

WomenTechWomenYes Gala Analysis

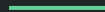
Elena Bohenick

Josh Meisel

Rae Palmer

Parker Dixon

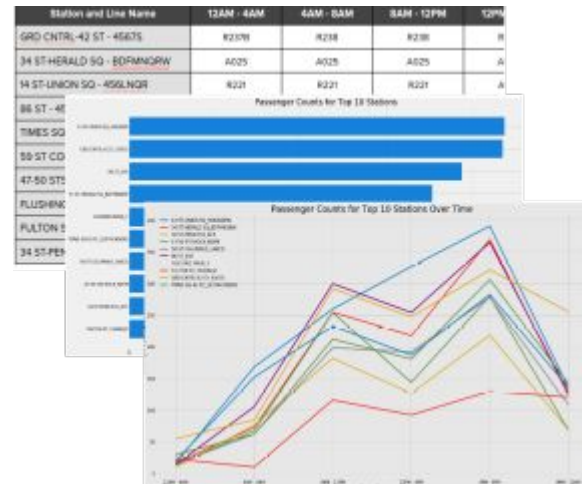
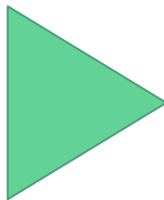
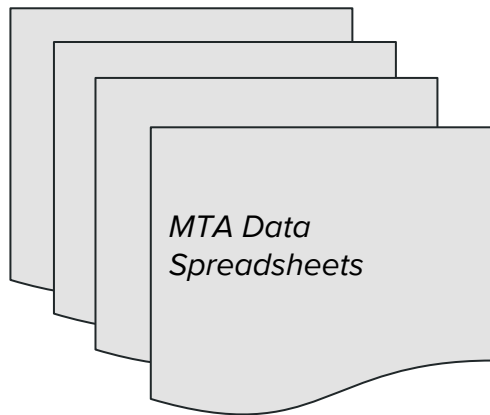
Overview



Objective

Identify optimal locations and times to collect email addresses to recruit guests for the WomenTechWomenYes annual gala by harnessing passenger data provided by the MTA

Approach

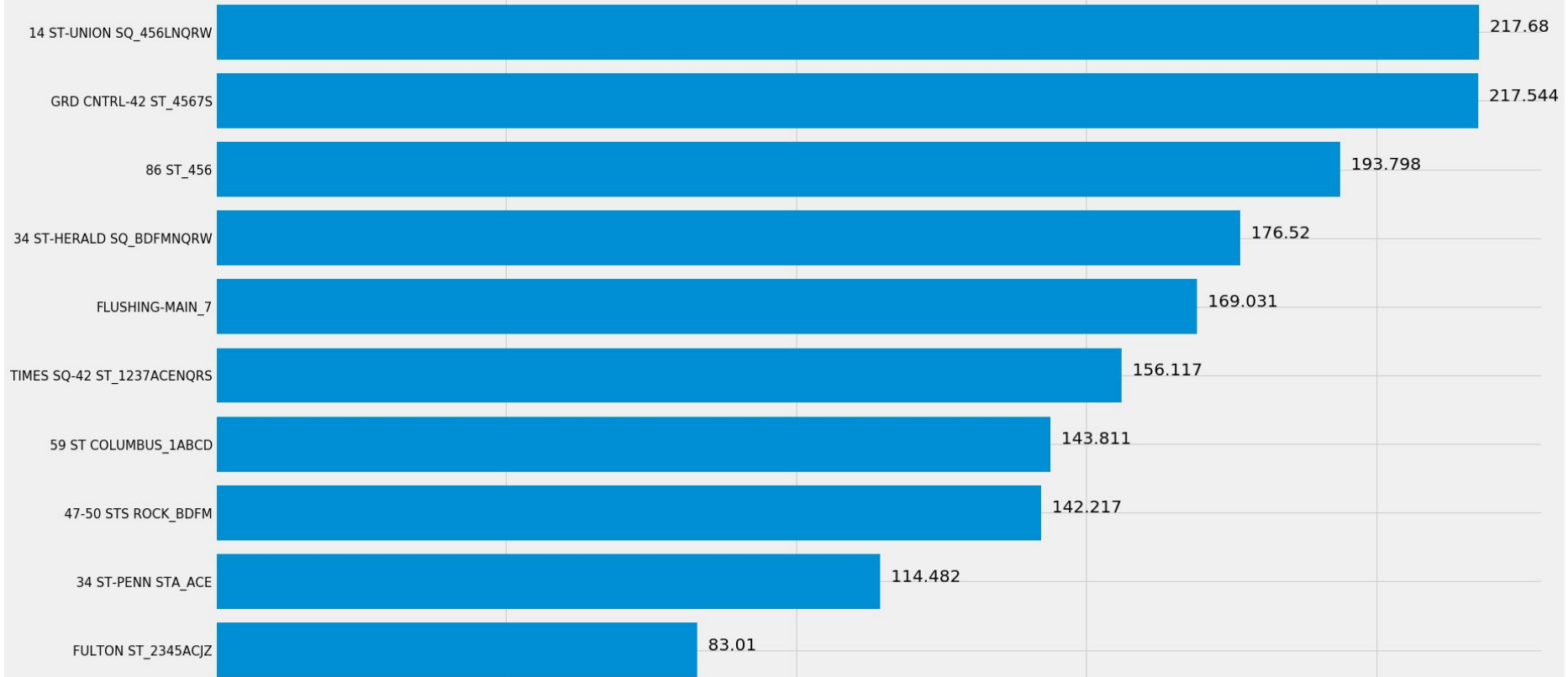


Approach...

- Individual Day of Week
- Weekday vs Weekend
- Top 10 Stations w/ Highest Foot Traffic
- Top 10 Entrances at those Stations

Analysis

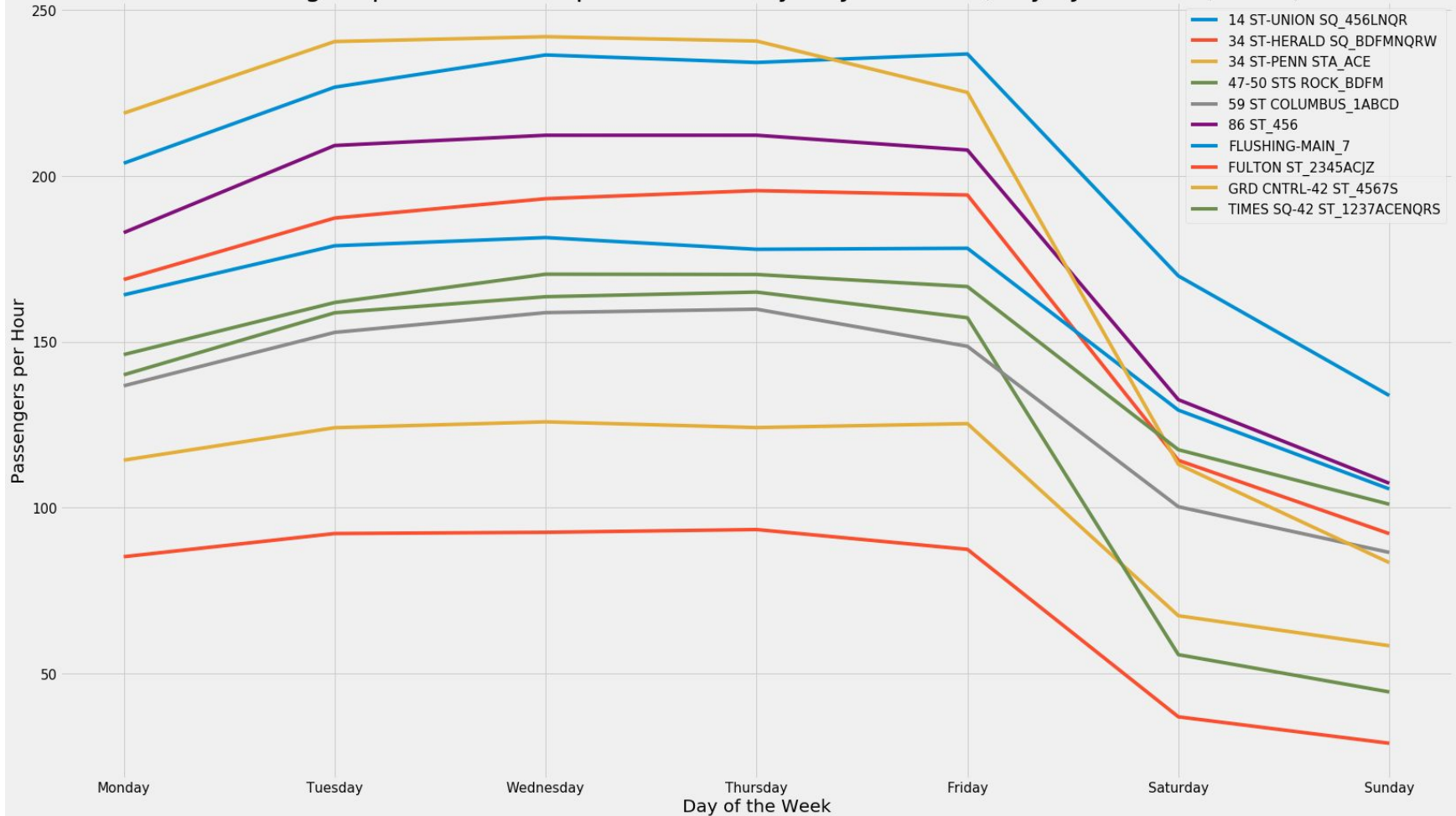
Passengers per Hour for Top 10 Stations (May - June 2016, 2017)



Analysis by Day-of-Week

- How much do stations vary by day of week?
- What about weekday vs. weekend?

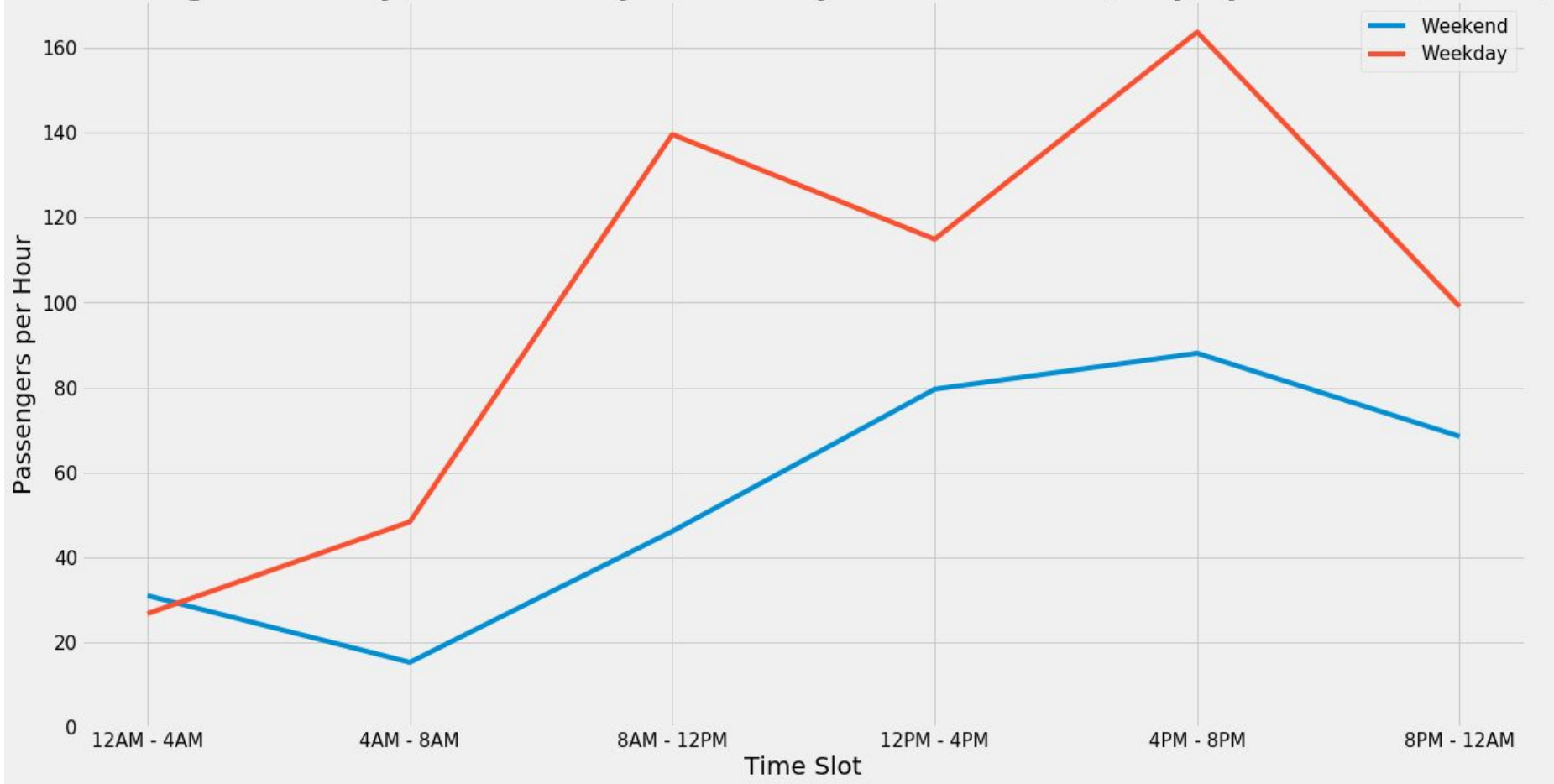
Passengers per Hour for Top 10 Stations by Day of Week (May - June 2016, 2017)



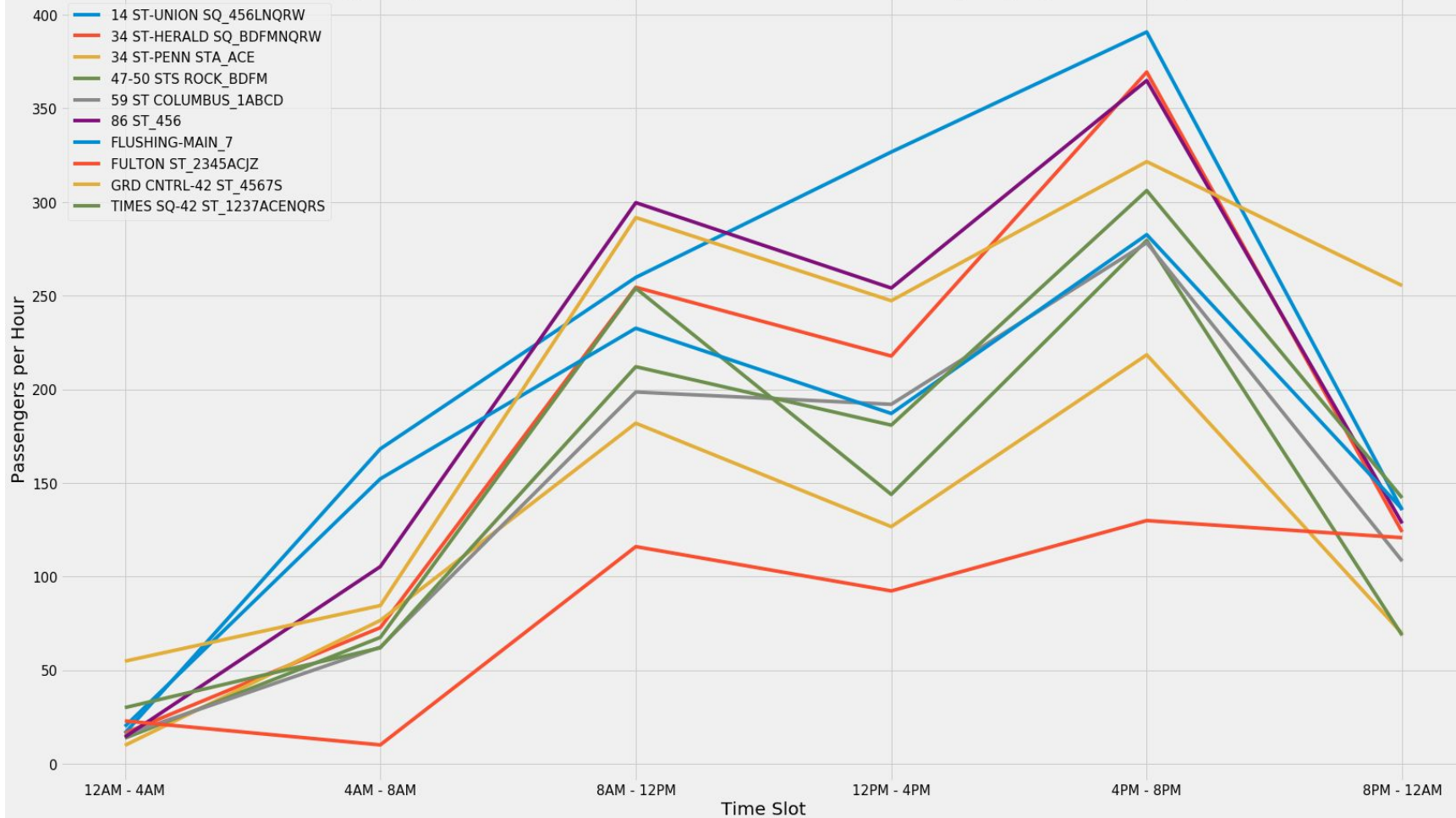
Time of Day Trends

- Are there specific times of the day that have heavier traffic?
- Are there stations that are more trafficked at different times?

Passenger Flow by Time of Day: Weekday vs. Weekend (May - June 2016, 2017)



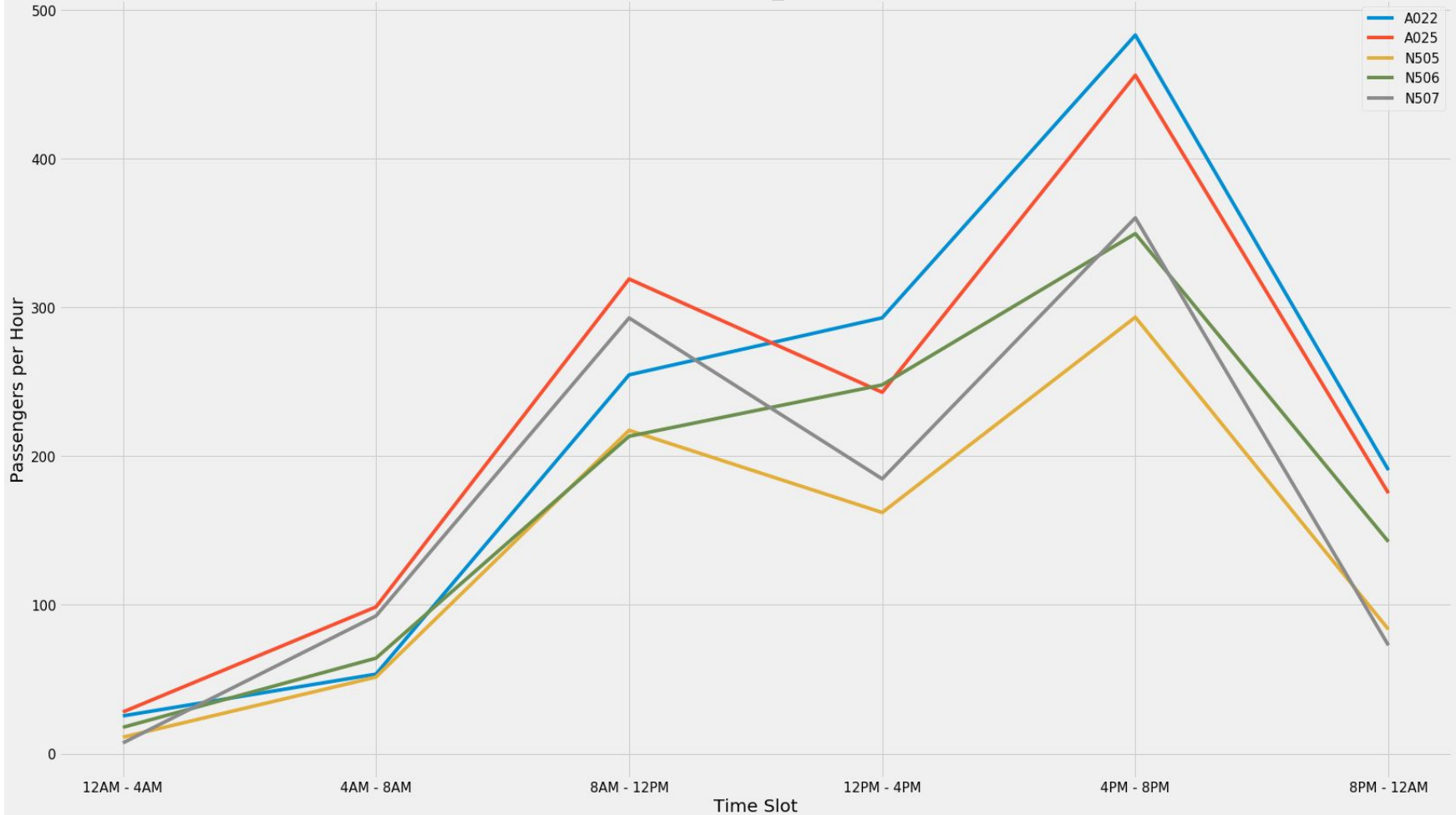
Passengers per Hour for Top 10 Stations Over Time (May - June 2016, 2017)



Entrance-level analysis

- Where are the best places to collect emails within a station?
- Does the ordering of top booths change over time?

Passenger per Hour for Booths at 34 ST-HERALD SQ_BDFMNQRW Over Time (May - June 2016, 2017)

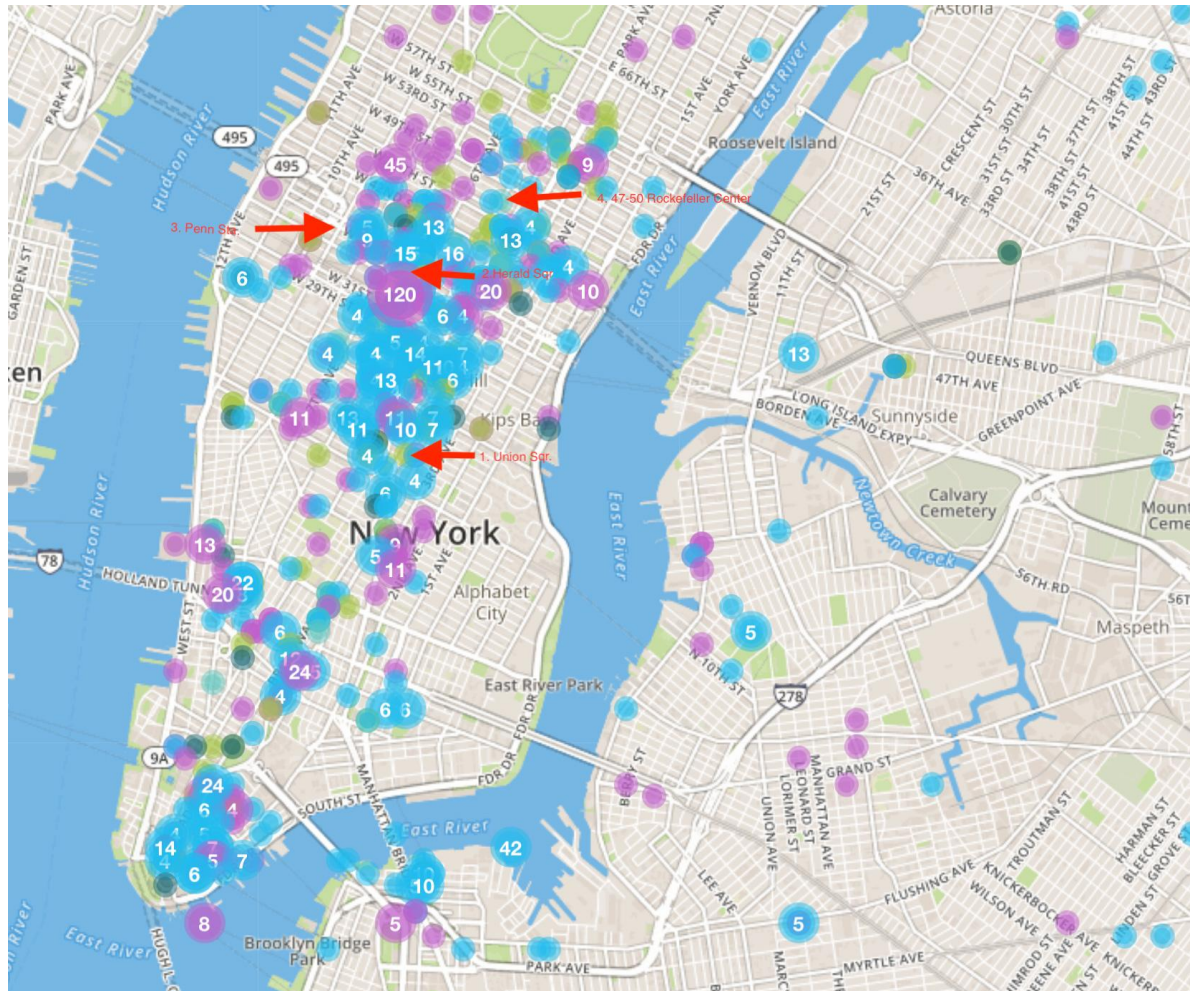


Takeaways

NYC Technology Companies Heat Map

1. Union Square
2. Herald Square
3. Penn Station
4. Rockefeller Center

Credit:
<https://www.digital.nyc/map>



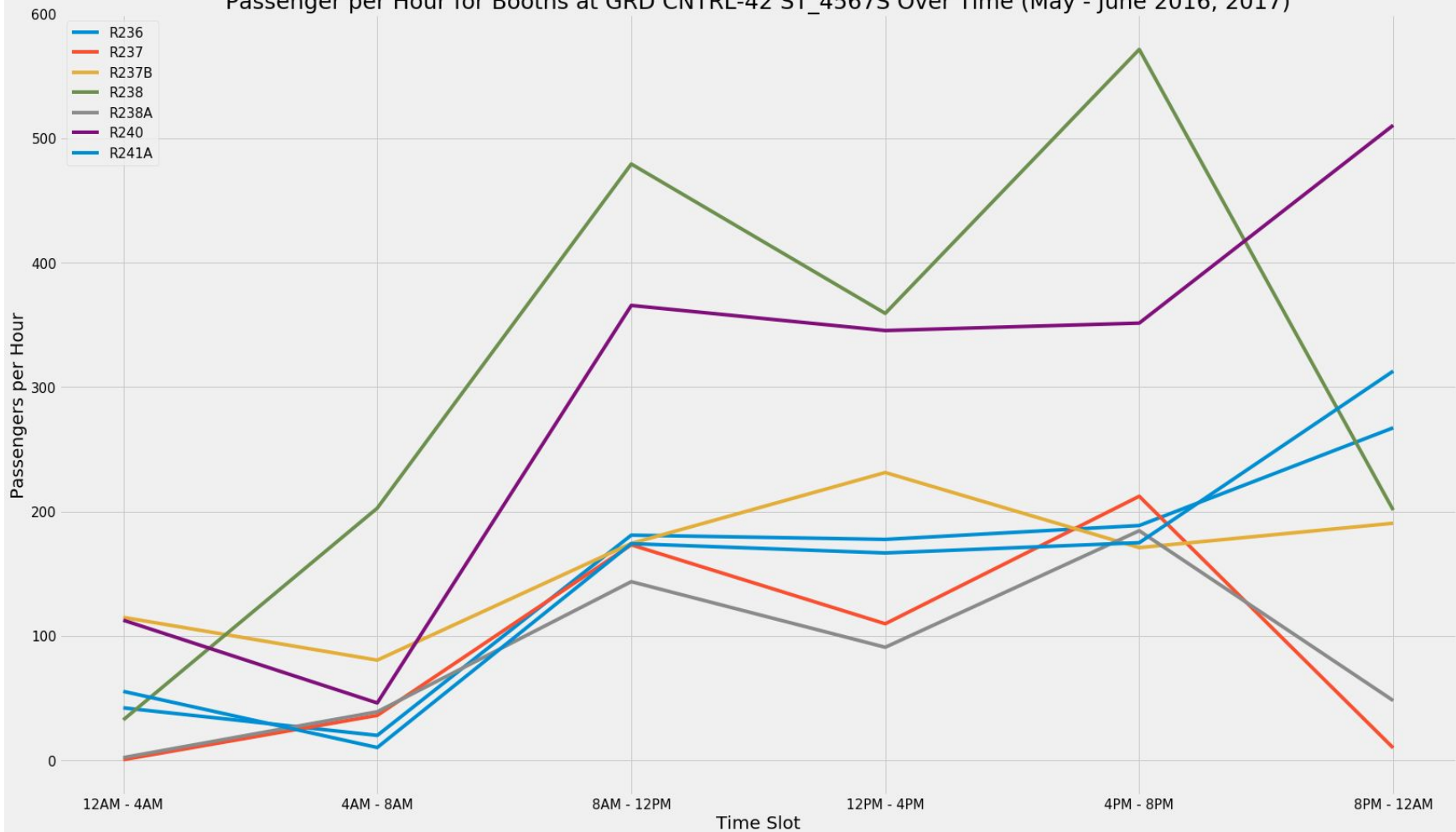
Recommendations by Time of Day

Station and Line Name	12AM - 4AM	4AM - 8AM	8AM - 12PM	12PM - 4PM	4PM - 8PM	8PM - 12AM
GRD CNTRL-42 ST - 4567S	R237B	R238	R238	R238	R238	R240
34 ST-HERALD SQ - BDFMNQRW	A025	A025	A025	A022	A022	A022
14 ST-UNION SQ - 456LNQR	R221	R221	R221	A037	A037	A037
86 ST - 456	R249	R249	R249	R249	R249	R249
TIMES SQ-42 ST - 1237ACENQRS	R151	R151	A021	R151	R151	R151
59 ST COLUMBUS - 1ABCD	N051	N051	N051	N051	N051	N051
47-50 STS ROCK - BDFM	N500	N500	N500	N501	N500	N500
FLUSHING-MAIN - 7	R533	R533	R533	R533	R533	R533
FULTON ST - 2345ACJZ	N095	N098	N098	R206	N095	N095
34 ST-PENN STA - ACE	N070	N072	N072	N070	N068	N067

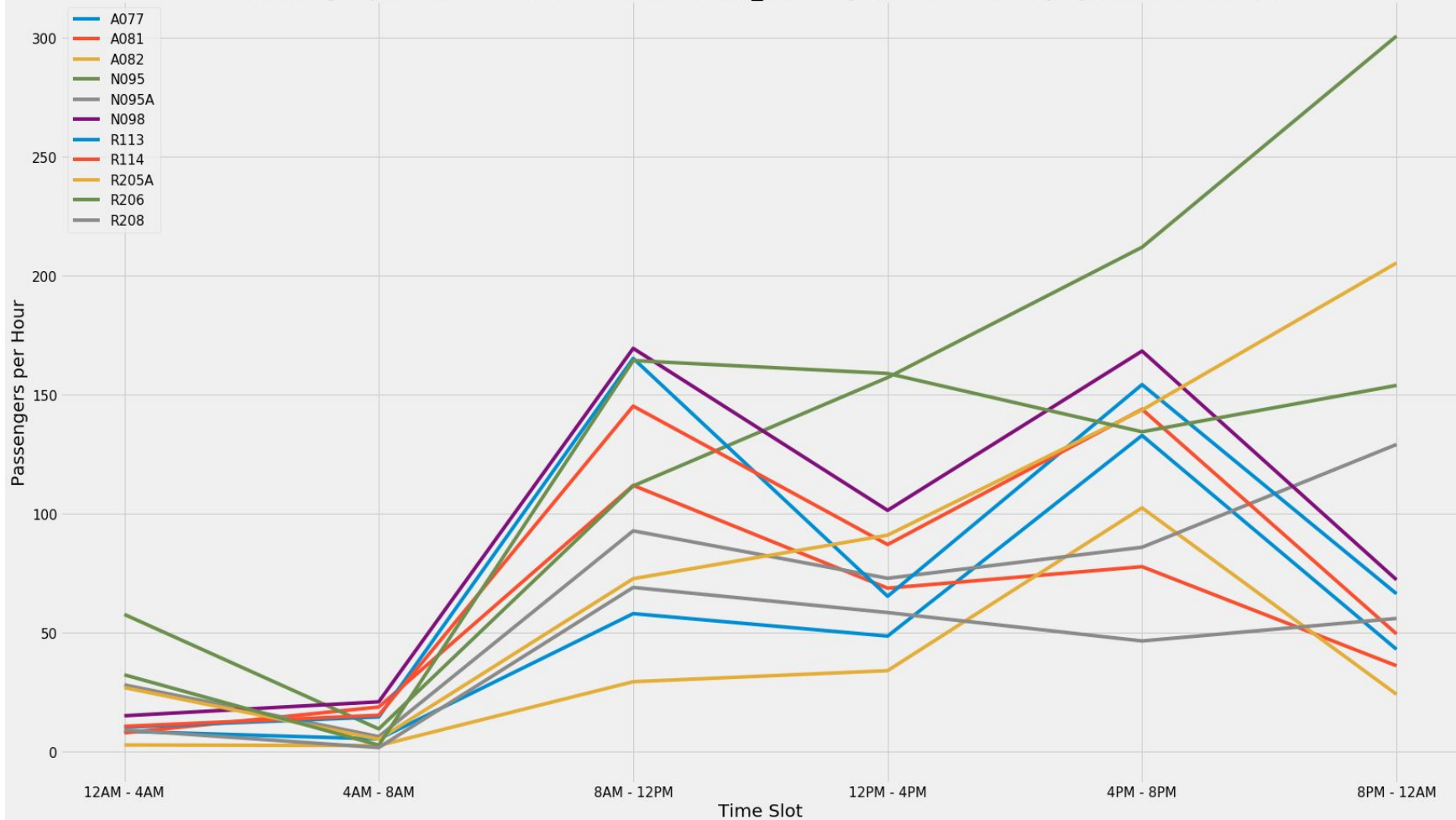
Appendix

Booth Analysis by Top 10 Station

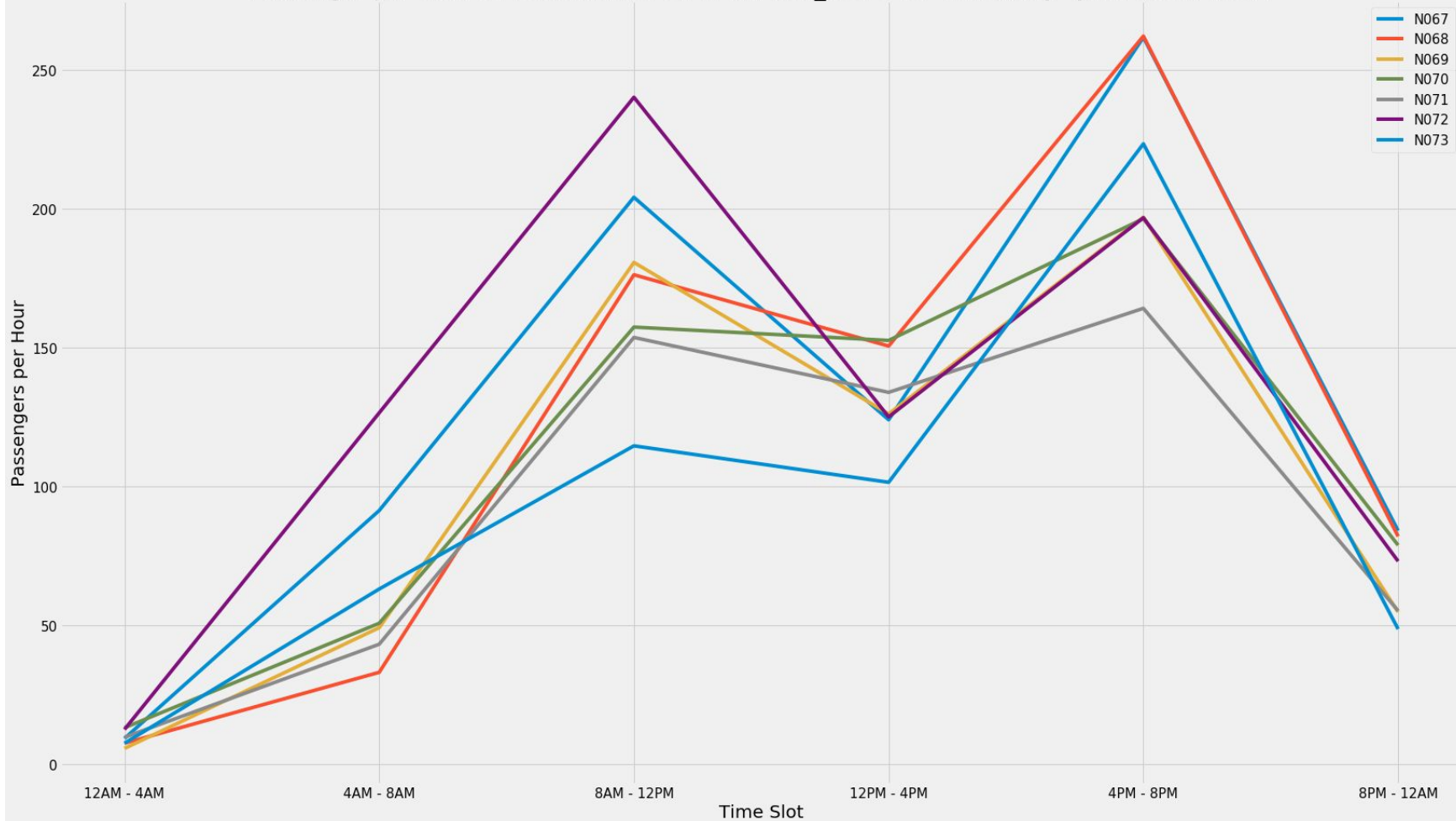
Passenger per Hour for Booths at GRD CNTRL-42 ST_4567S Over Time (May - June 2016, 2017)



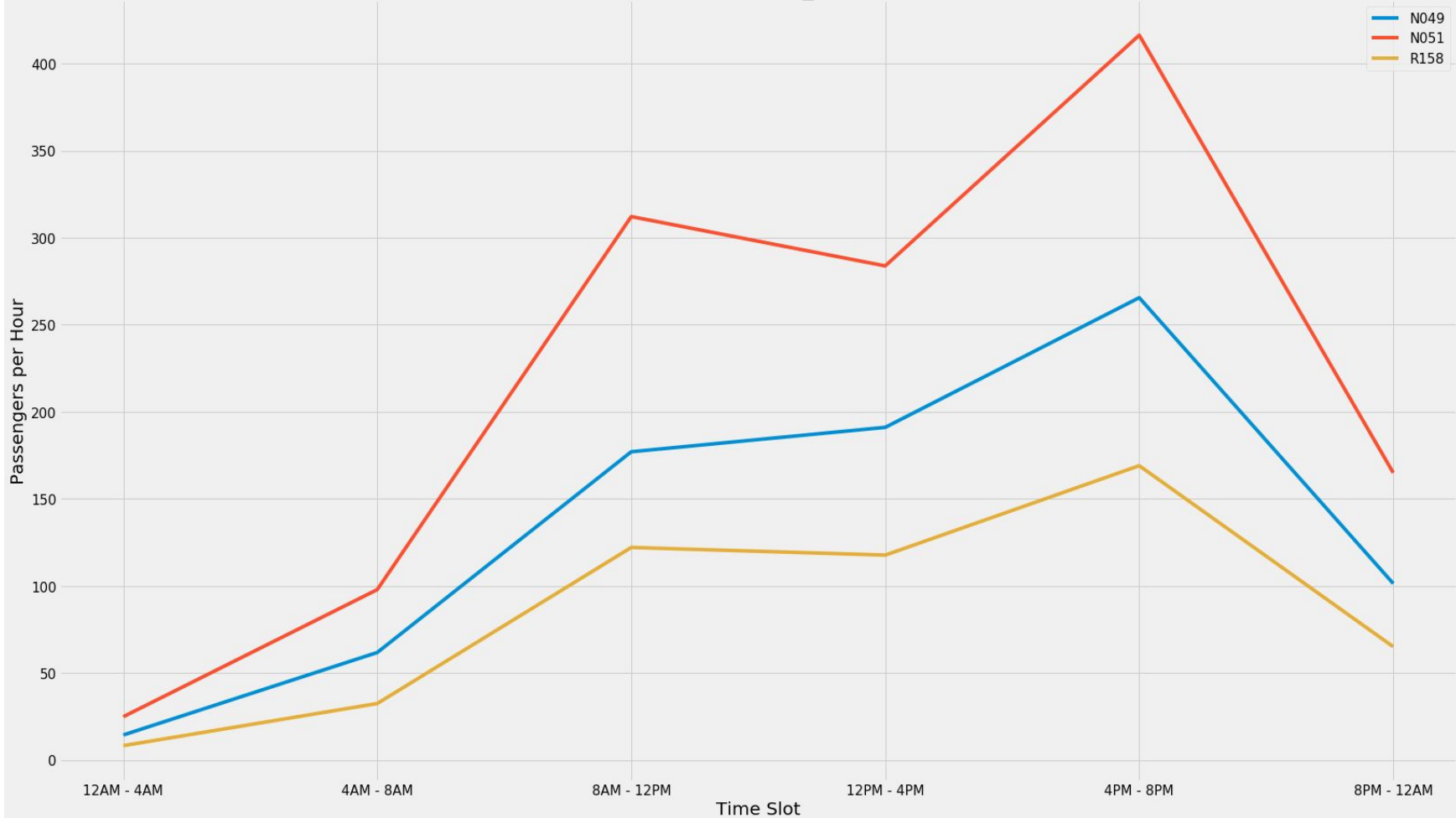
Passenger per Hour for Booths at FULTON ST_2345ACJZ Over Time (May - June 2016, 2017)



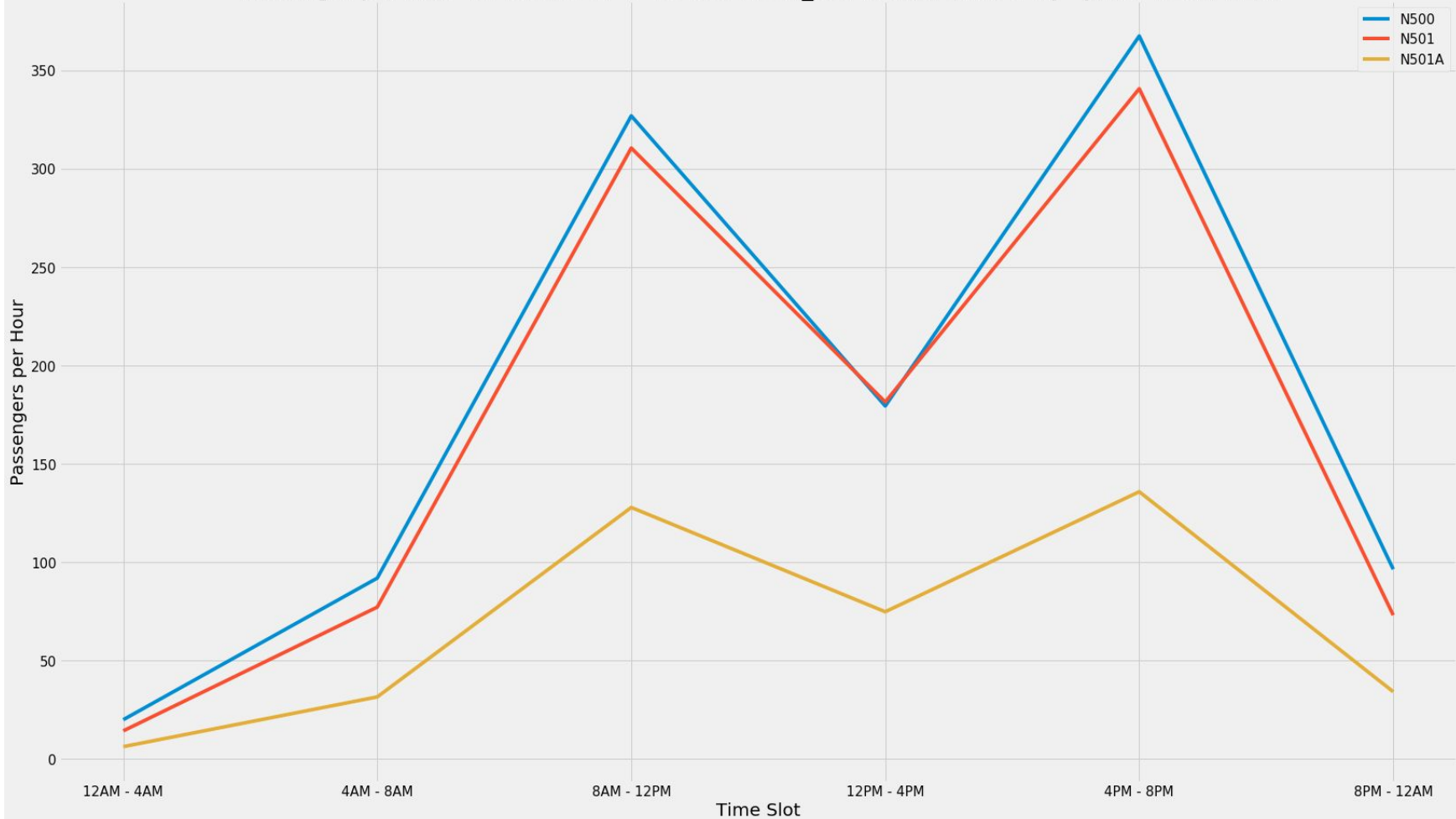
Passenger per Hour for Booths at 34 ST-PENN STA_ACE Over Time (May - June 2016, 2017)



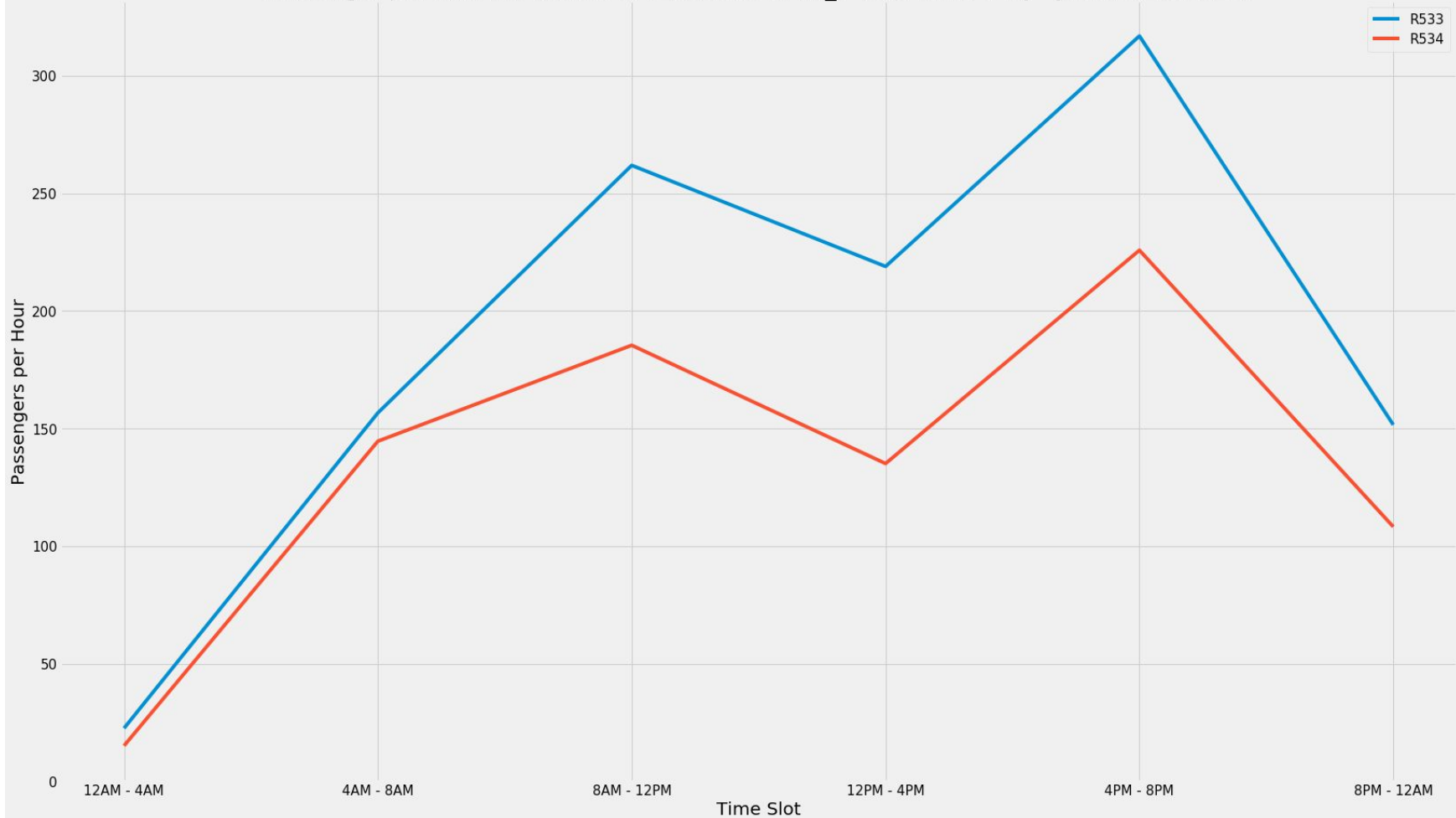
Passenger per Hour for Booths at 59 ST COLUMBUS_1ABCD Over Time (May - June 2016, 2017)



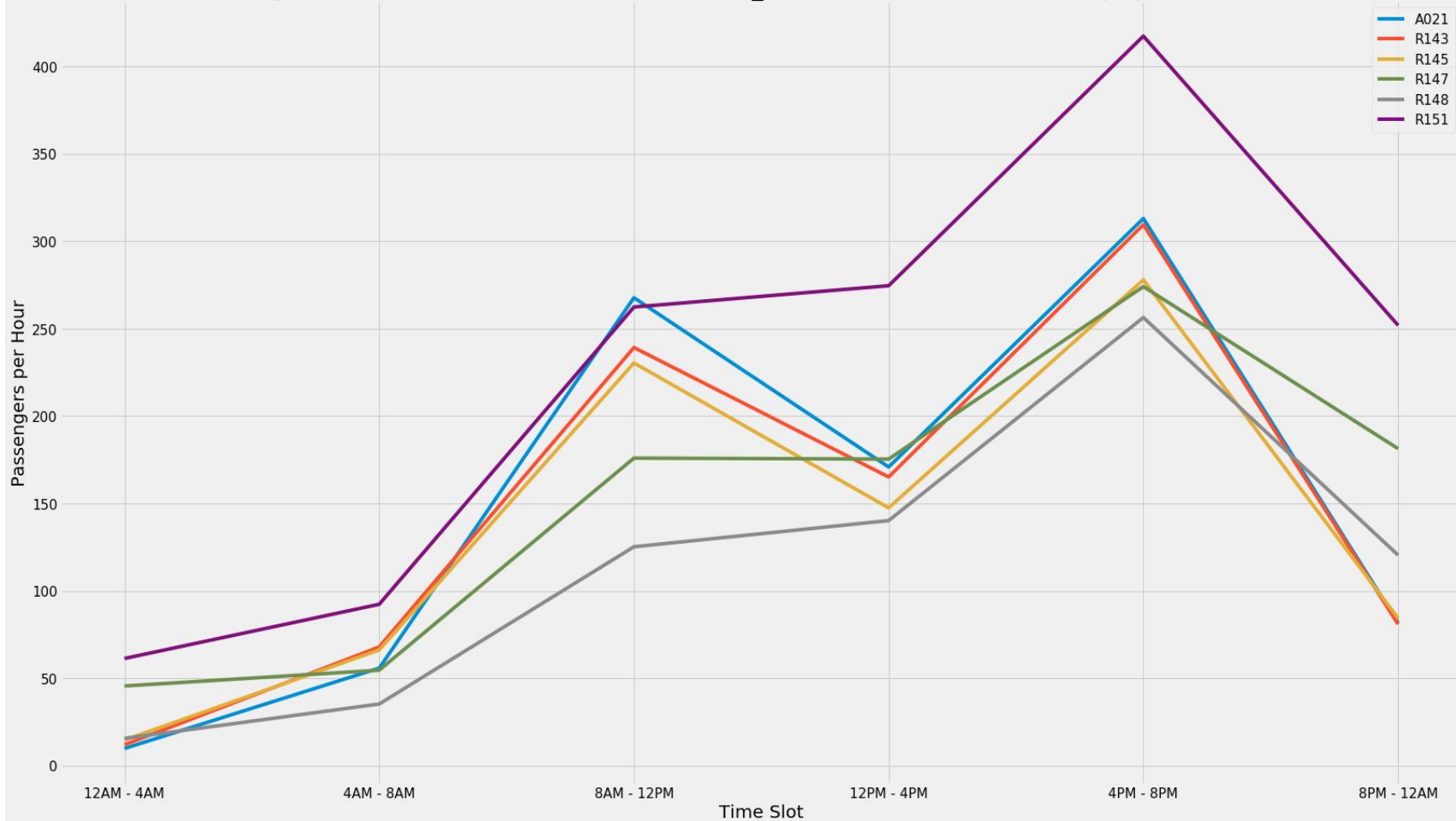
Passenger per Hour for Booths at 47-50 STS ROCK_BDFM Over Time (May - June 2016, 2017)



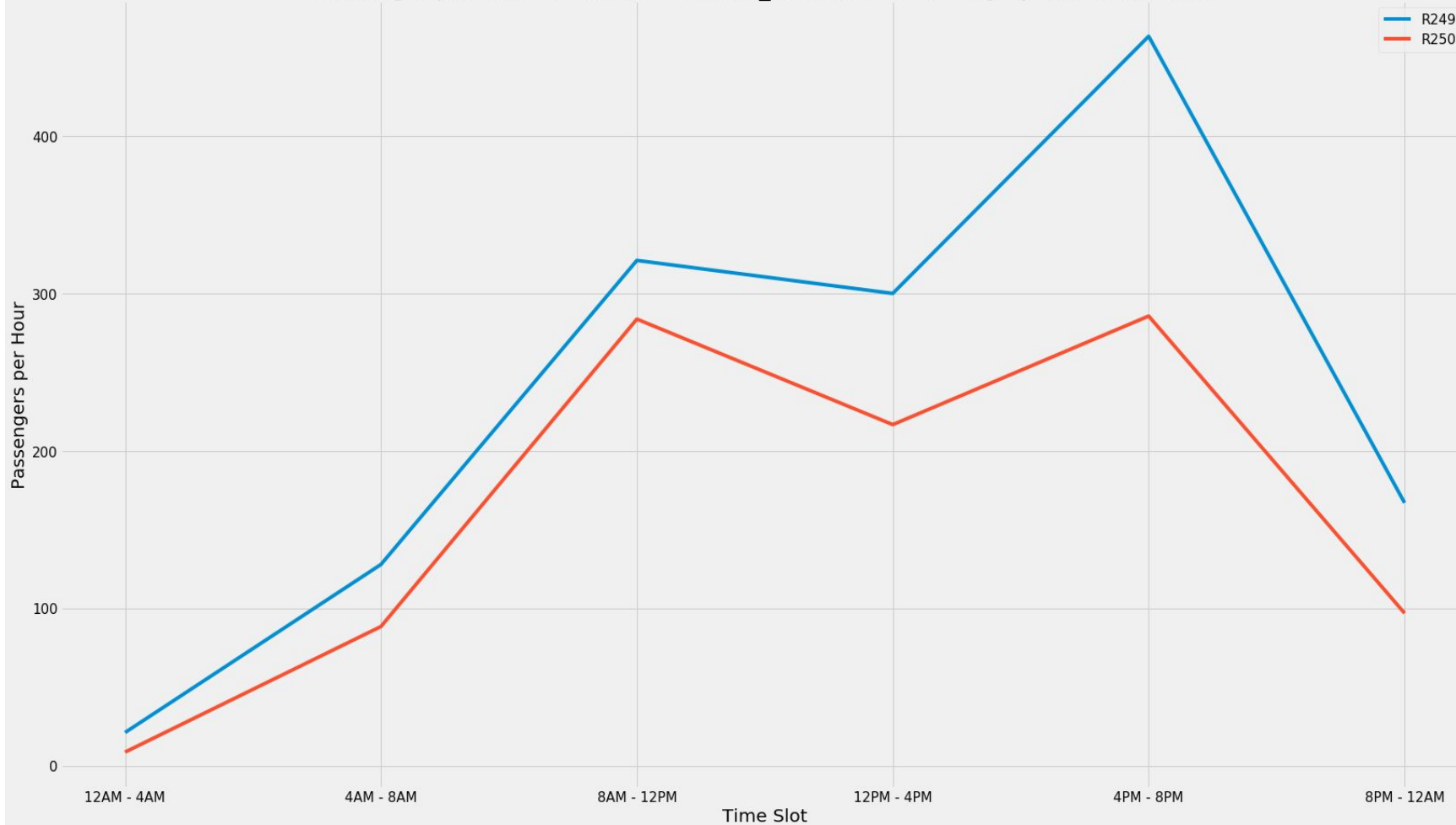
Passenger per Hour for Booths at FLUSHING-MAIN_7 Over Time (May - June 2016, 2017)



Passenger per Hour for Booths at TIMES SQ-42 ST_1237ACENQRS Over Time (May - June 2016, 2017)



Passenger per Hour for Booths at 86 ST_456 Over Time (May - June 2016, 2017)



Passenger per Hour for Booths at 14 ST-UNION SQ_456LNQRW Over Time (May - June 2016, 2017)

