

# It's Gala Time.

**Increasing Awareness  
A NYC Subway Approach**



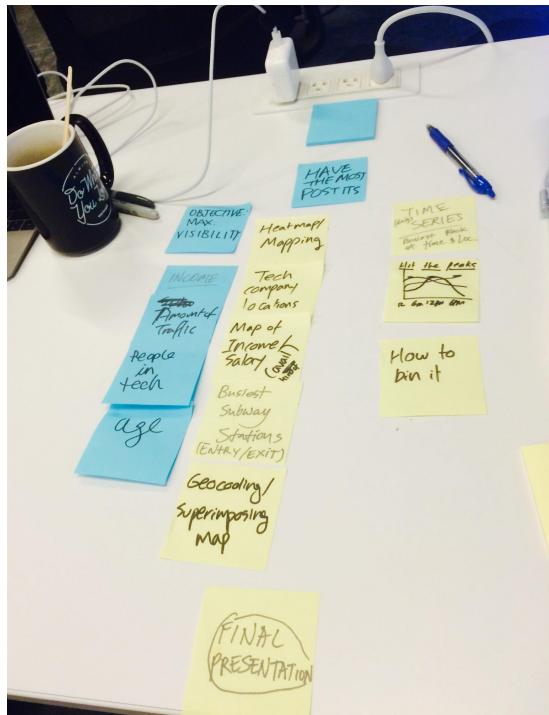
A proposal by  
Derek Janni, Yong Cho, Allison Chau

# Objective



**Increase awareness  
for WTWY's  
upcoming Gala.**

# Methodology & Approach



## Target Demographic?

- Groups who are likely to attend Gala/contribute to WTWY.
- High Income/Tech Sector

## Available Data?

- MTA Turnstile data.
- NYC Income data.
- Tech firm location data.

# Methodology & Approach



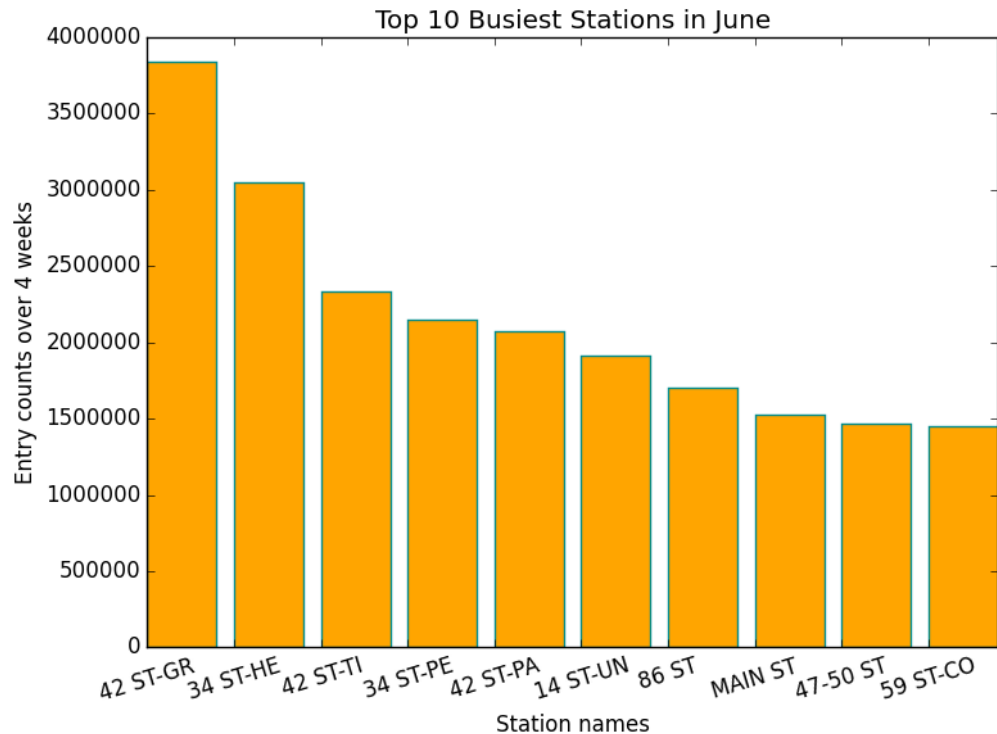
## CASED

- **C**lean Data
- **A**nalyze Data
- **S**how/Visualize Data
- **E**valuate Options
- **D**ecide Next Steps

# Broad Location Analysis

## Top 10 Stations by Entry Count:

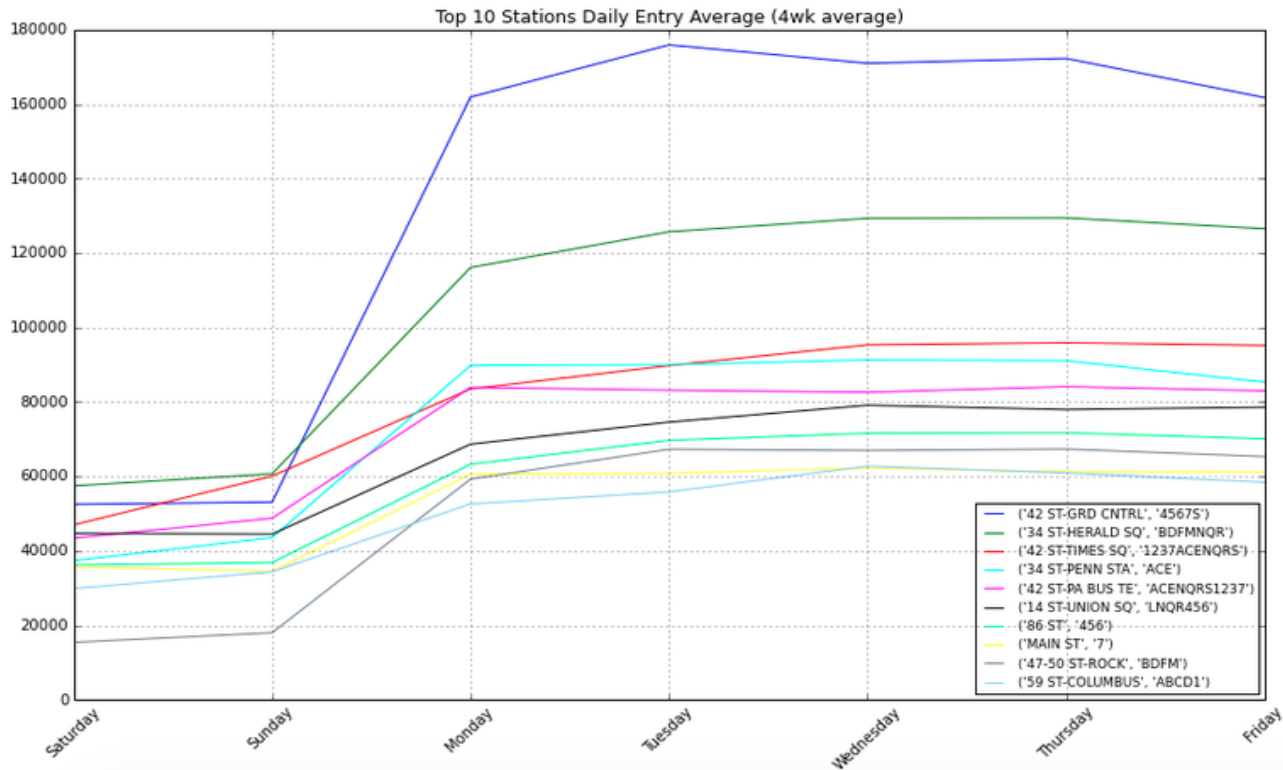
(past 4 wk total)



# Broad Location Analysis

## Entry Traffic by Day of Week for Top 10 Stations:

(past 4 wk average)

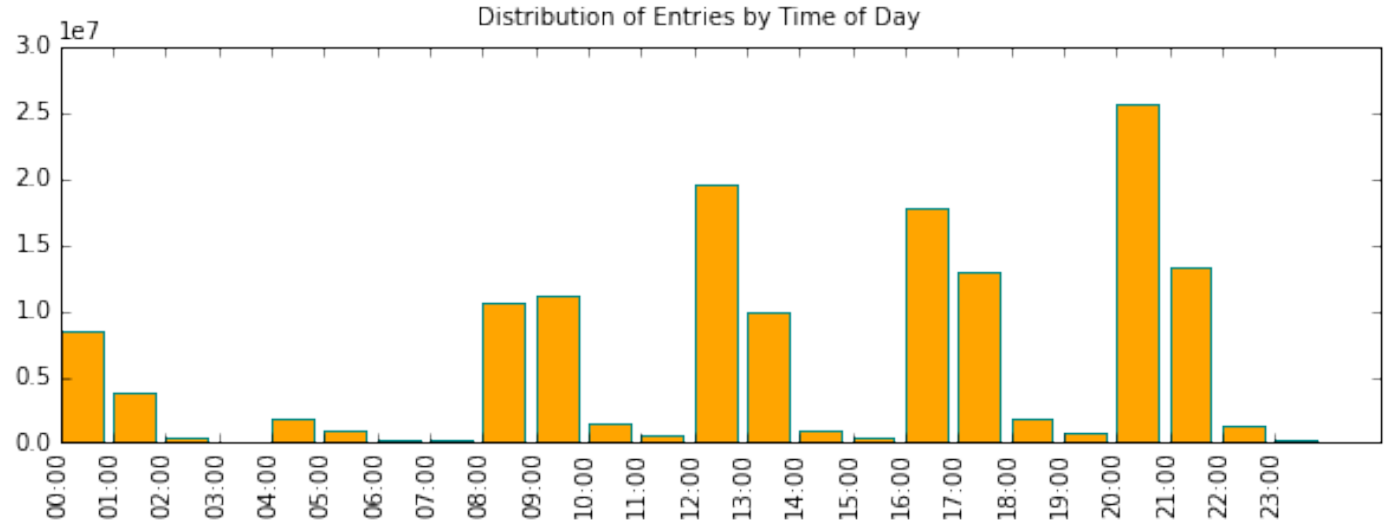


# Broad Time Series Analysis

## Entry Traffic by Hour of the Day:

(past 4 wk average)

- Interpretation is key
- Faulty data reporting
- We can do better!



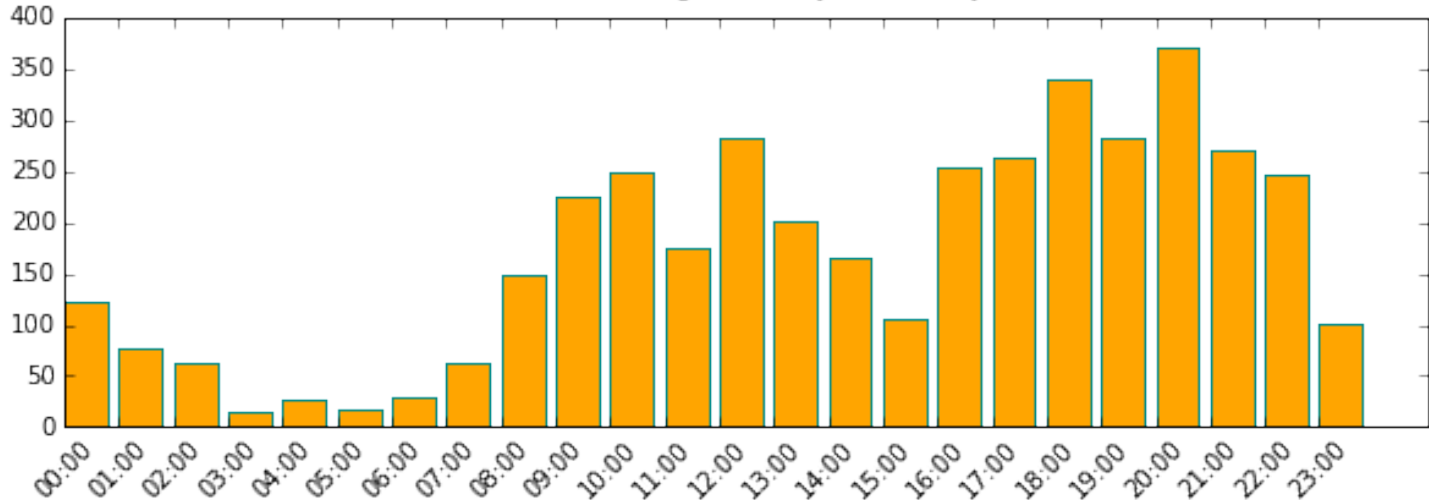
# Broad Time Series Analysis

## Entry Traffic by Hour of the Day:

(past 4 wk average)

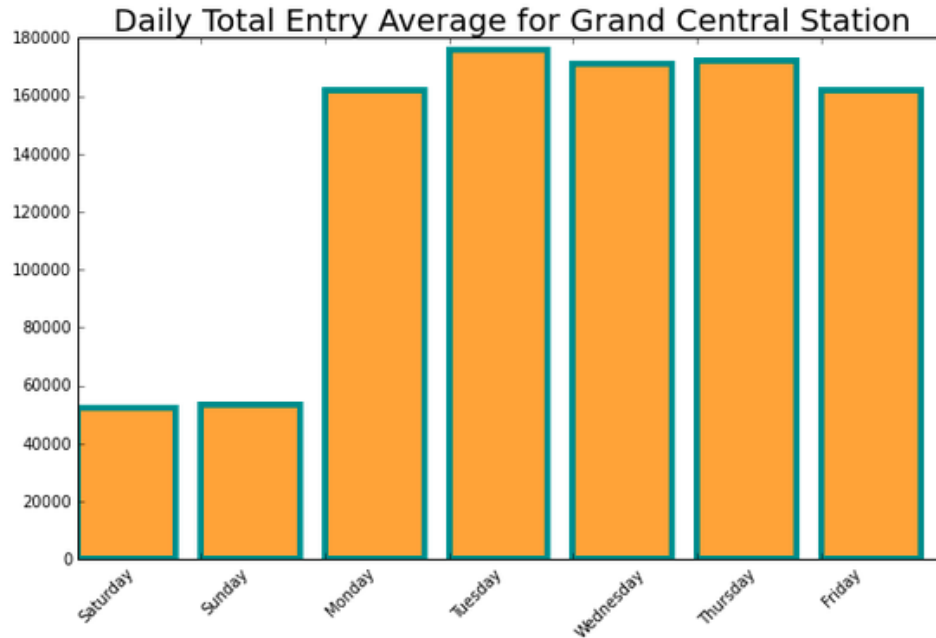
Distribution of Avg. Entries by Time of Day

- **Average eliminates “humps”**
- **Best times to work in subway entrances**

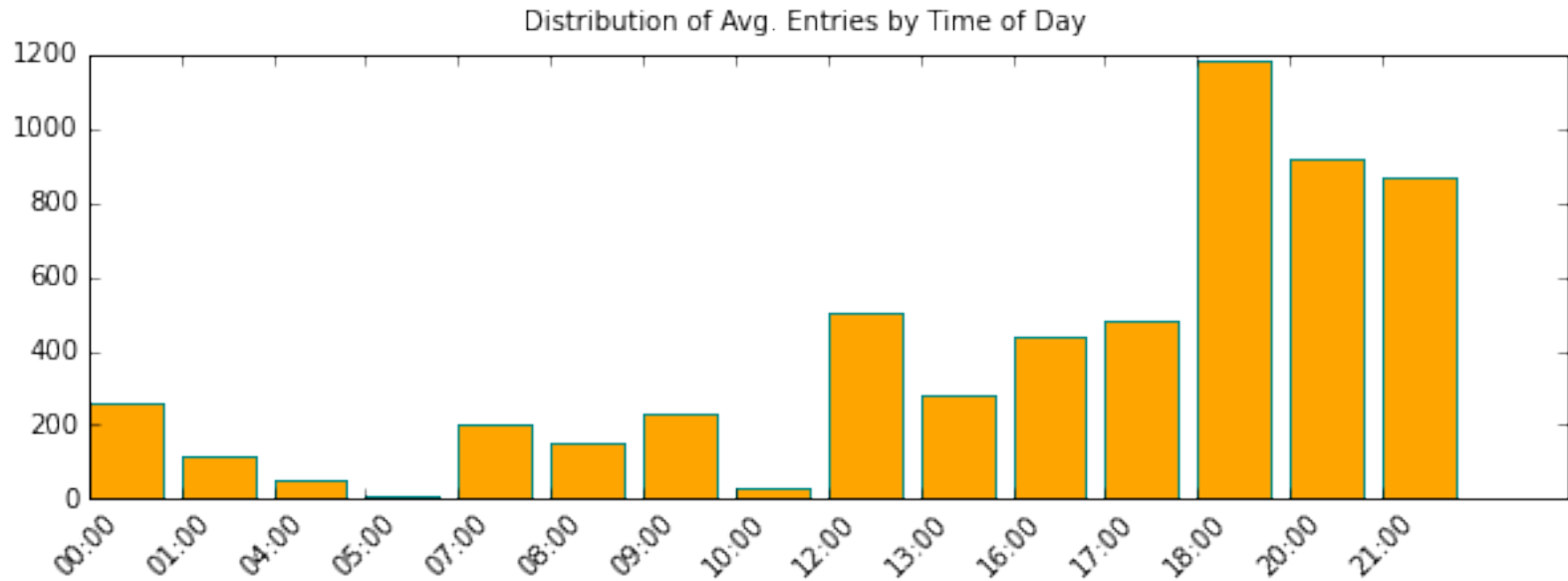




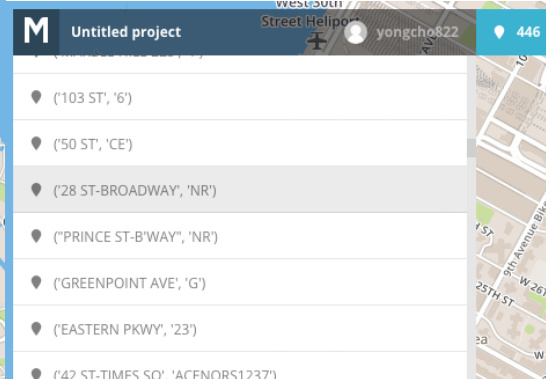
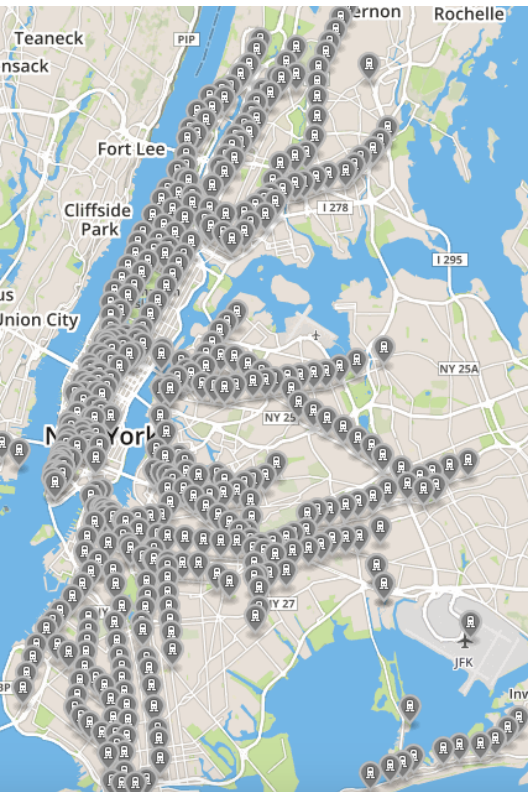
# Specific Location Analysis



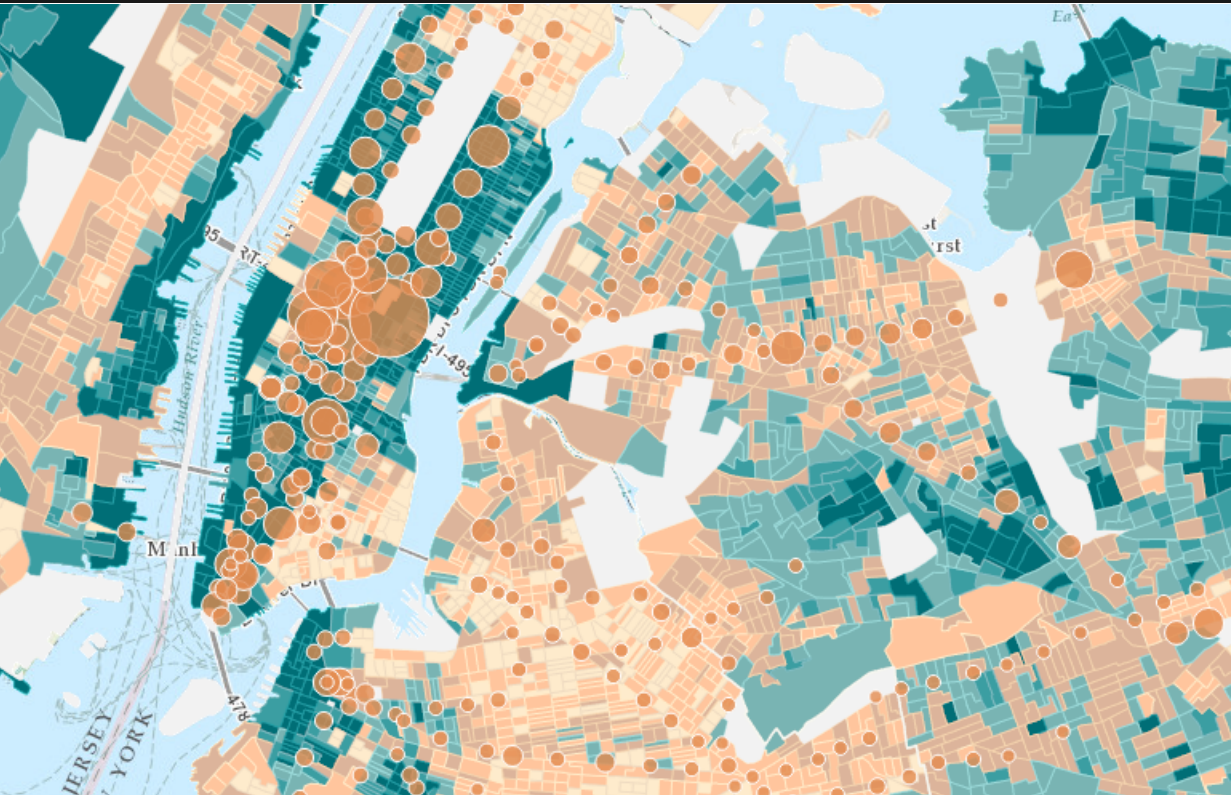
# Specific Location Analysis



# Maps? Maps!



# We can do more...



## Income-StationLoc Heatmap/Bubble Chart

- Dimensionality
- Consumable
- Actionable
- Customizable

# Further Steps

Peel back more layers

Additional map dimensions

- NYC Tech firms?
- Women?

Post-Station selection

- More time series
  - Other stations
  - Different bin sizes