WTWY Street MTA Analysis
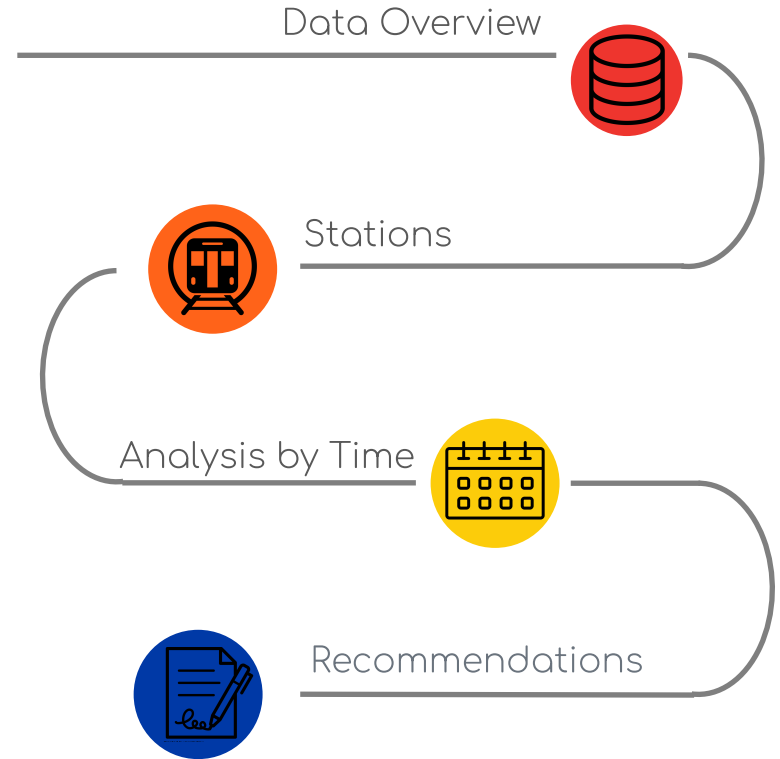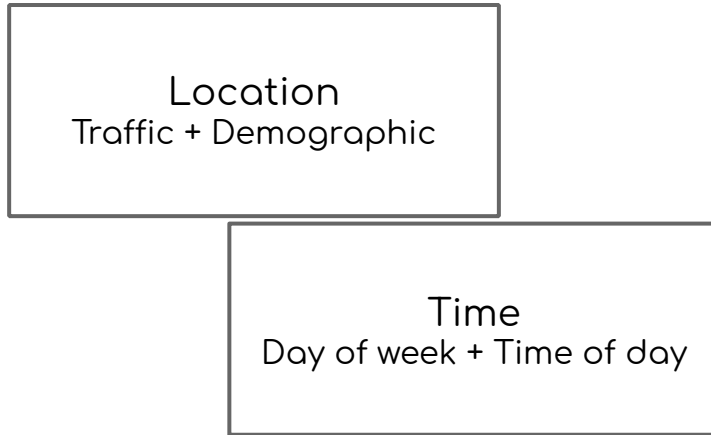
Anthony, Jen, Lew, Rami

Objective

→ Optimize our street canvassing to garner interest for women in technology

Location
Traffic + Demographic

Time
Day of week + Time of day

Data Overview

Stations

Analysis by Time

Recommendations

Data Overview

MTA Turnstile Data
➔   08/03/2019 - 10/3/2019
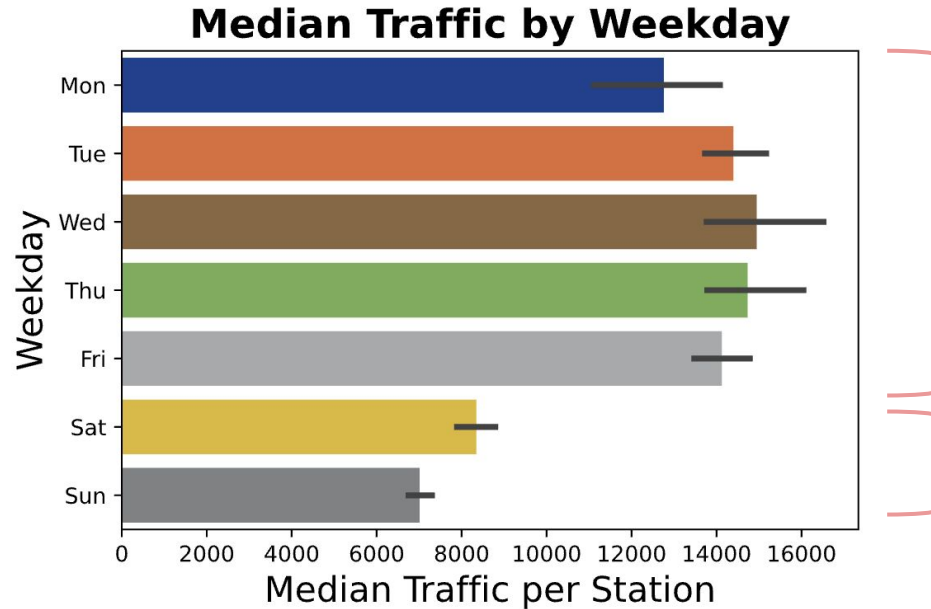➔   1.8+ million Observations, 300+ Stations

Demographic Data
➔   % Female Population
➔   % in the Tech Industry
➔   % of Income Brackets over $75k/yr
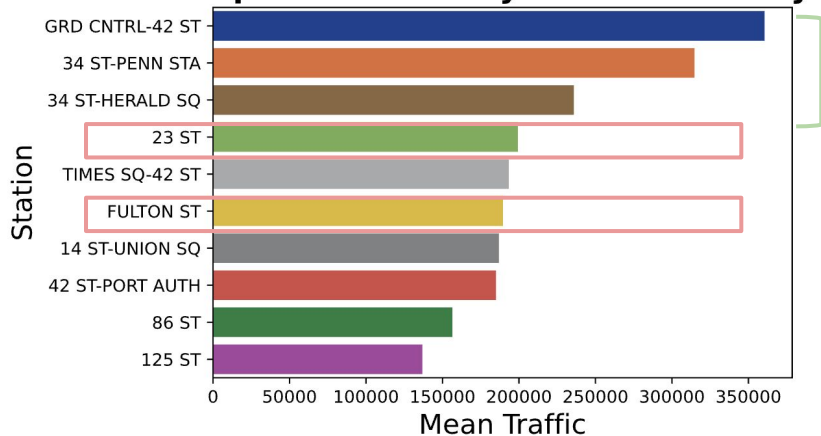
Traffic by Day of Week

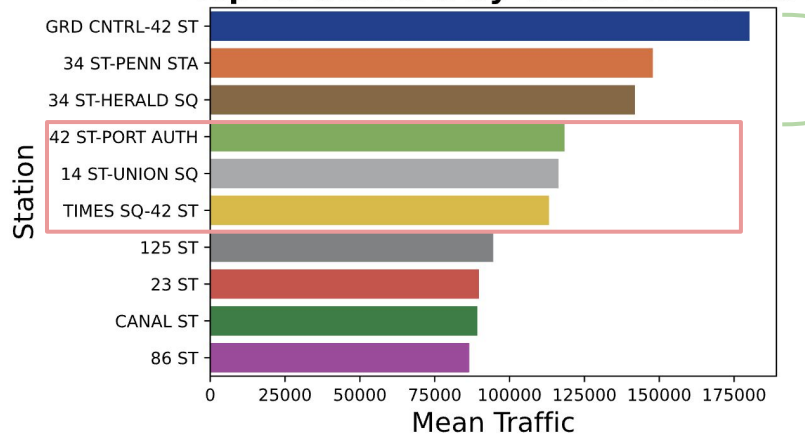➔ Traffic patterns are similar by weekdays and weekends

Median Traffic by Weekday

Busiest Stations

Top 10 Stations by Traffic-Weekday

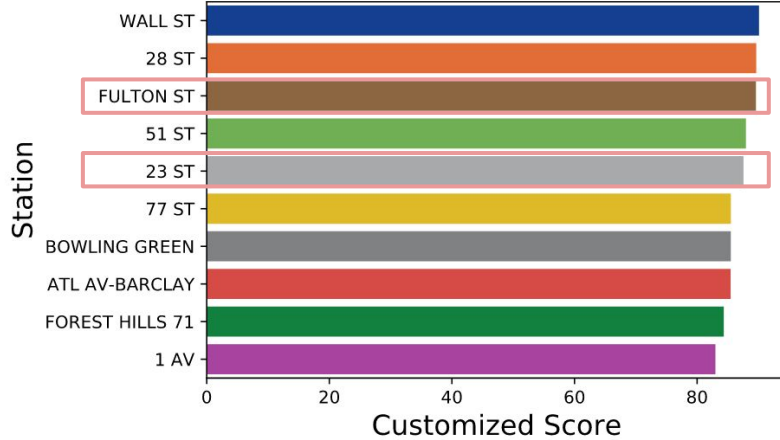**Top 10 Stations by Traffic-Weekend**

Scoring Stations

United States® Census Bureau

Top 10 Stations by Score - Weekday

Station	Customized Score
WALL ST	
28 ST	
FULTON ST	
51 ST	
23 ST	
77 ST	
BOWLING GREEN	
ATL AV-BARCLAY	
FOREST HILLS 71	
1 AV	

Top 10 Stations by Score - Weekend

Station	Customized Score
FULTON ST	
28 ST	
23 ST	
ATL AV-BARCLAY	
WALL ST	
THIRTY THIRD ST	
77 ST	
BOWLING GREEN	
51 ST	
FRANKLIN AV	
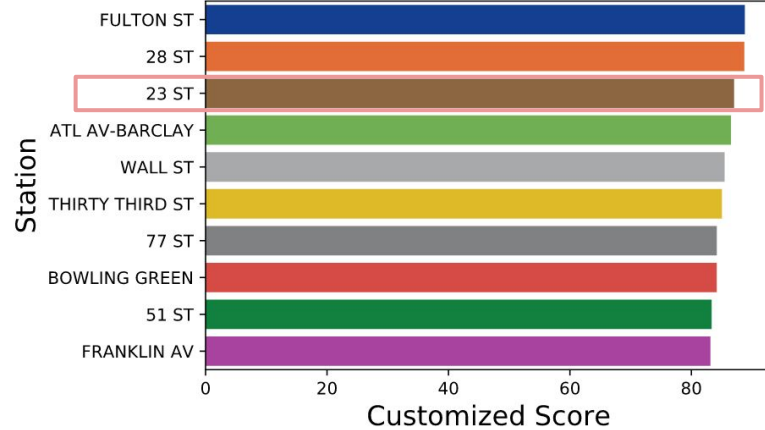
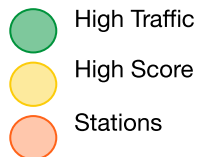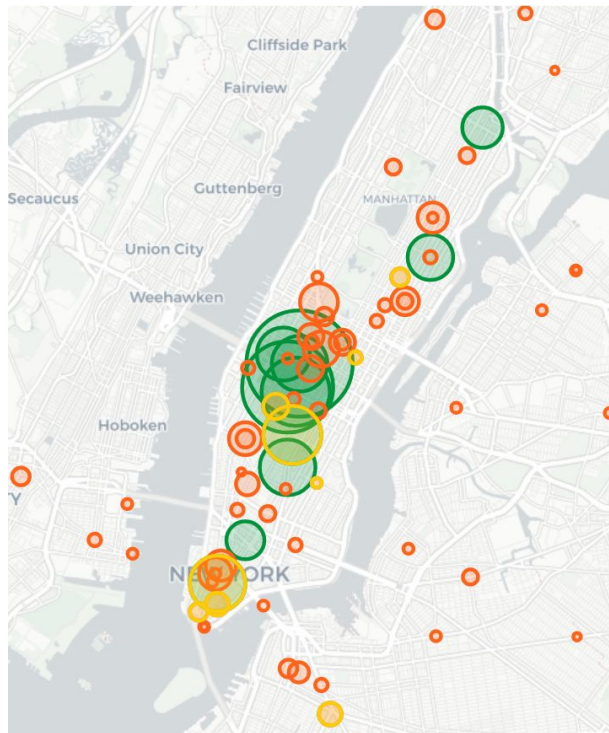| Traffic	% Pop. Female	% Information	% Technical Services	% Income 75k-99k	% Income Over 100k
50%	20%	10%	10%	5%	5%

Bubble Point Map - Looking at Population and Demographic

➔ Bubble Size - Traffic Volume

➔ Bubble Color - Demographic Ranking
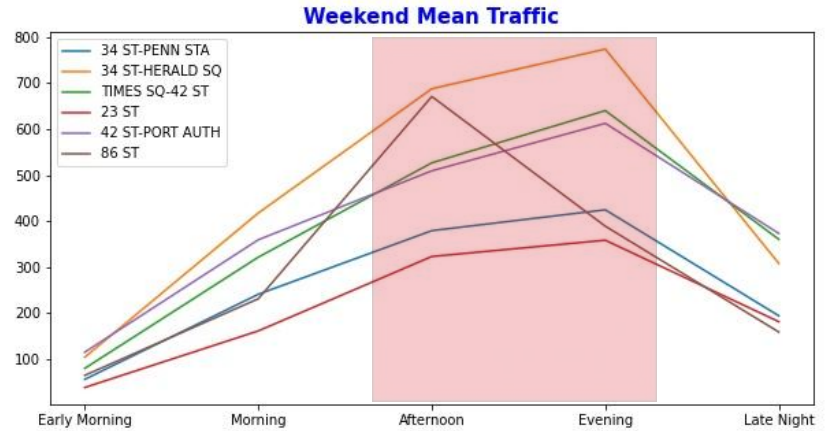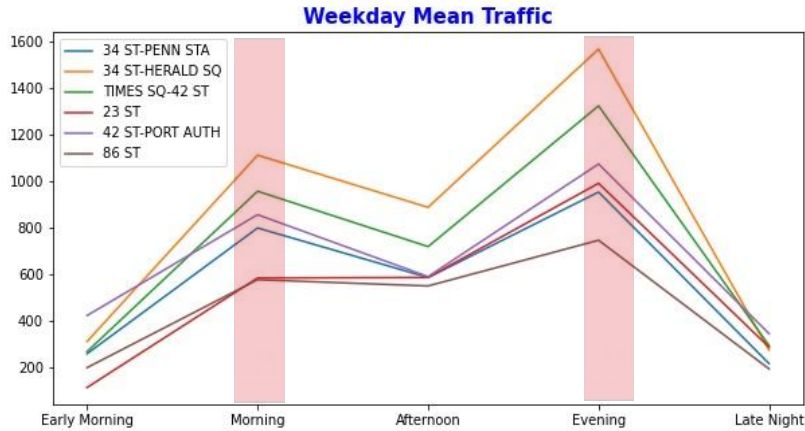

Weekdays

Weekends

High Traffic

High Score
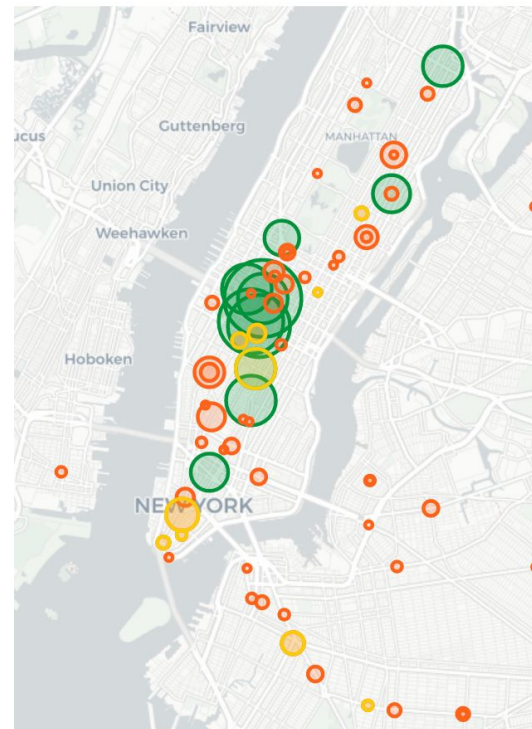
Stations

Busiest time of day

➔ Traffic is highest during commute times on weekday
➔ Traffic is highest second half of day on weekends

Recommendations

Weekdays
When: 8:00am-12:00pm
              4:00pm-8:00pm

Weekends:
When: 12:00pm-8:00pm

Top Stations:
➔   Raise Awareness - High traffic
➔   Targeted Demo - Scored
➔   Overlap

Women belong in all places where decisions are being made

Ruth Bader Ginsburg
1933 - 2020