# WomenTechWomenYes Canvassing Strategy

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# Project Overview

**Background**

- WTWY annual summer gala is coming up!

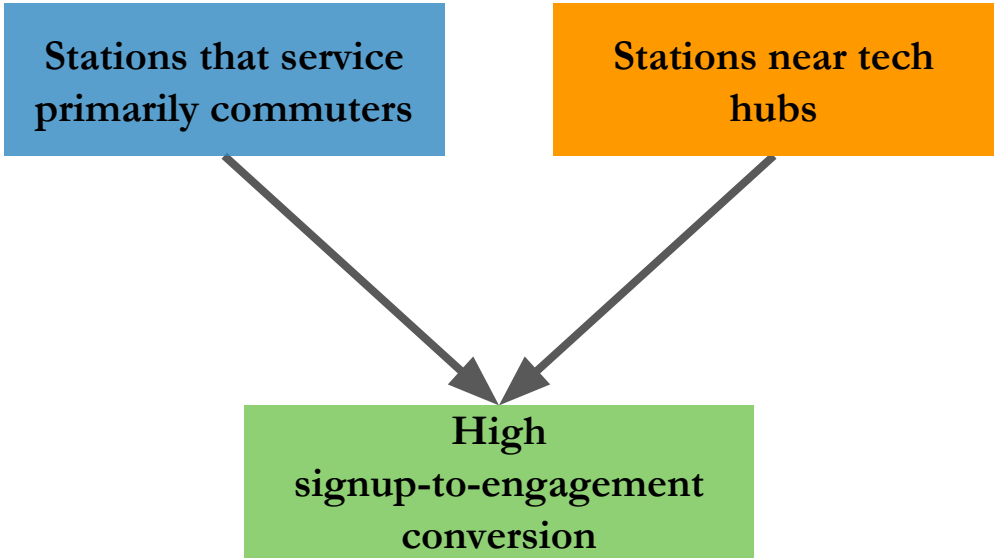
**Deliverable**

- Suggest subway stations to canvas and gather emails

**Ideal Target**

- Email signup will convert to attendance or donation
- Interfaces with women in tech
    - Already passionate
    - Might be passionate once exposed to WTYS!

# Methodology




### Commuter Stations

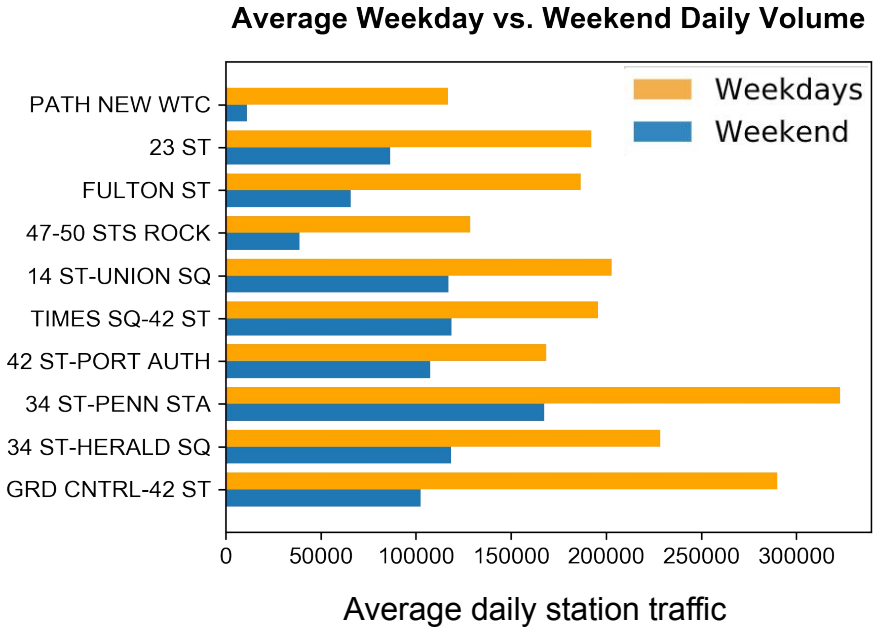
- Source: MTA data (May 2018)
- Criteria:
  - High weekday:weekend ratio
  - High rush hour:mid-day ratio

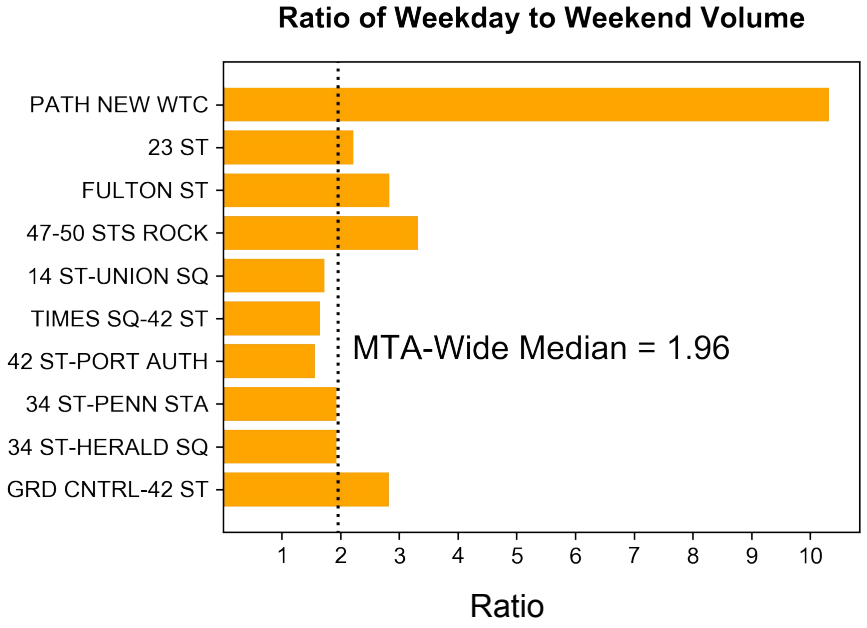
### Tech Hub Stations

- Source: NYC open data
- Criteria: Sample of 500 tech companies

**Technology platforms used:** pandas jupyter python

# Weekday vs. Weekend Usage



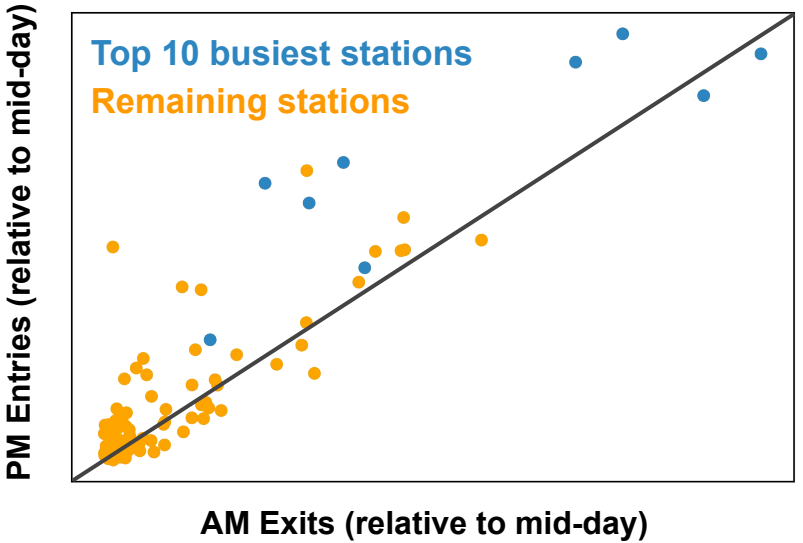




Stations with relatively **higher weekday volumes** have relatively **more commuters**, as opposed to tourists and local residents.

# Rush Hour: Morning Exits, Evening Entries

Commuter station: Busy during rush hour vs. other times

- Many **entries in the evening** to go home
- Many **exits in the morning** to go to work




**Most top 10 busy stations fit the commuter station profile**

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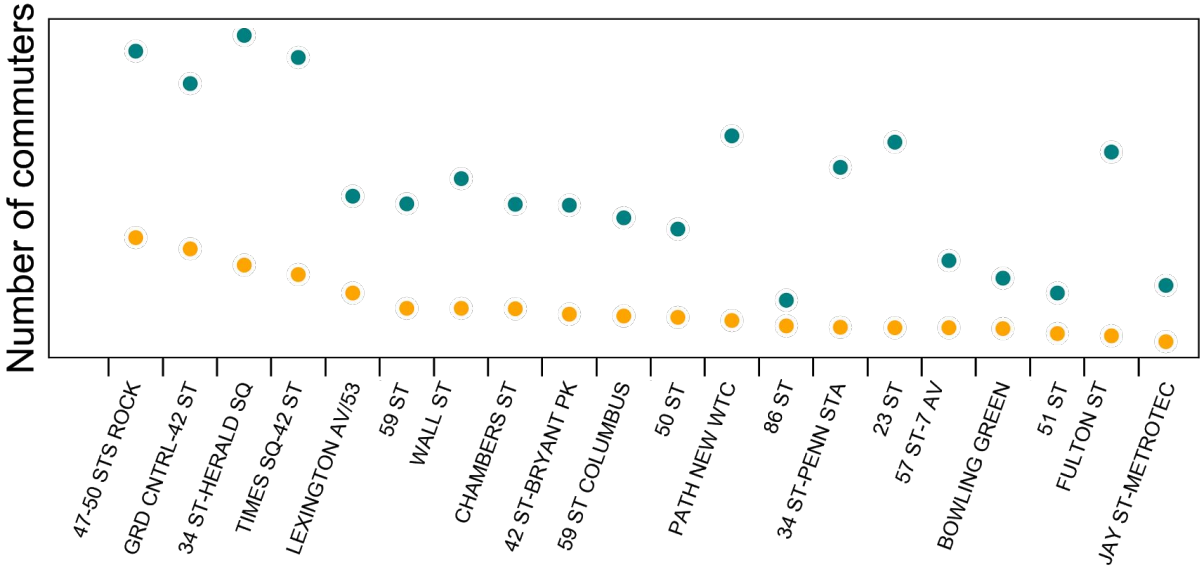

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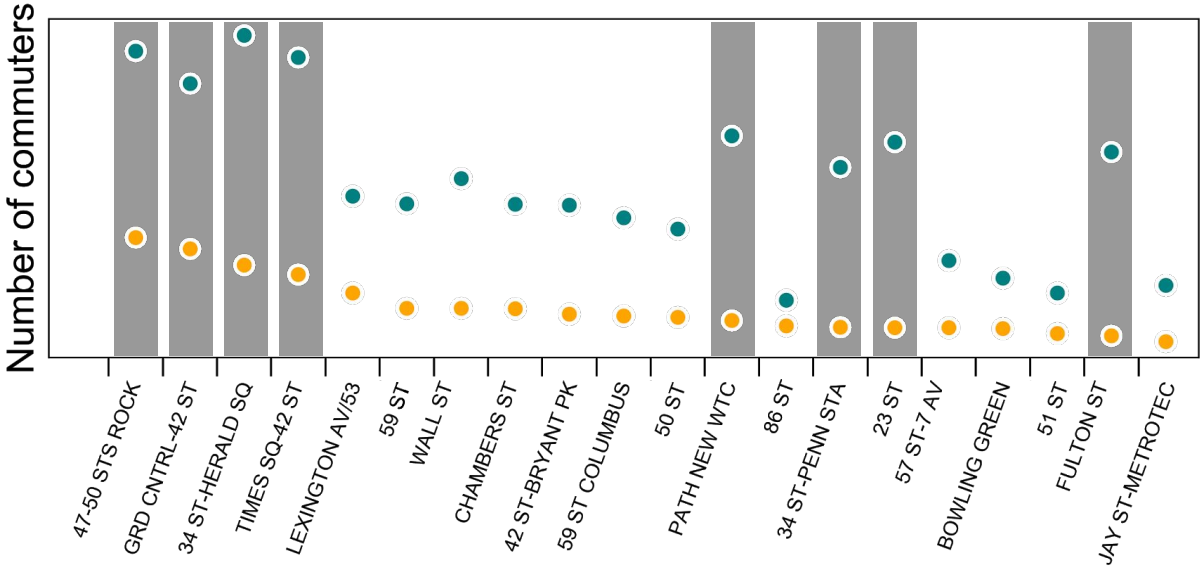


**Most top 10 busy stations are commuter stations**

# Geospatial Data: Proximity to Tech Companies

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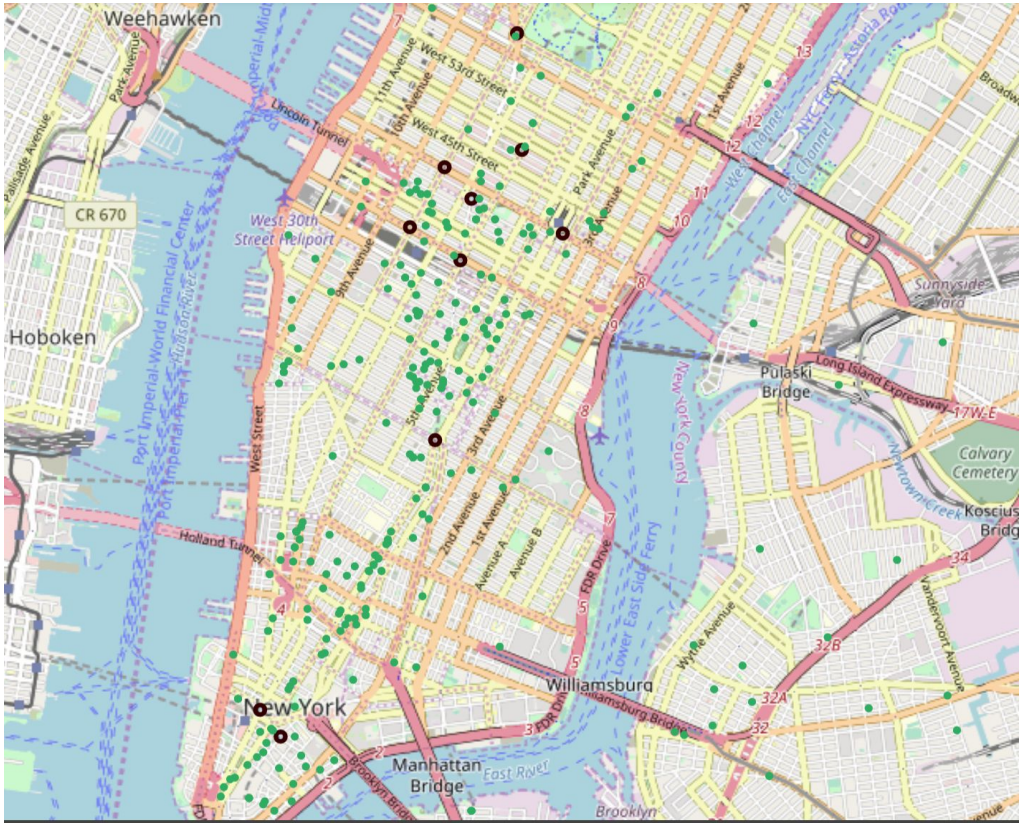
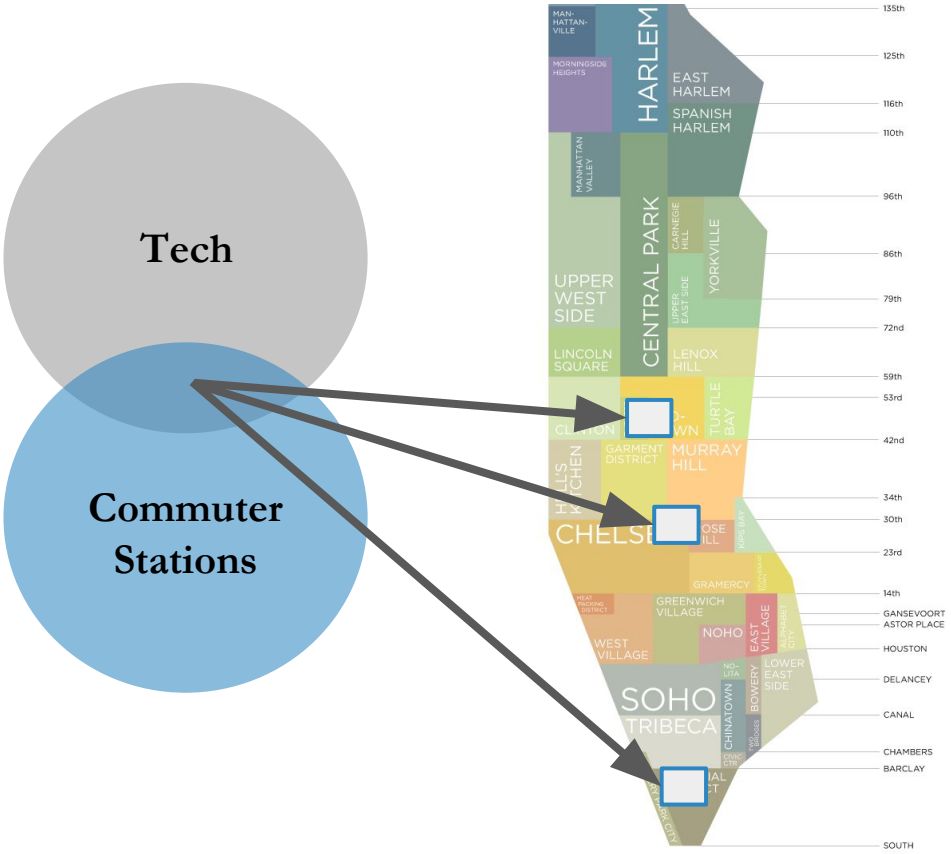


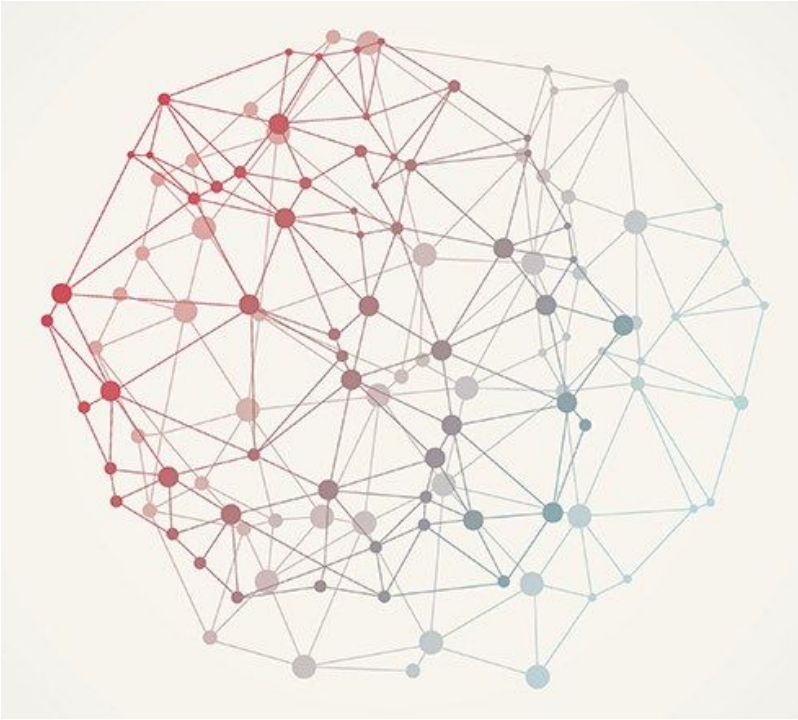
# Station Recommendations

**Four stations are near tech centers and fit the commuter station profile**

- Midtown
  - Penn Station
- Flatiron District
  - 23rd St
- Financial District
  - Fulton St.
  - World Trade Center



# Opportunities for Further Development



**Refine to target *high income* tech workers**

- Look at where the commuters are coming *from*

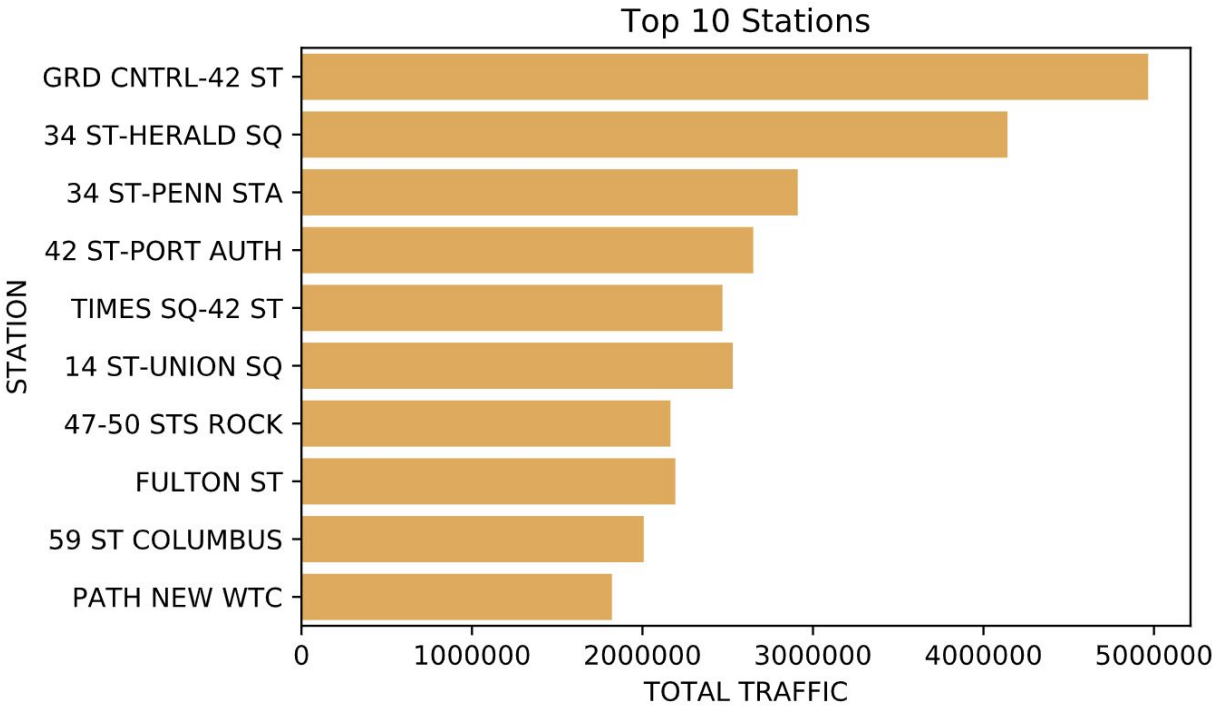
**Incorporate behavioral psychology**

- Canvas near home or work?

**Model optimal granularity of street team deployment**

- Use size, availability of street team

**Incorporate previous years' conversion rates**

- Email signups → attendance

# Top 10 Stations by total traffic (24/7)