

WOMEN TECH WOMEN YES!

**EMPOWERING WOMEN TO STEP INTO
THE FIELD OF TECHNOLOGY**

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WTWY GALA

ANNUAL SUMMER GALA!

- Goals:
 - Build awareness and reach
 - Fill out event space with passionate individuals



ATTENDANCE

ATTENDEE CATEGORIES

- Target attendance for the WTWY gala: 1000 people
 - 300 ~ 400 people friends and family and special invites
 - 600 ~ 700 are going to be attendees from people have meet with the street teams and signed up for gala tickets.

STREET TEAM ATTENDANCE

LET'S HAVE A THINK ABOUT IT...?

Before we send out the teams in the streets, lets see how many people we need to approach:

- 600 people to attend
- %40 rate of attendance from signatures [1500]
- 1% rate of success of collecting signature [150000]

150000 people need to be approached in order to for us to reach our attendance goal



COLLECTING DATA

STREET TEAMS & DATA

- Signatures will be collected by WTWY street teams
- In order to optimize collecting signatures, the data from the New York City MTA website will be collected and analysed
- Data will be from MTA turnstile data of the stations through out NYC



AIMED DATA

GALA & DATA

- WTWY Gala date June 2022
- Collected Data: March, April, May 2021
 - Recollection
 - Similar pattern and behavior



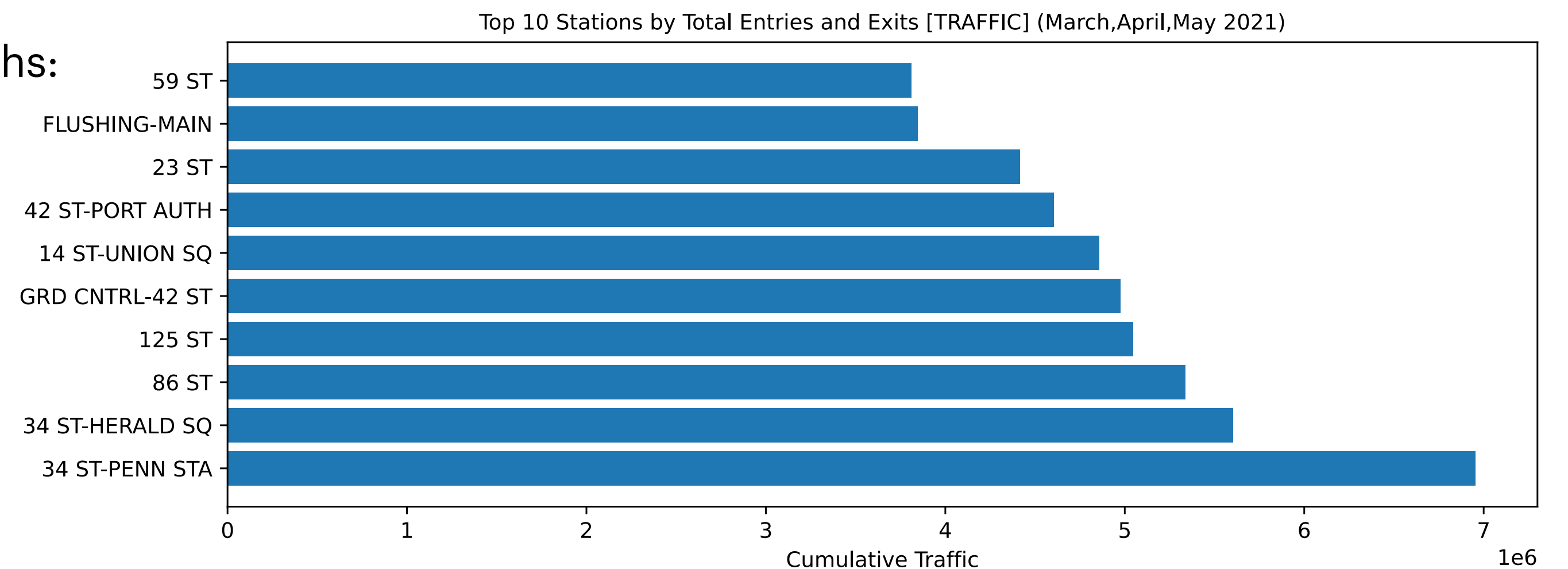
DATA ANALYSIS

HIGH TRAFFIC STATIONS

To optimize our reach:

- We need find out about the stations with HIGHEST TRAFFIC (Entrance + Exit)
- Using the MTA data we have found the top 10
- The Top 3 stations hold traffic as much as in 3 months:

1. 34 ST-PENN STA [6,952,125]
2. 34 ST-HERALD SQ [5,603,618]
3. 86 ST [5,335,715]



ANALYSIS STATIONS

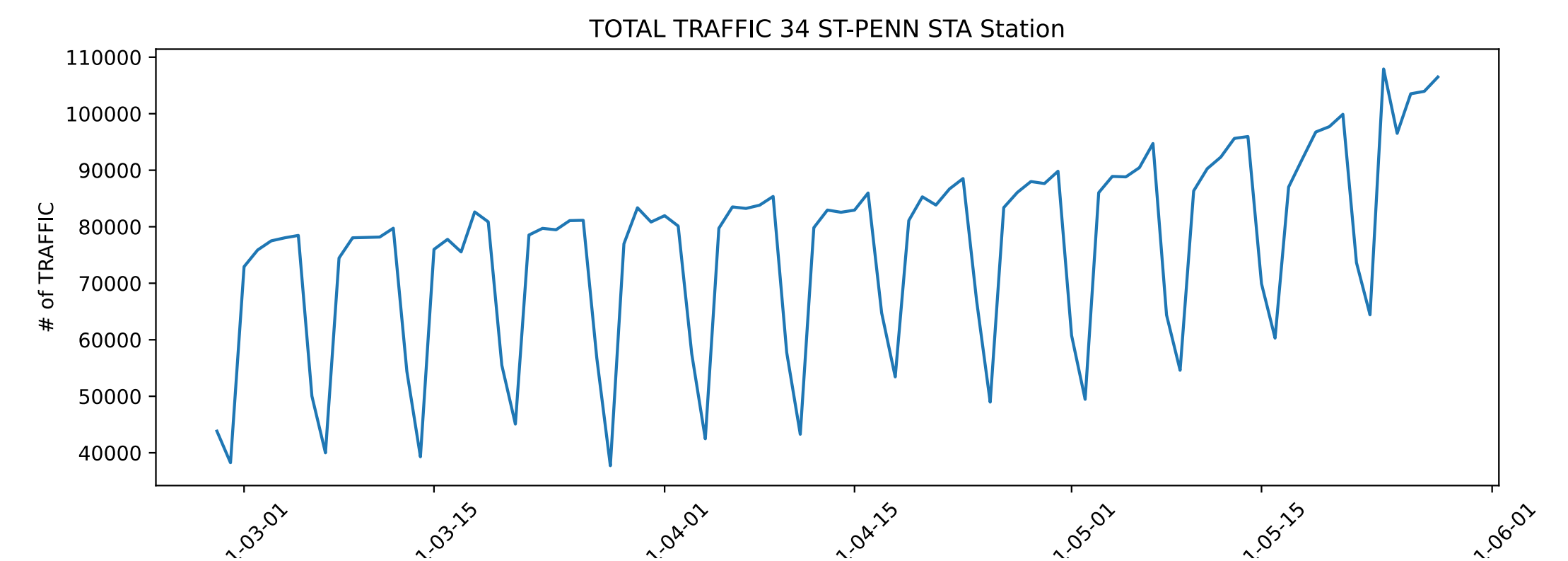
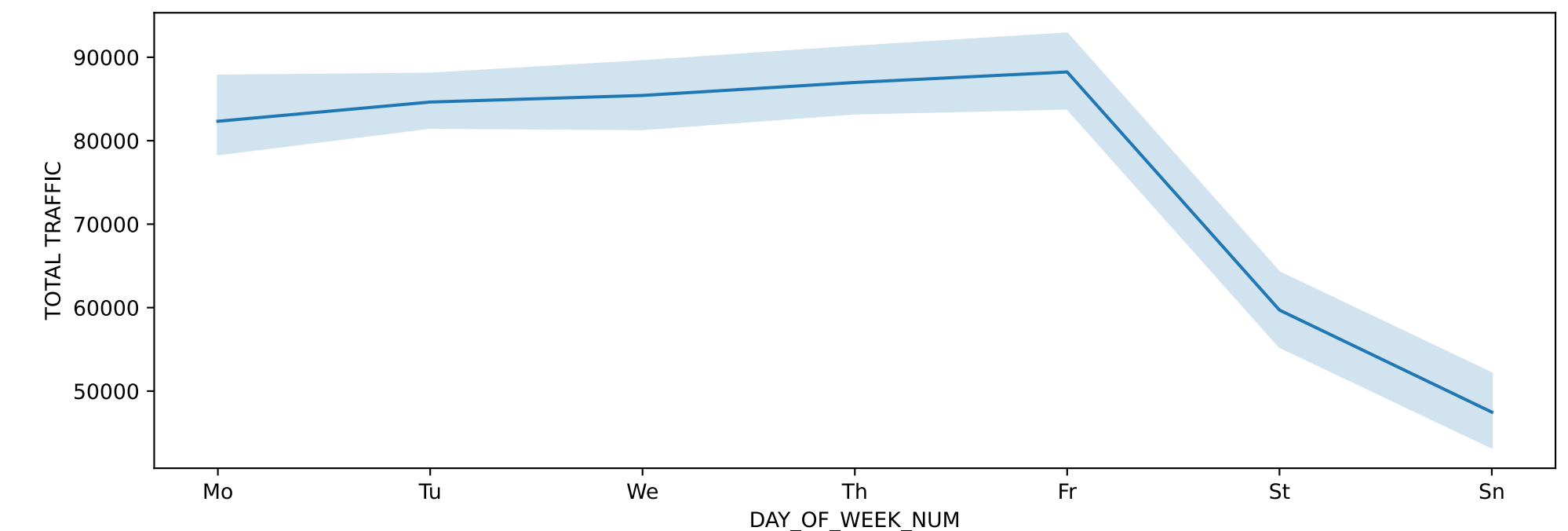
34 ST-PENN STATION

Understandings:

- Constant & stable traffic behavior during the weekdays
- Slight Increase from Monday to Friday and then drop for weekends
- Weekly behavior steady while month to month increase traffic from March to May
- Biggest Traffic difference from March till May
- Couple of peaks towards Fridays in May

Conclusions:

- Station mostly used by riders traveling for work
- As weather warms up, we may be getting more traffic
- Probability if increase in tourism



ANALYSIS STATIONS

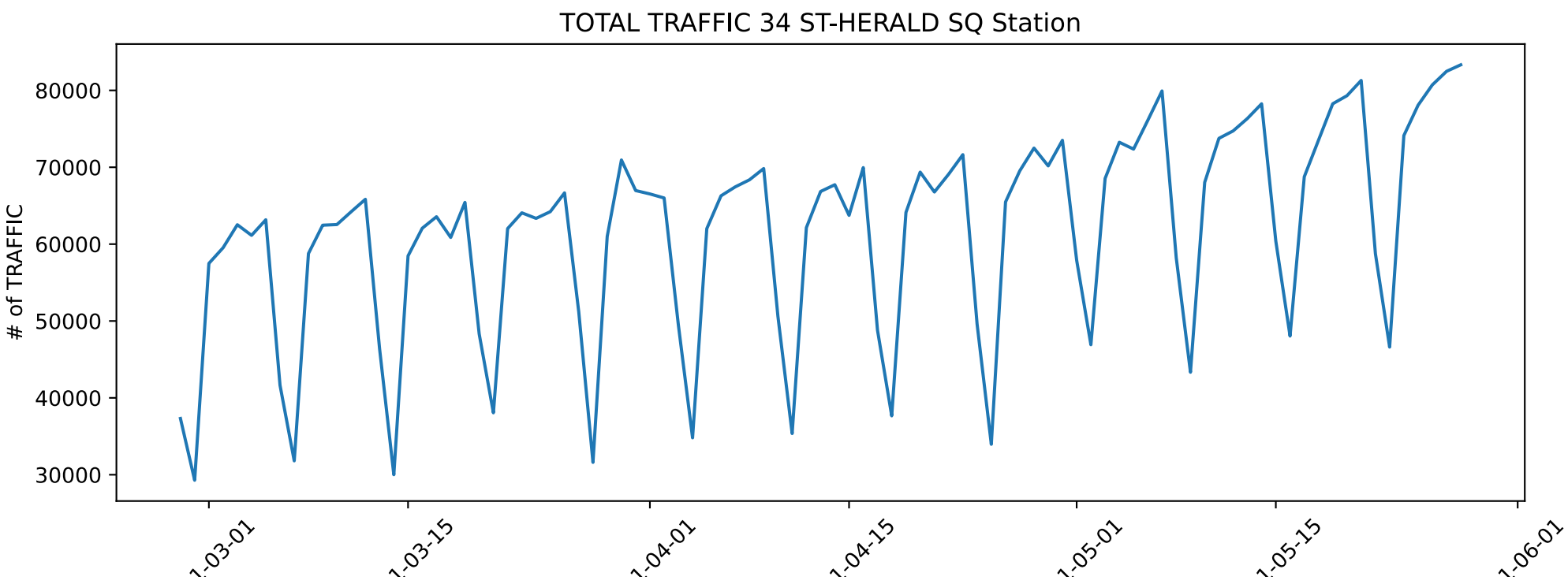
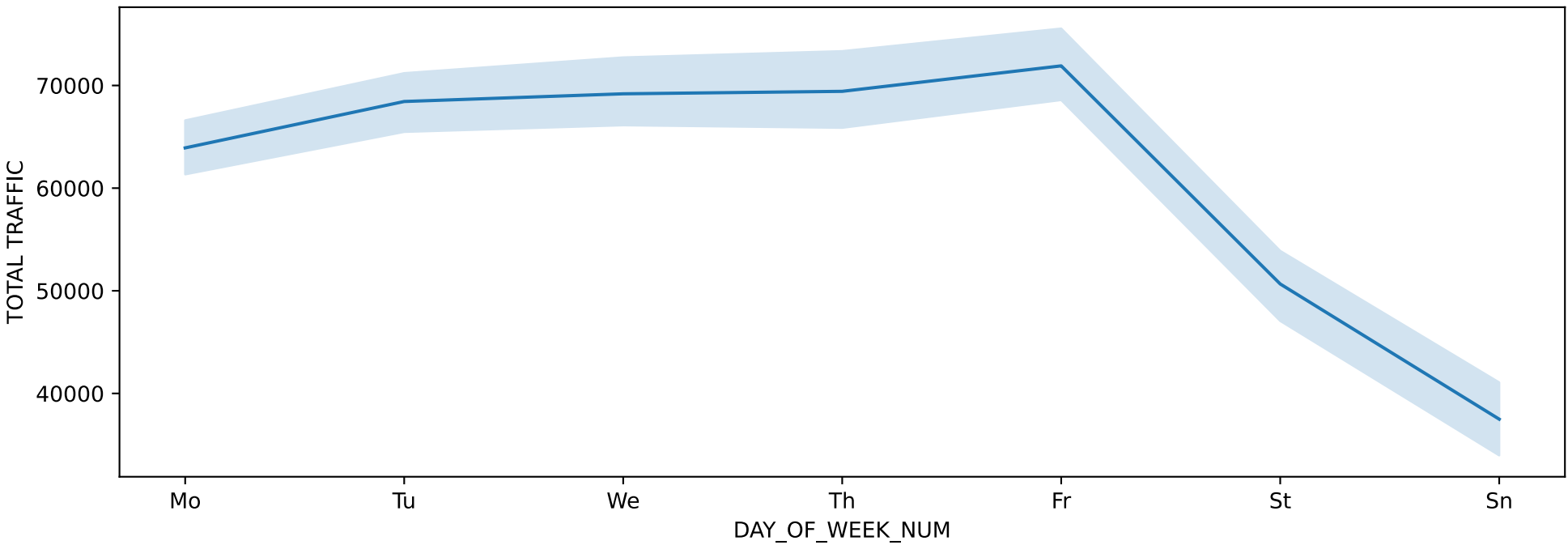
34 ST-HERALD SQ STATION

Understandings:

- Traffic behavior in a week
- Slight sharp Increase from Monday to Friday and then sharp slope towards the weekend
- Weekly behavior steady while month to month increase traffic from March to May
- Fridays peak in this station in comparison to other days

Conclusions:

- Station mostly used by riders traveling for work
- Slight more weekend activity in this station
- As weather warms up, we may be getting more traffic
- Probability if increase in tourism
- Sharpness throughout almost every week might indicate of special weekly events around this station



ANALYSIS STATIONS

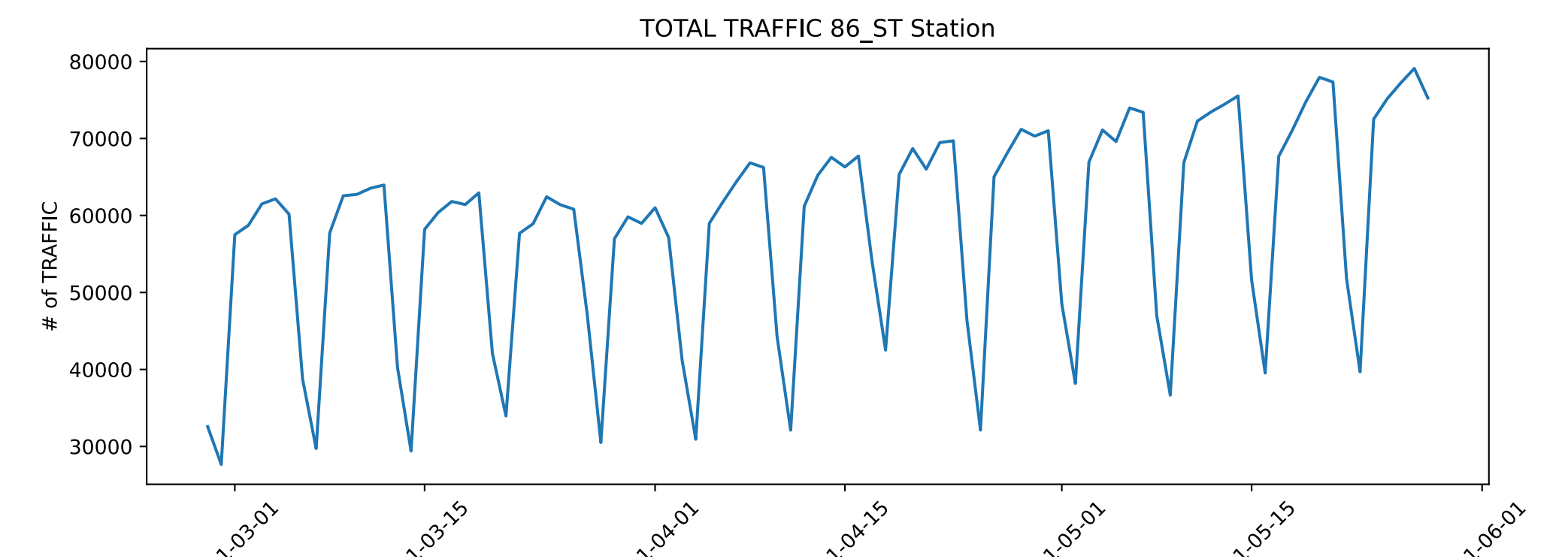
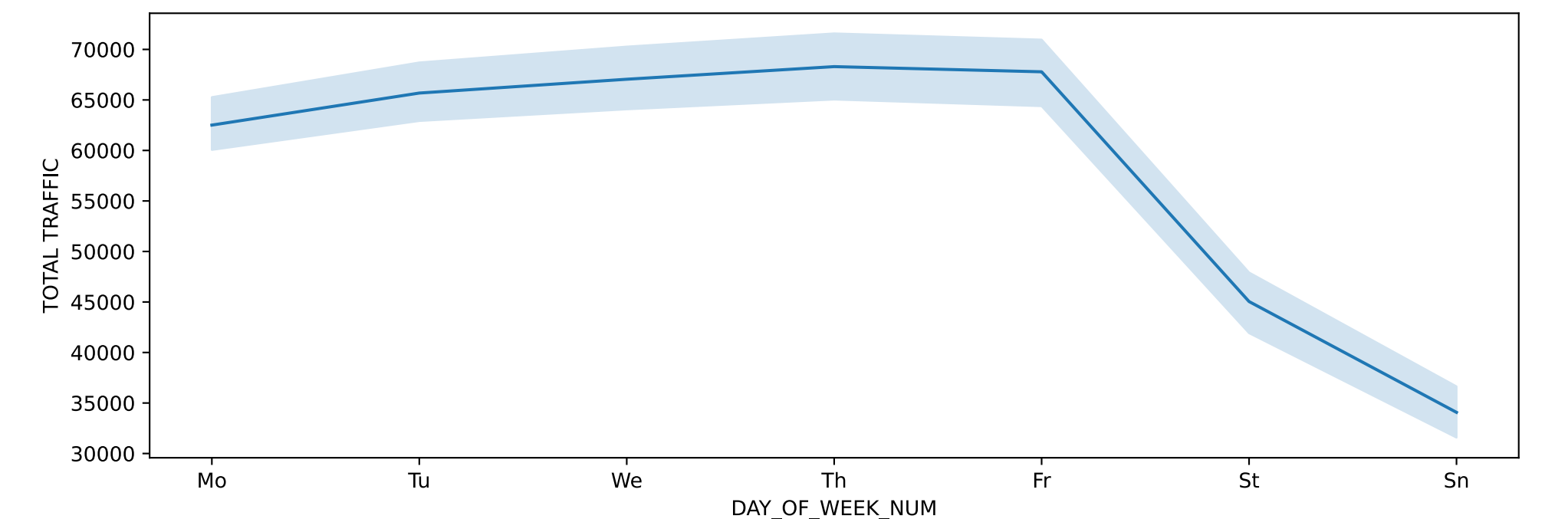
86 ST STATION

Understandings:

- Less Traffic on Mondays than any other day off the week
- Constant traffic for Thursday and Friday and usual sharp slope towards the weekend
- Drop of riders traffic for 3 weeks from 3/20 - 4/10
- Increase of traffic towards month of May

Conclusions:

- Station mostly used by riders traveling for work
- As weather warms up, we may be getting more traffic
- Probability if increase in tourism



ANALYSIS STATIONS

HOURLY ANALISYS
34 ST-PENN STATION & 34 ST-HERALD SQ STATION & 86 ST STATION

Understandings:

- Busiest hours of each station has through out the months of March, April and May
- Hour 20:00 is common between all 3 stations as the busiest hour

Conclusions:

- Although 34ST PENN Station is the busiest station, during peak hour **20:00,16:00, 12:00 34ST HERALD goes through more traffic**
- The peak traffic hours between all station tend to be 12:00, 16:00 and 20:00
- PENN station is mostly going through high traffic in the evening 16:00,18:00,20:00
- Midnight Traffic tend to be high at 34ST HERALD SQ Station.

```
mta_penn_grouped.head( )
```

TOTAL TRAFFIC	
TIME	
1900-01-01 20:00:00	1225661.0
1900-01-01 16:00:00	1063498.0
1900-01-01 12:00:00	836601.0
1900-01-01 18:00:00	567777.0
1900-01-01 08:00:00	533077.0

```
mta_herald_grouped.head( )
```

TOTAL TRAFFIC	
TIME	
1900-01-01 20:00:00	1548280.0
1900-01-01 16:00:00	1234399.0
1900-01-01 12:00:00	1029292.0
1900-01-01 00:00:00	482340.0
1900-01-01 08:00:00	421386.0

```
mta_86st_grouped.head( )
```

TOTAL TRAFFIC	
TIME	
1900-01-01 20:00:00	1058374.0
1900-01-01 16:00:00	950672.0
1900-01-01 12:00:00	841569.0
1900-01-01 08:00:00	418763.0
1900-01-01 00:00:00	324004.0

**150K SIGNATURES
VS.
DATA ANALYSIS
& CONCLUSIONS**



FINAL THOUGHTS

WRAPPING HEAD AROUND ALL THE INFORMATION

- Need to collect 150k. Signatures in 3 month
- TIME : 14 Weeks precisely
- Street team power and funding and flexibility
- We have 3 station to approach where weekdays and specially end of the week (Thursday & Friday)
- Most approachable hours are evenings from 16:00 to 20:00
- There were be higher traffic approaching summer, possibility to increase man power to reach out more
- Switching around street teams and not focusing on one location in order to avoid repetitive assurances with station riders
- Total traffic of each station during the 14 weeks

SOLUTION

OPTIMIZING SIGNATURE COLLECTION

WTWY organization will be provided with:

- Having 3 groups of 3 of street teams
- The table of schedule for teams will be
 - Mostly one group focusing on Fridays @ PENN 20:00
 - 2 other groups would be switching posts between Thursdays and Fridays 16:00 and 20:00
 - Appearances should at each slot should skip 2 weeks or 3 depending on schedule and groups
 - The schedule for the last 2 weeks would demand for increase of street teams for approaching same days and hours
 - Ans also maybe weekends in order to collect groups other than daily users



[illegible]