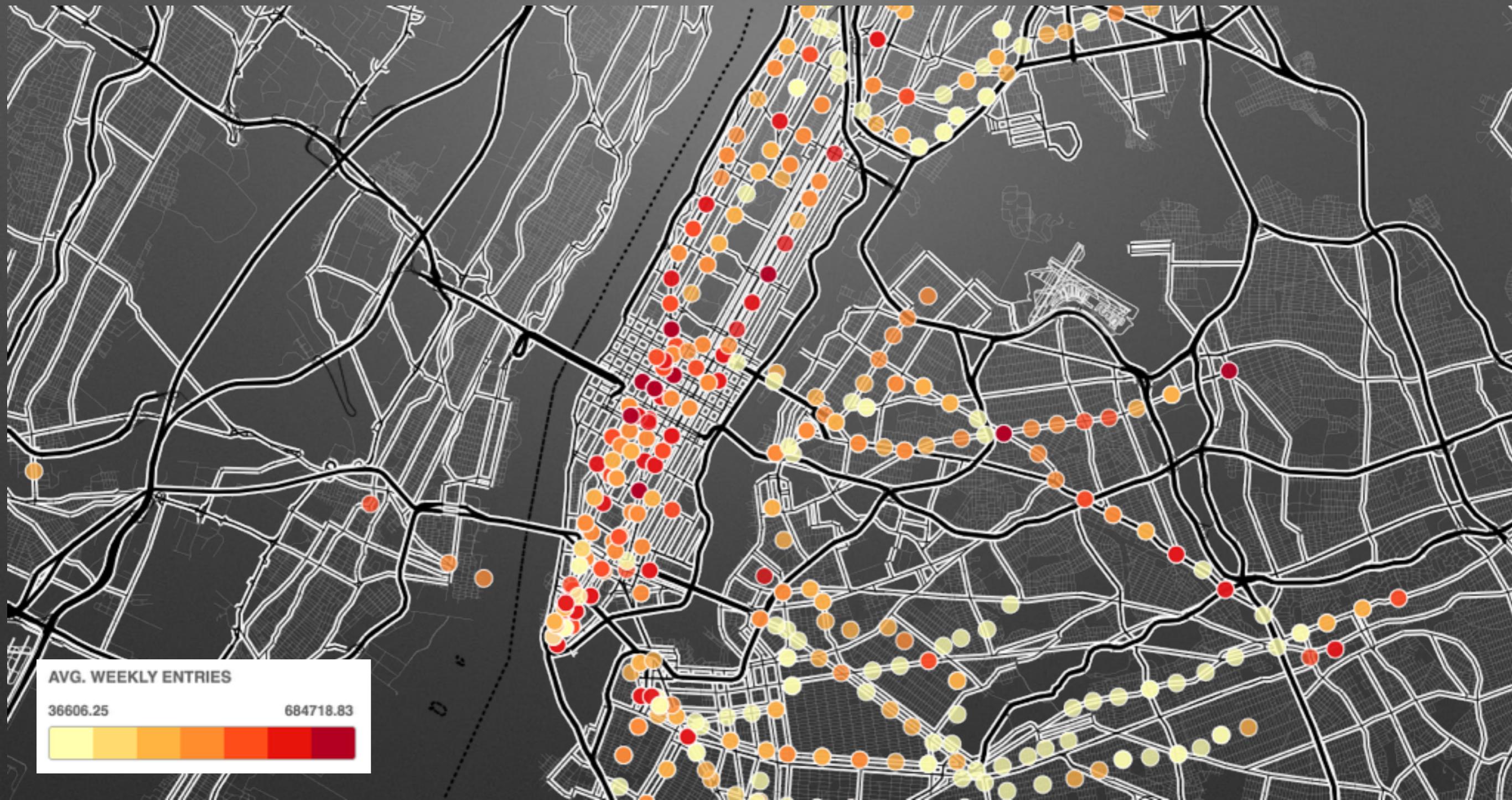
Busiest Stations

Average Weekly Entries

April May June 2015



Busiest Stations



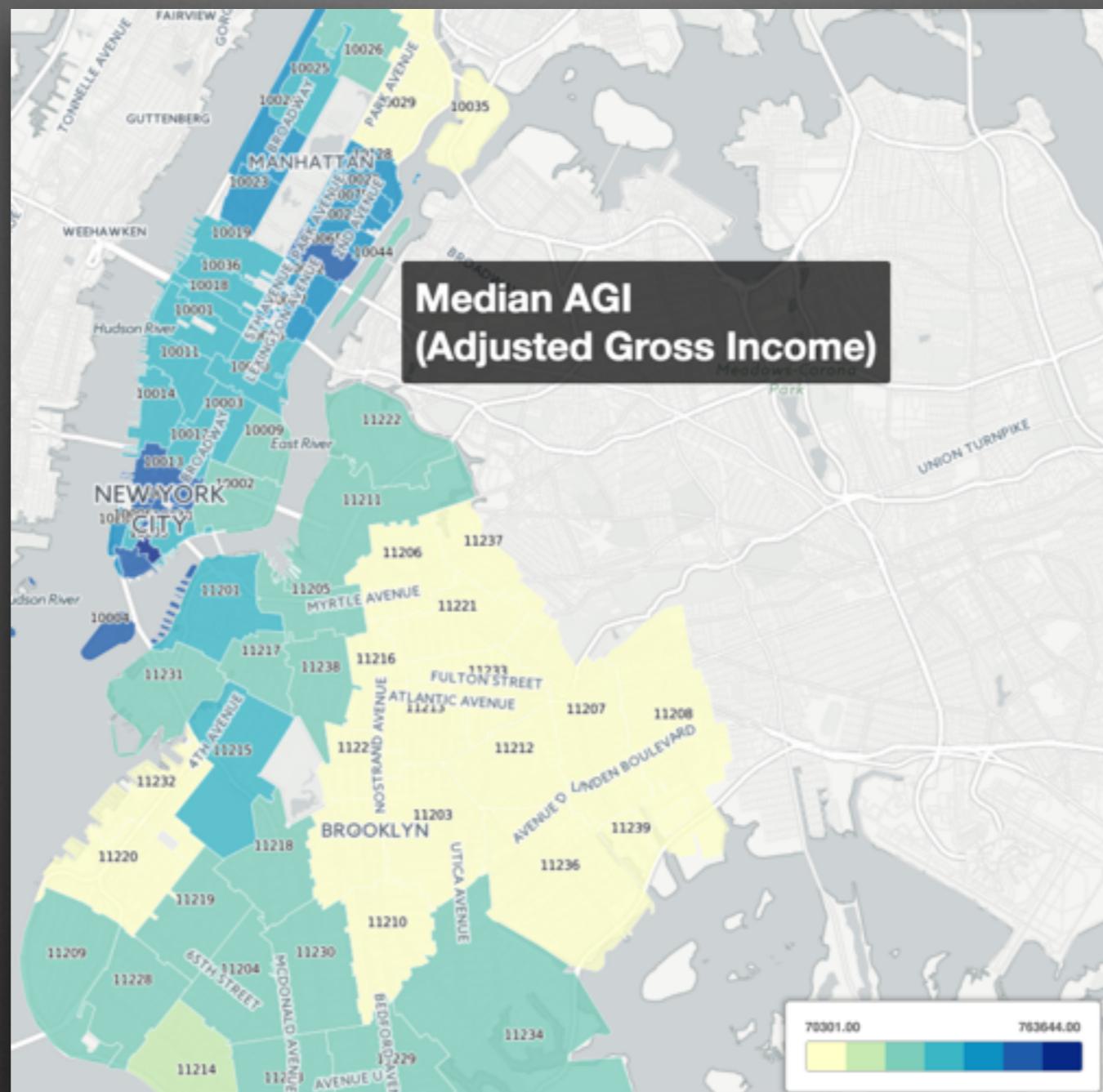
Who should we target?

- People who work in the tech sector
- Young people (25-44)
- People who are likely to donate

Who should we target?

Wealthy, young donors in tech.

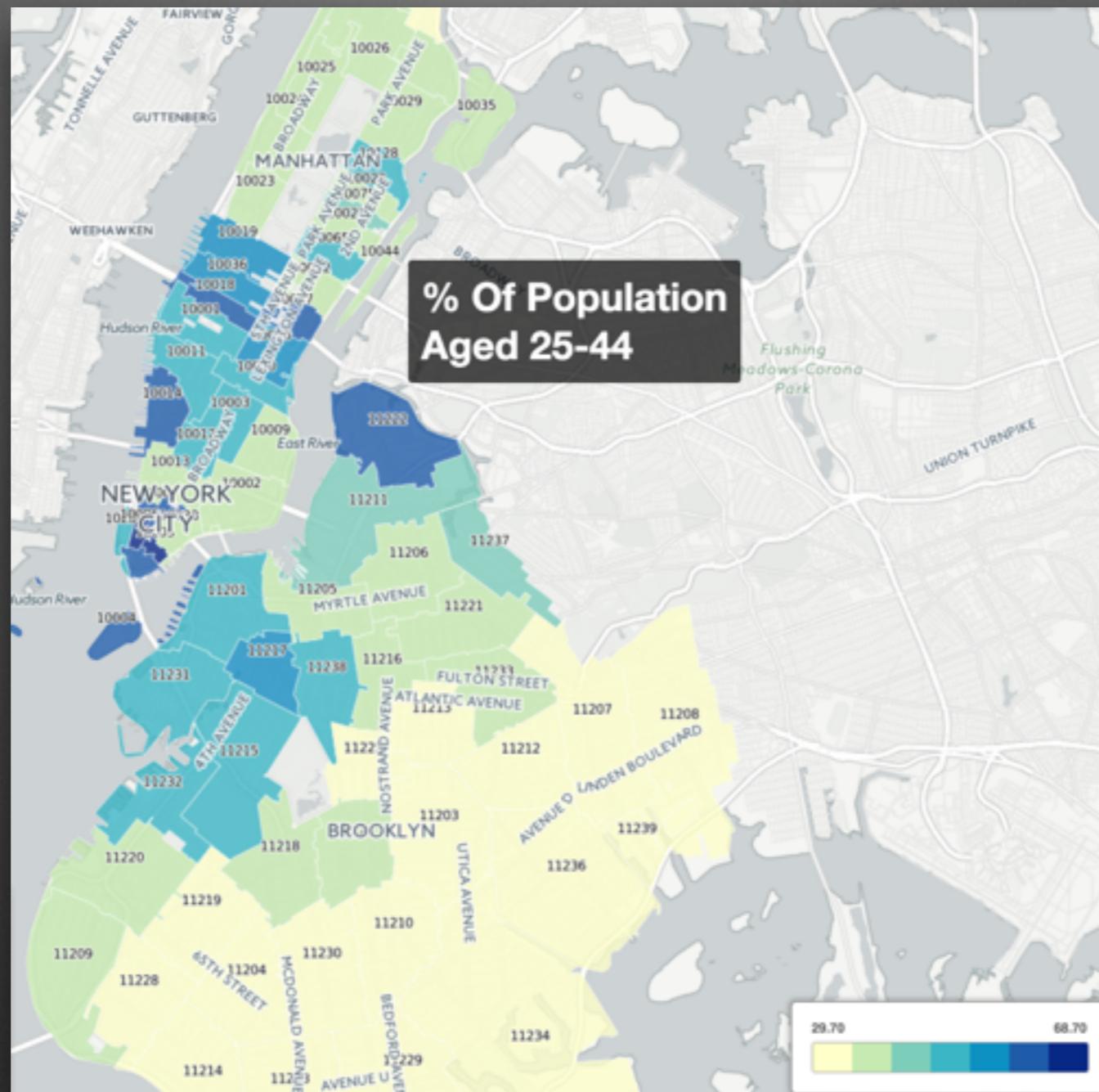
Which neighborhoods are they in?



“Wealthy...

Data source: US Census via. philanthropy.org

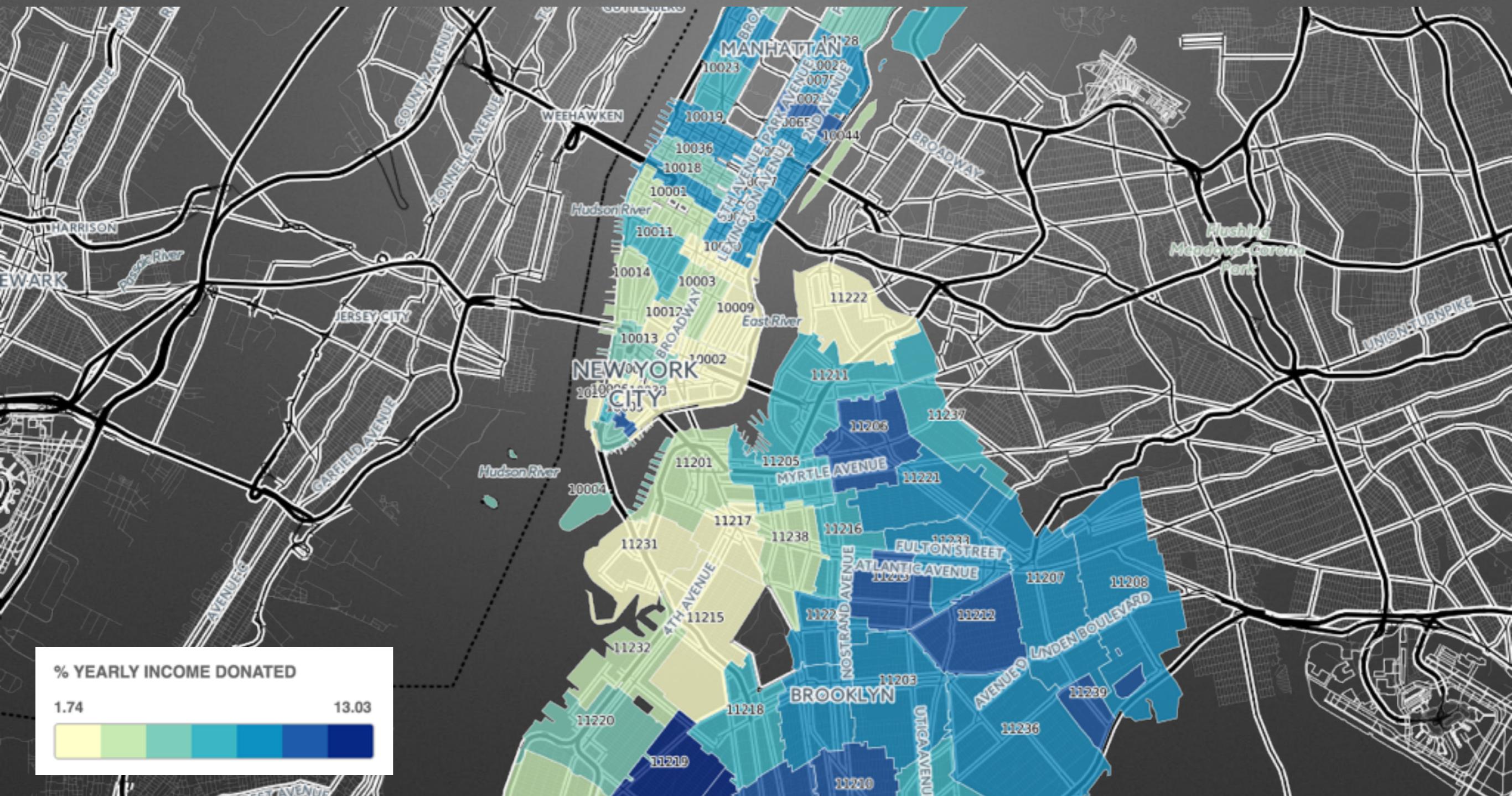
Which neighborhoods are they in?



“...young...”

Data source: US Census via. philanthropy.org

Which neighborhoods are they in?



“...donors...”

Data source: US Census via. philanthropy.org

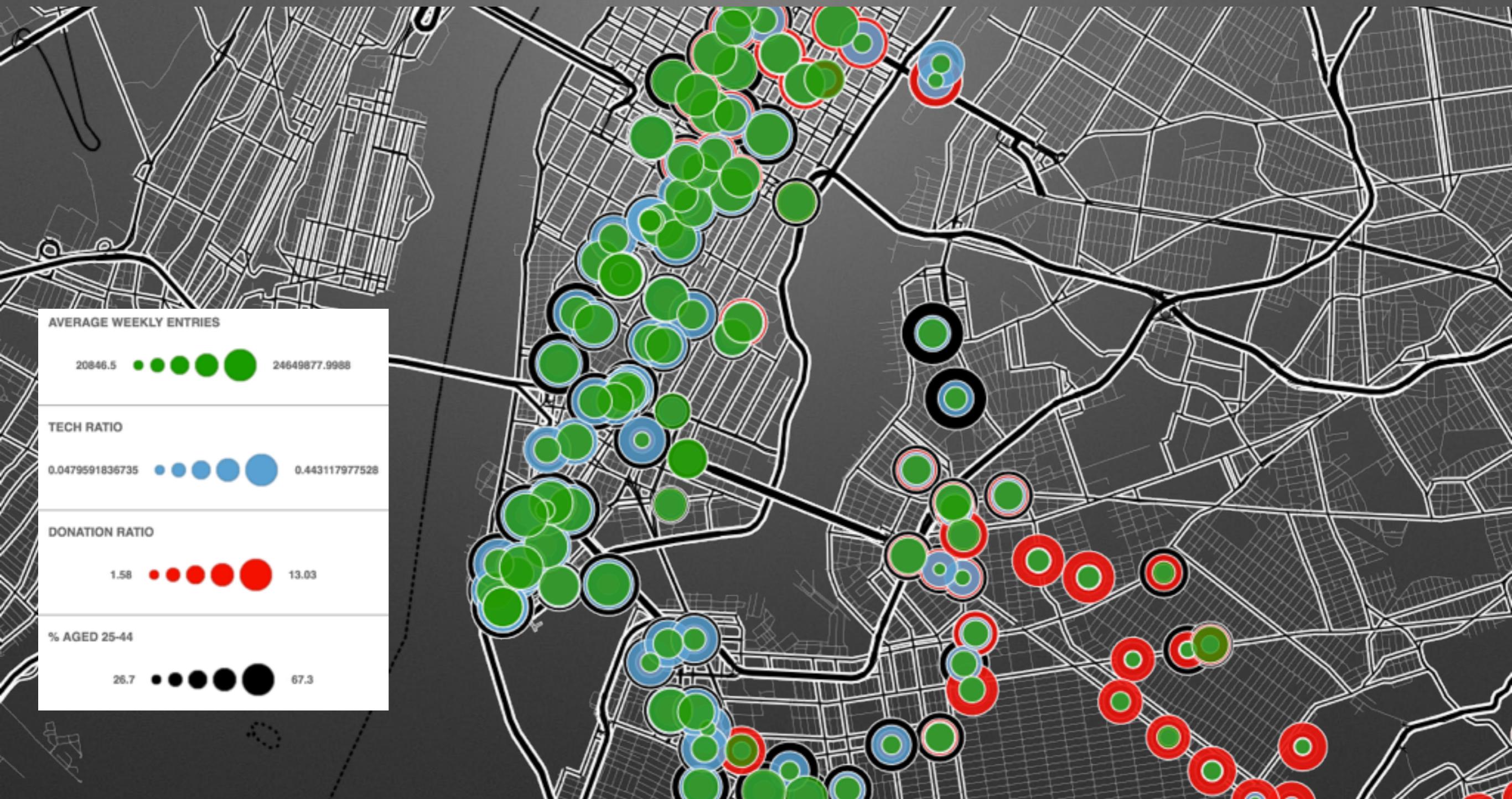
Which neighborhoods are they in?



“...in tech.”

Data source: US Census 2014

Picking the Top Stations



https://shermanash.cartodb.com/viz/7656b866-bbb2-11e5-8ba7-0e674067d321/public_map

Picking the Top Stations

Overall “Score” of a station =

(total entries to that station)

(median charitable contributions)

(% of population aged 25-44)

(% of businesses in tech)

Most Valuable Stations

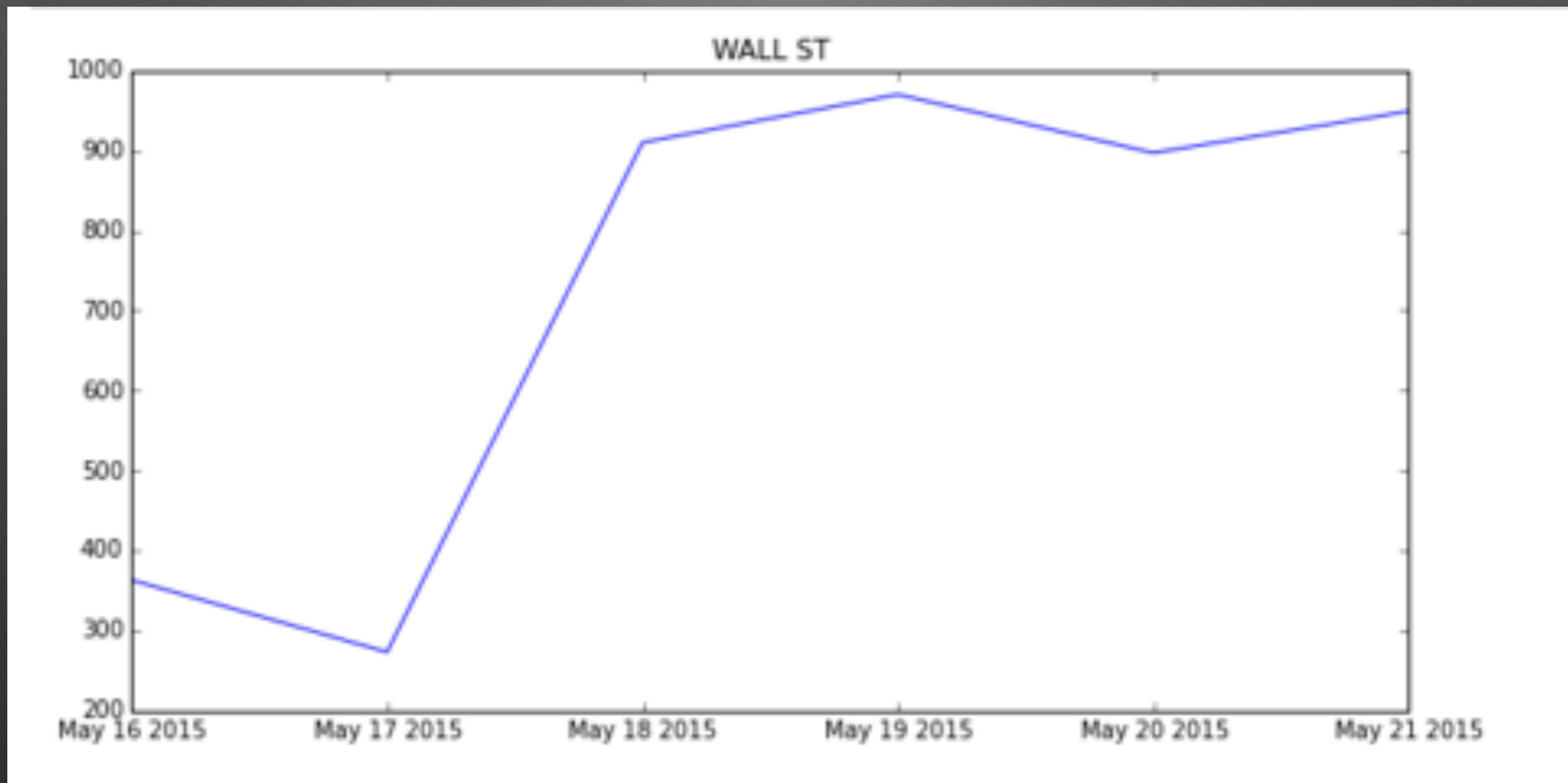
	Tech Ratio	25_44	Giving Ratio	Median Contribution	Median AGI	Avg Weekly Entries	Population	Station Value
LOCATION_x								
42 ST-TIMES SQ	0.38	0.58	0.26	0.03	0.15	0.30	0.39	177.43
14 ST-UNION SQ	0.47	0.47	0.06	0.03	0.15	1.00	0.55	137.52
WALL ST	0.67	0.69	0.23	1.00	0.76	0.09	0.10	98.84
42 ST-GRD CNTRL	0.58	0.59	0.25	0.12	0.17	0.10	0.14	82.51
33 ST	0.57	0.56	0.21	0.02	0.15	0.12	0.51	81.82
6 AVE	0.52	0.50	0.14	0.03	0.16	0.15	0.50	57.95
14 ST-6 AVE	0.52	0.50	0.14	0.03	0.16	0.15	0.50	57.95
49 ST-7 AVE	0.38	0.58	0.26	0.03	0.15	0.09	0.39	55.17
42 ST-BRYANT PK	0.38	0.58	0.26	0.03	0.15	0.08	0.39	48.74
34 ST-PENN STA	0.57	0.40	0.08	0.02	0.13	0.24	0.18	44.75

Most Valuable Stations

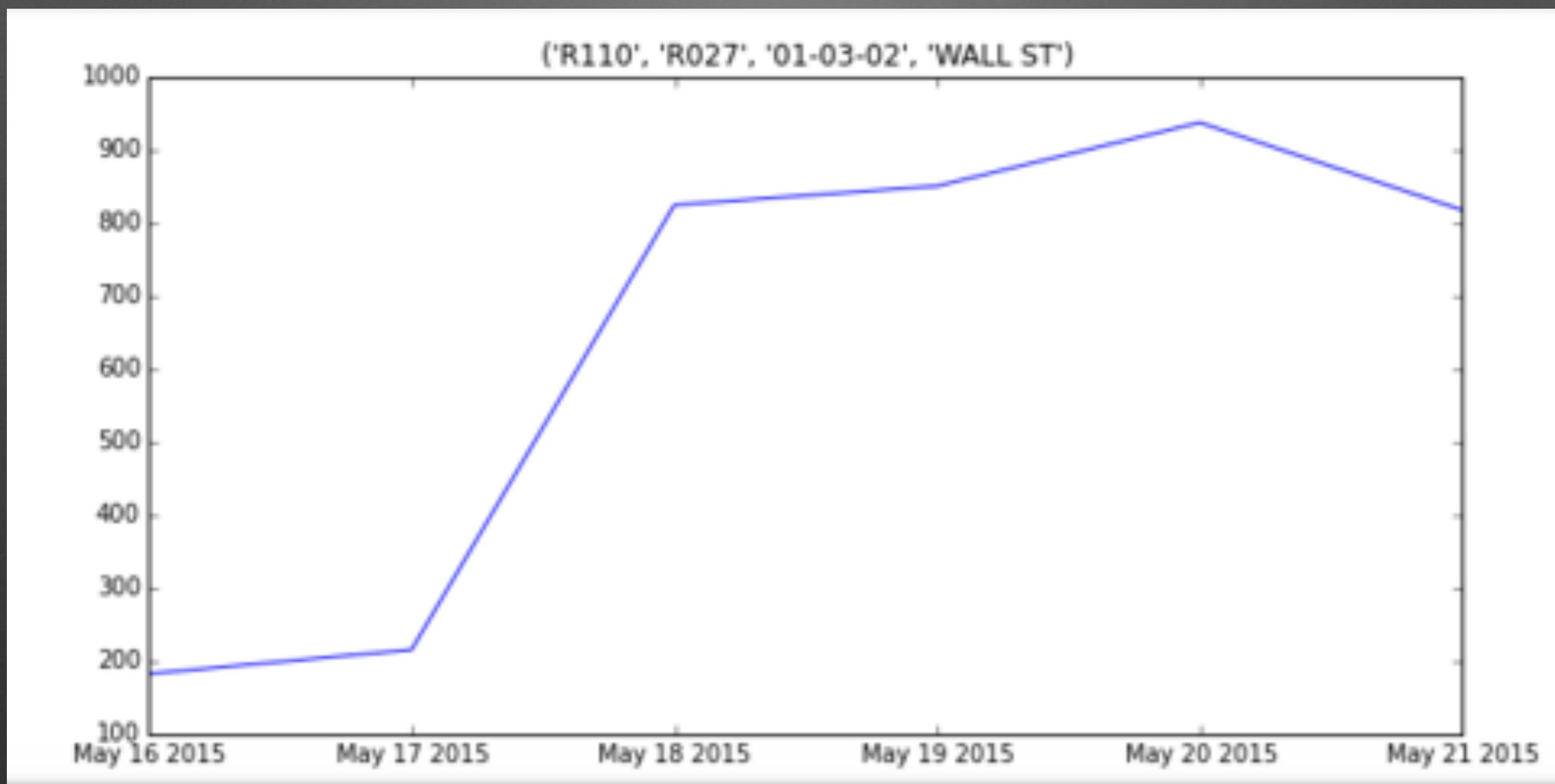


https://shermanash.cartodb.com/viz/0e79a27a-bb1d-11e5-aff3-0e98b61680bf/public_map

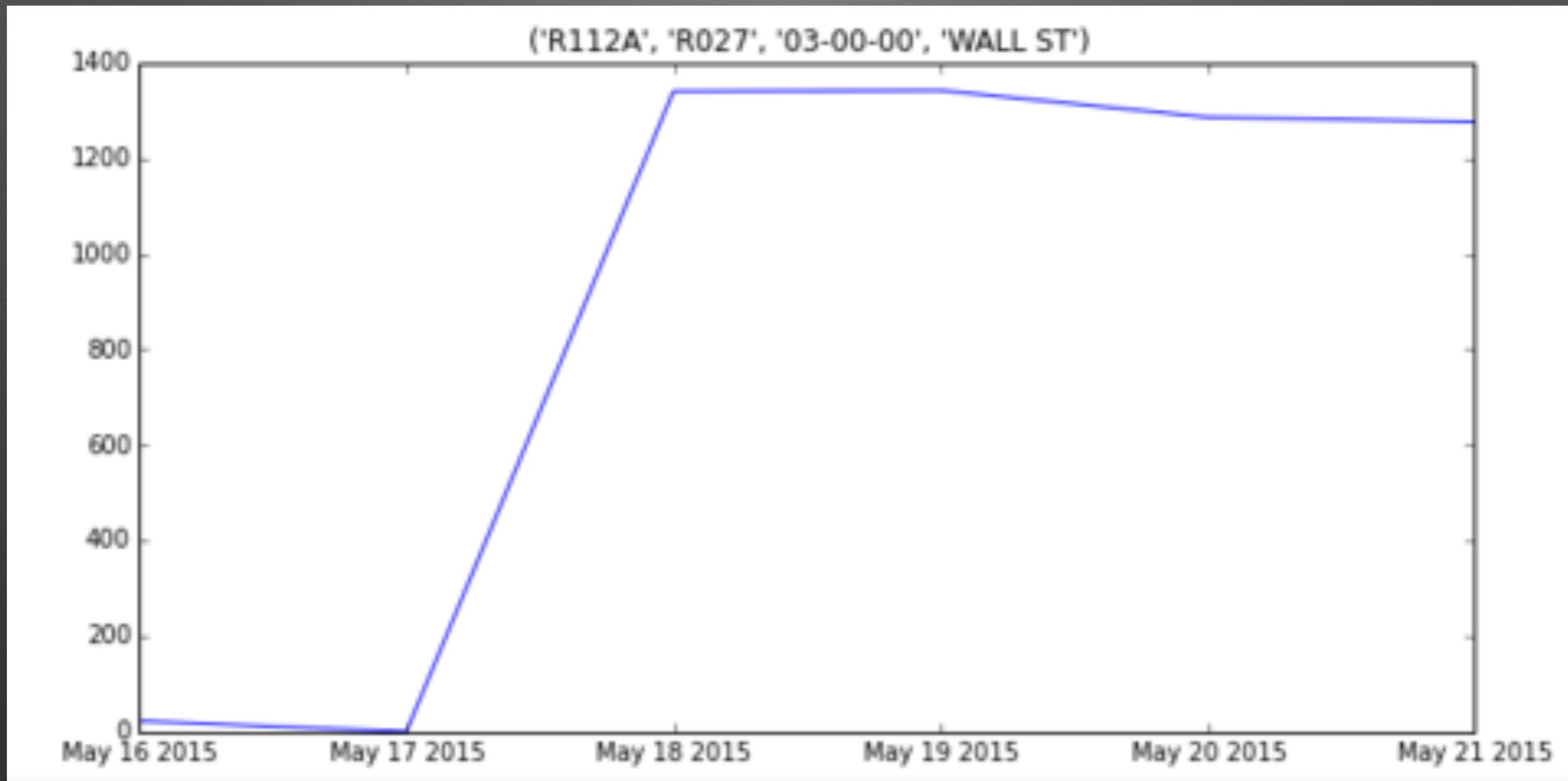
What are the best days of the week?



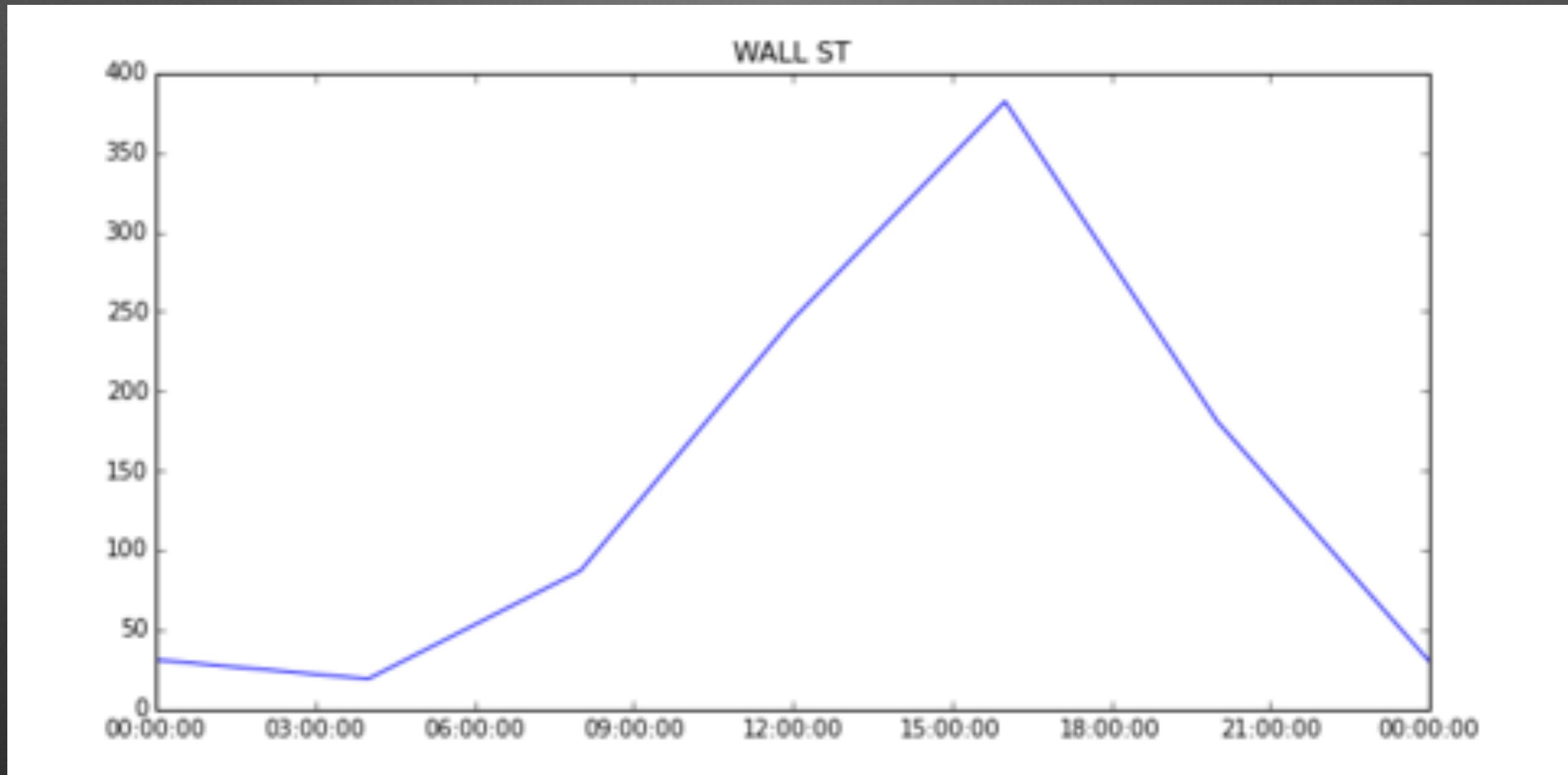
What are the best days of the week?



What are the best days of the week?



What are the best times of day?



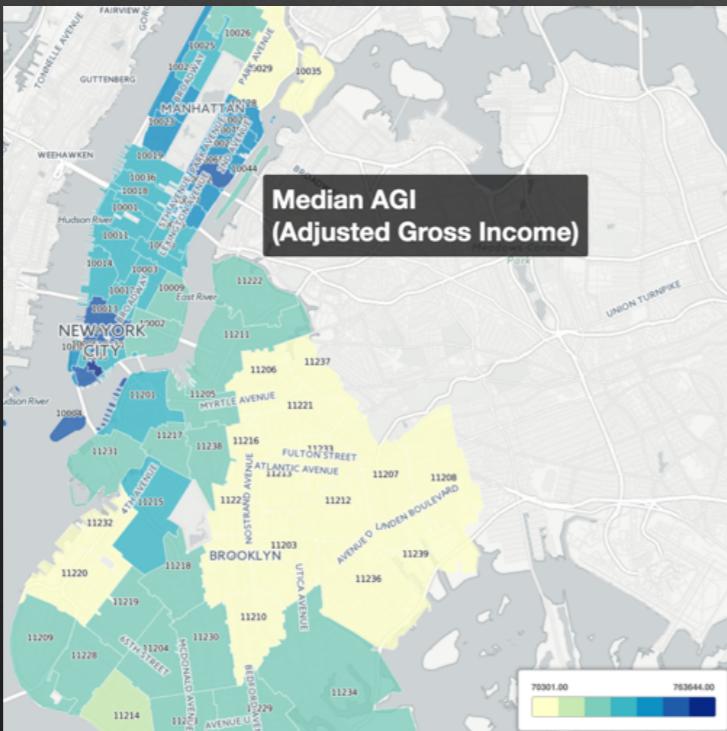
Limitations

- Density of turnstiles and entrances per station
- Spatial resolution of demographic data
- If a station is too busy, people may not stop

Next Steps

- Marketing beyond subway outreach
 - Social networks: Meetup, LinkedIn
- Fine-grain analysis of subway data:
 - recommendations based on time of day
 - most efficient paths for street teams
 - Weekday vs. weekend traffic and demographics

Weekends



Weekdays

