Metis Project 1:
Exploratory Data Analysis (EDA)

By: Team 5

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Harnessing Data Analytics to Benefit WomenTechWomenYes International

Methods

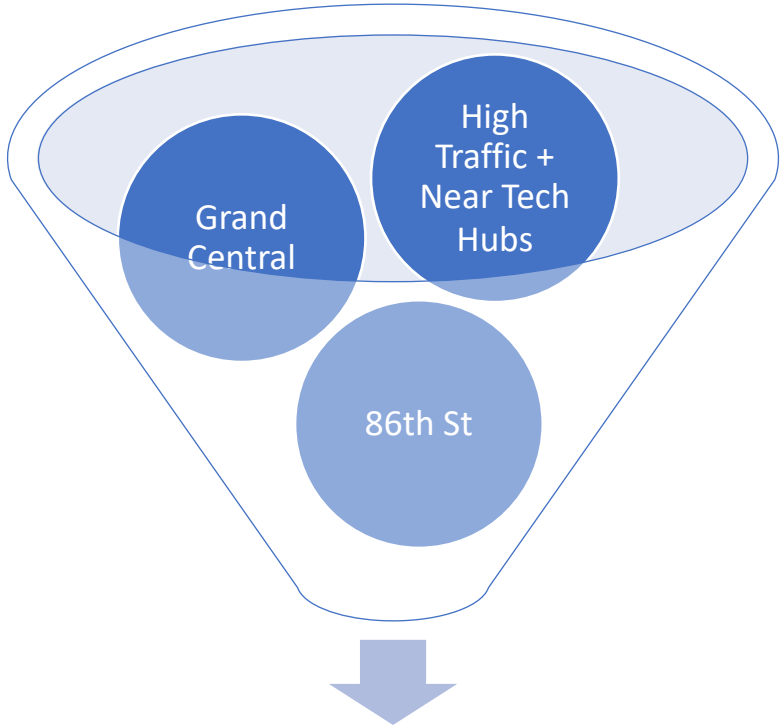
<u>We Combined/Analyzed Data From:</u>

- *Spring 2019* MTA Subway Usage
- Subway Station Locations
- Tech Sector Location Research

<u>Identify Subway Stations with both</u>:

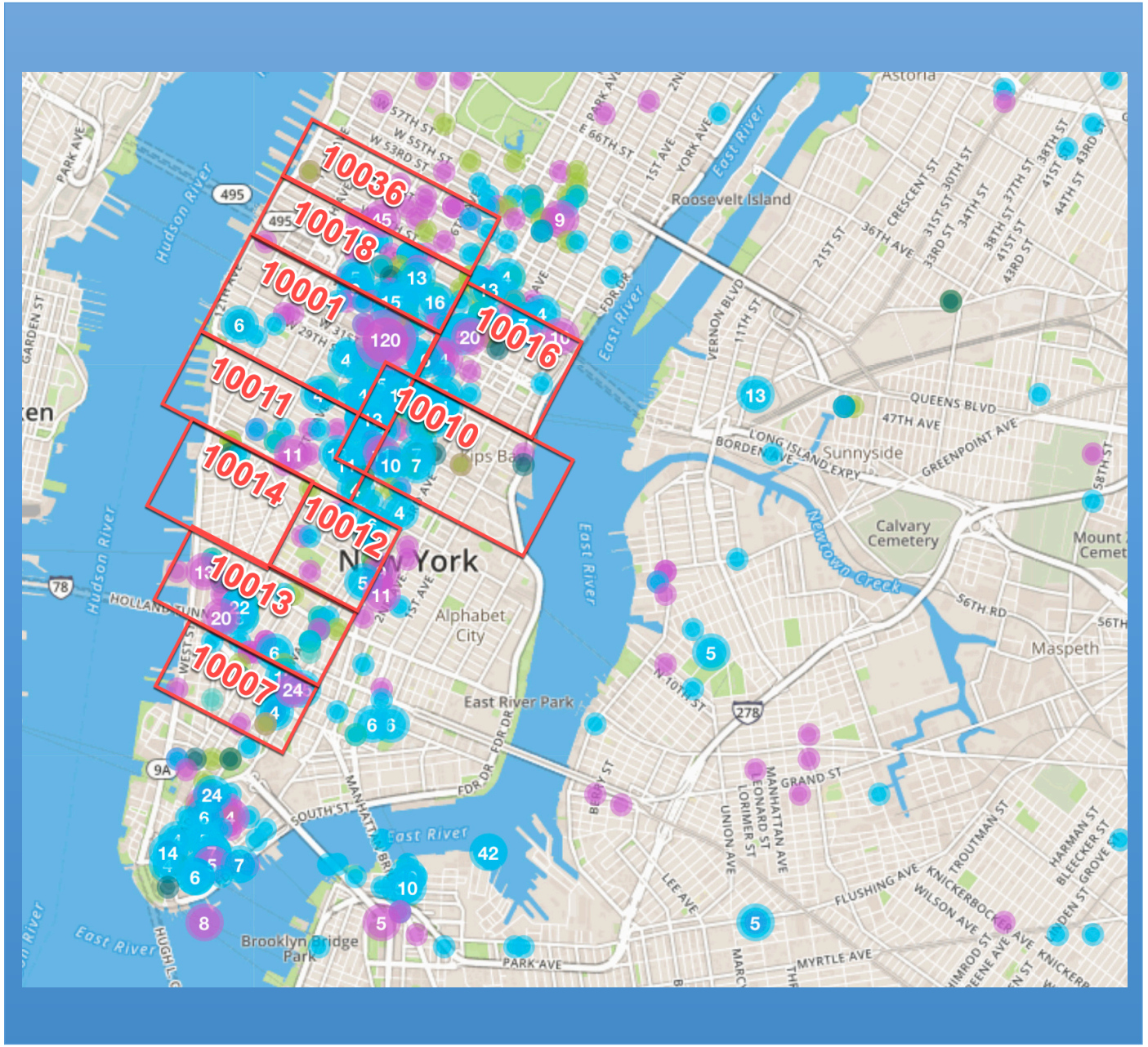
- Highest probability for finding tech employees
- Highest traffic volumes

Results



High Traffic + Near Tech Hubs

NYC Tech Scene



Digital NYC: http://www.digital.nyc/map

Built IN NYC: https://www.builtinnyc.com/2016/08/09/nyc-fundings-zipcode-2016

Results

Port Imperial-M
New York
Lincoln Tunnel
NY 495
NY 9A
West 53rd Street
West 46th Street
West 45th Street
West 36th Street
West 23rd Street
11th Avenue
10th Avenue
9th Avenue
12th Avenue
6th Avenue
5th Avenue
Broadway
7th Avenue
Park Avenue
3rd Avenue
2nd Avenue
1st Avenue
FDR Drive
West Street
Avenue C
57th Street
59th Street-Lexington Avenue
53rd Street-5th Avenue
47th-50th Streets-Rockefeller Center
Times Square
42nd Street-Times Square
34th Street-Hudson Yards
Pennsylvania Station
33rd Street
28th Street
23rd Street
18th Street
14th Street-8th Avenue
14th Street-6th Avenue
14th Street-Union Square
Christopher Street
Grand Central Terminal
Stuyvesant Town
NYC Ferry

Recommendations

- Street Teams Work:
  - At these stations:
    1. 34th St Penn Station
    2. 42nd St - Grand Central Station
    3. 42nd St
    4. 34th St - Herald Square
    5. 23rd St
    6. 14th St - Union Sq

Future Work

Target Specific Areas

Days / Times

Demographics

Tech Companies

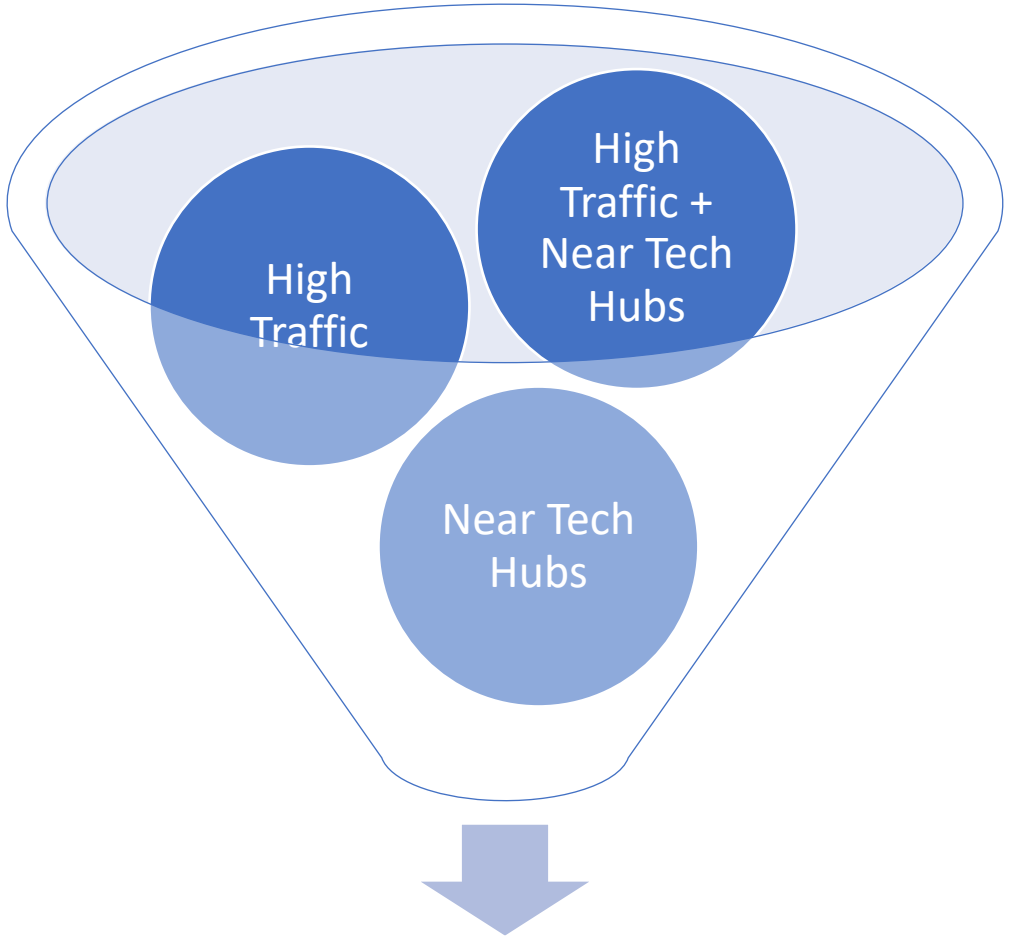
facebook

LinkedIn

Questions?

Appendix

Results



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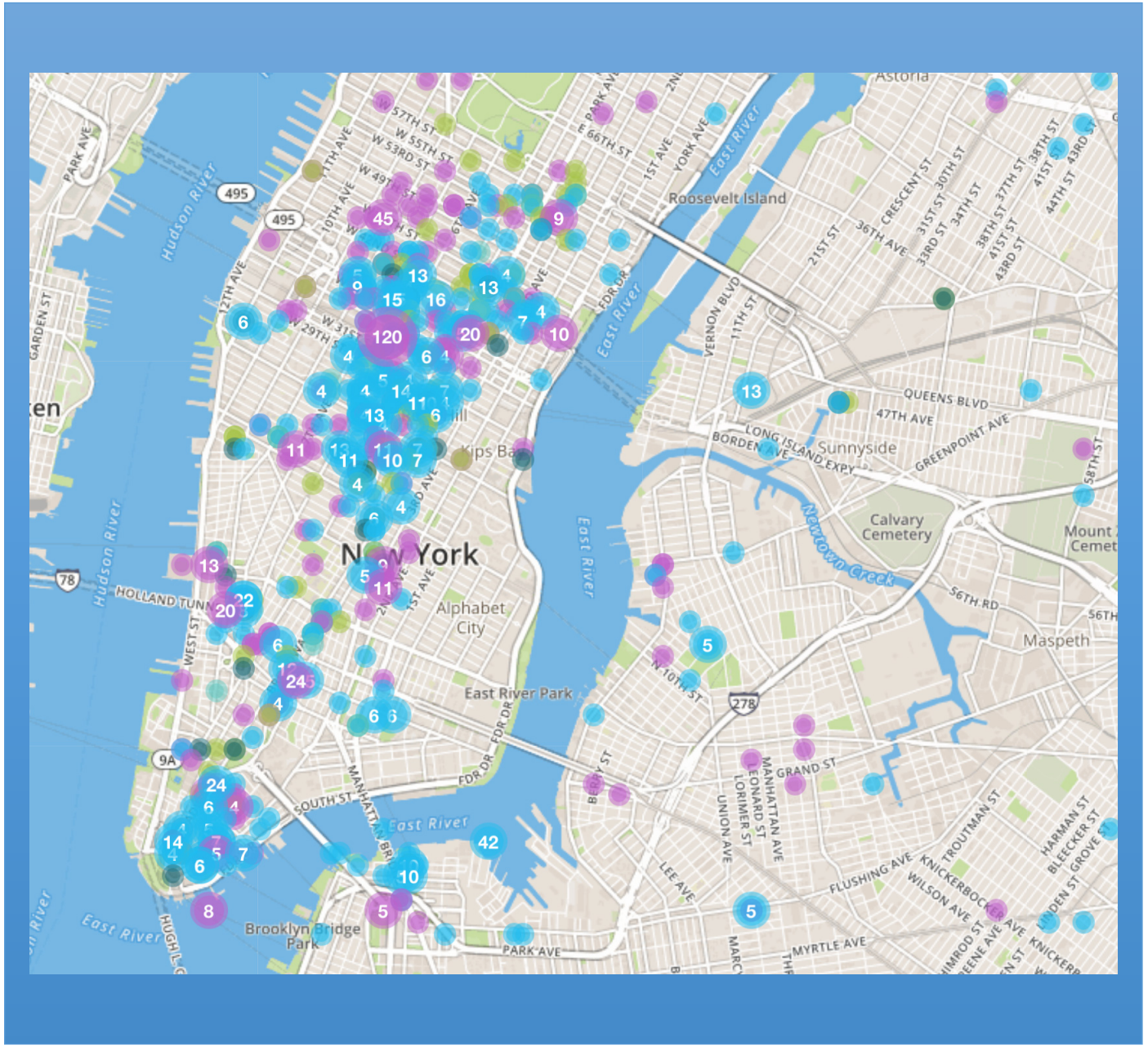


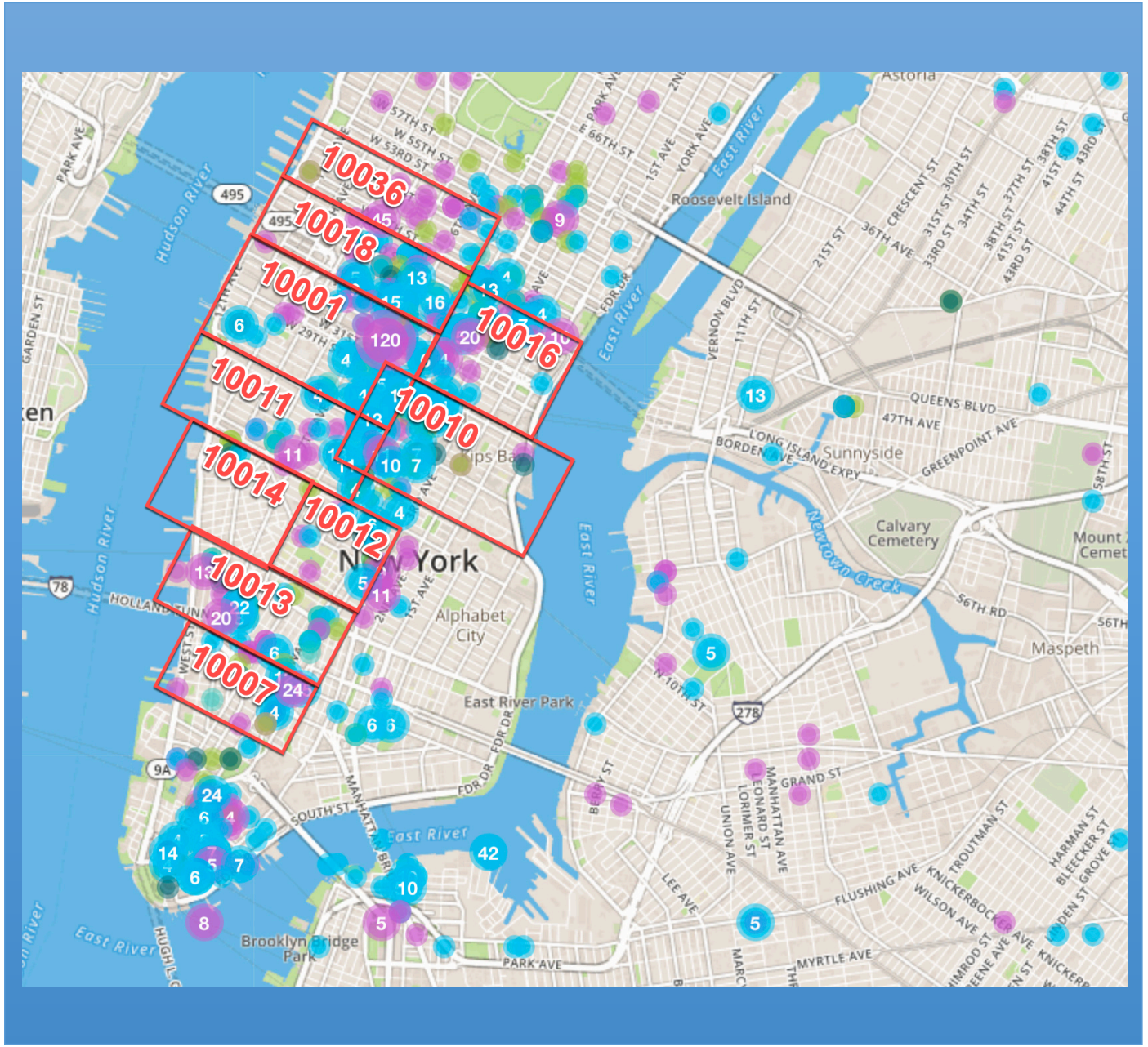
Digital NYC: http://www.digital.nyc/map

NYC Tech Scene

Digital NYC: http://www.digital.nyc/map

10001	**$660 M**
10011	**$586 M**
10010	**$365 M**
10007	**$254 M**
10016	**$185 M**
10018	**$173 M**
10036	**$171 M**
10013	**$156 M**
10012	**$157 M**
10014	**$78 M**

Built IN NYC:
https://www.builtinnyc.com/2016/08/09/nyc-fundings-zipcode-2016

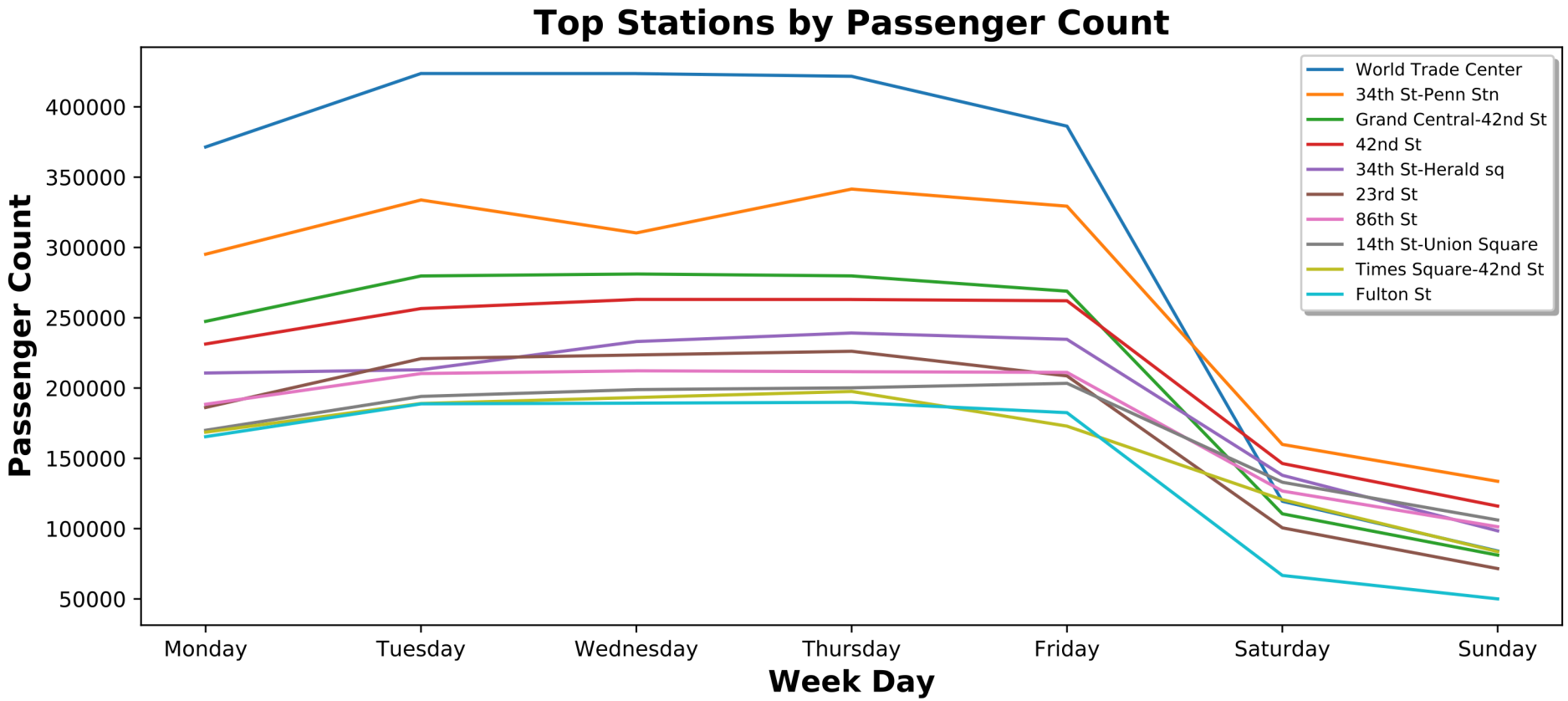


NYC Tech Scene

1. 10016
2. 10010
3. 10012
4. 10003
5. 10018
6. 10011
7. 10013
8. 10001
9. 08807
10. 10014

Alley Watch:
https://www.alleywatch.com/2013/09/the-10-nyc-zip-codes-getting-the-most-vc-investment/

Weekdays


Top Stations by Passenger Count
Passenger Count
400000
350000
300000
250000
200000
150000
100000
50000
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
Week Day
World Trade Center
34th St-Penn Stn
Grand Central-42nd St
42nd St
34th St-Herald sq
23rd St
86th St
14th St-Union Square
Times Square-42nd St
Fulton St

Silicon Central: How New York Tech Grew Up And Moved Uptown

Valley Voices Contributor
Venture Capital
Voices on technology and change

In October 2017, the spires of 1 Bryant Park, left, and 4 Times Square in midtown were lit in orange... [+] © 2017 BLOOMBERG FINANCE LP

https://www.forbes.com/sites/valleyvoices/2019/03/27/how-new-york-tech-grew-up-and-moved-uptown/#f73ff9b41bfd

NYC Tech Scene

15% of Manhattan office space.

The Real Deal (NYC Real Estate News): https://therealdeal.com/2019/08/23/map-heres-a-look-at-all-the-big-tech-locations-in-nyc/