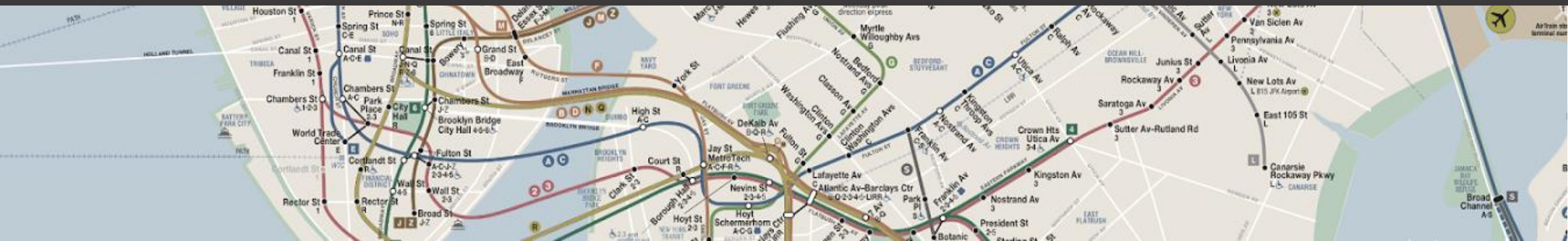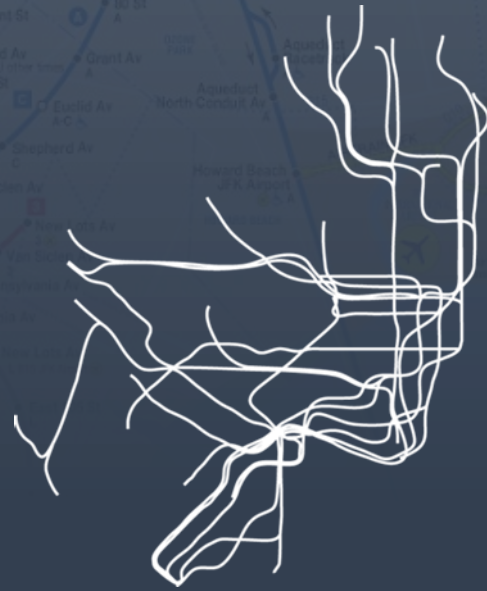# Women Yes Women Tech Gala – Fundraising - Awareness

Leveraging NYC Subway Data to Optimize Participation, Fundraising, and Awareness

Objectives

- Build awareness and reach

- Get attendees for Gala

- Reach out to potential contributors

- ACTION:
  Collect email addresses from relevant populations

Defining our Target Stations

Awareness

Heavily trafficked Stations

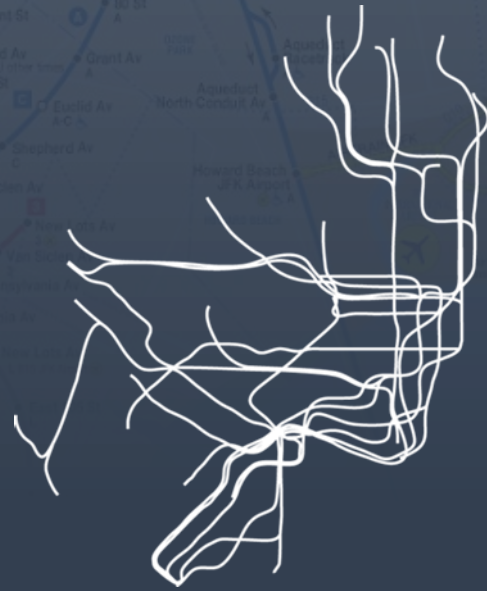Goal: Maximize Awareness

Participation

Stations close to target institutions

Goal: Maximize Participation & Promote Outreach

Fundraising

Stations in wealthy neighborhoods

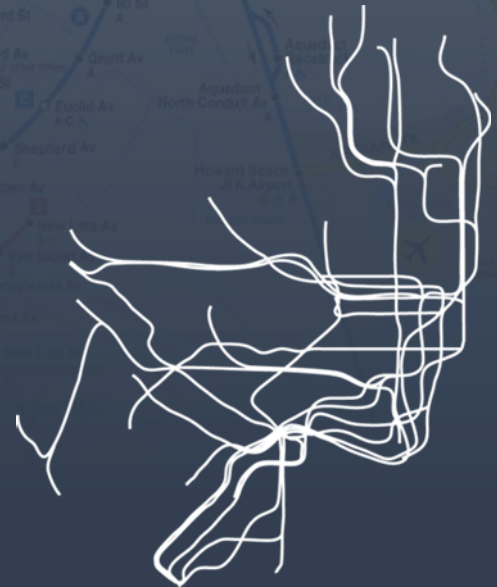Goal: Maximize Fundraising

Leveraging Subway Data - Process

- Data Sources:
  - MTA turnstile data (range used: 4 weeks starting 06/17/17)
  - MTA subway station geolocation
  - Census data
  - NYC Open Data Zipcode Geolocation

- Data Tools:
  - Python libraries
  - Seaborn
  - Folium
  - JS libraries

Most Trafficked Stations - Top 10
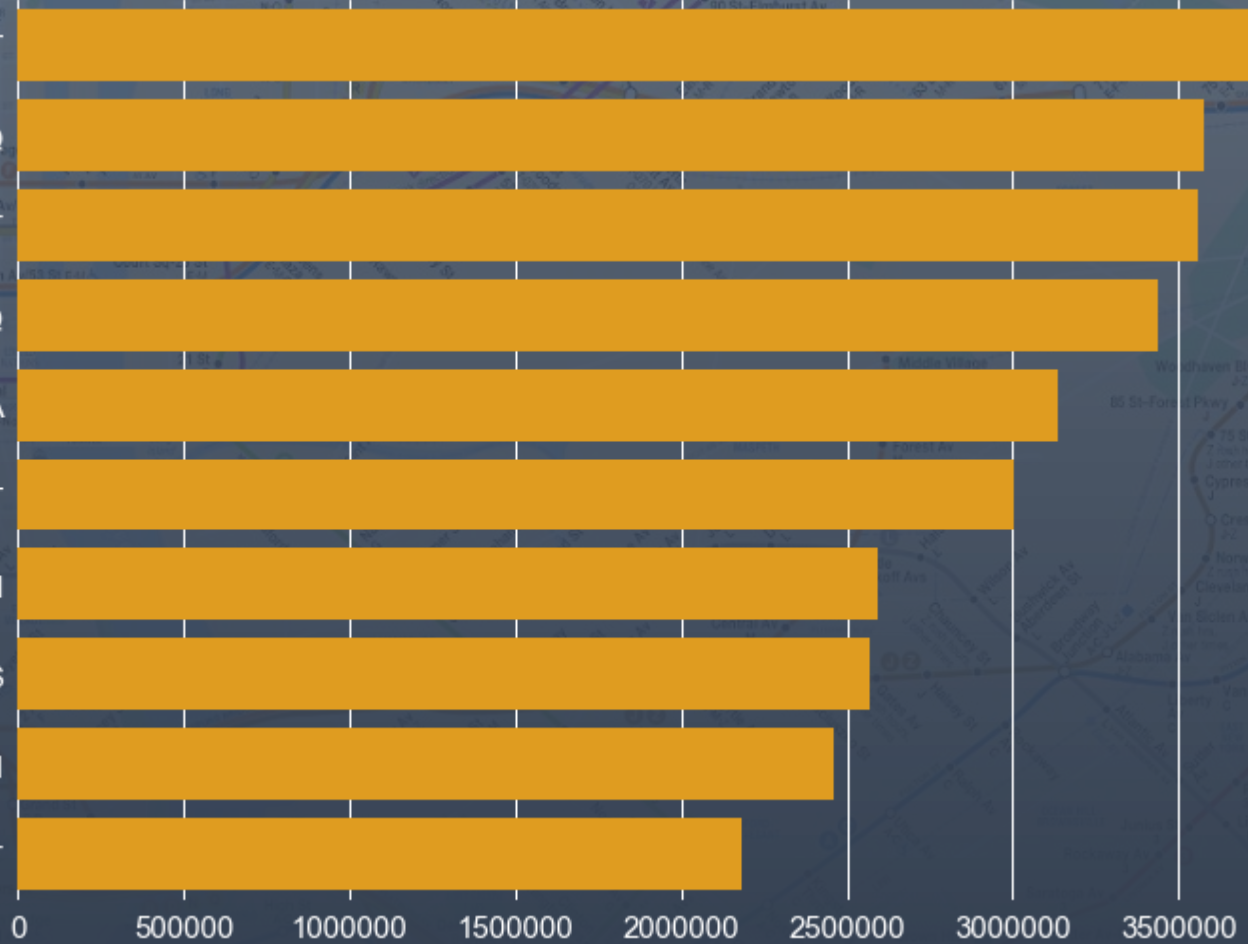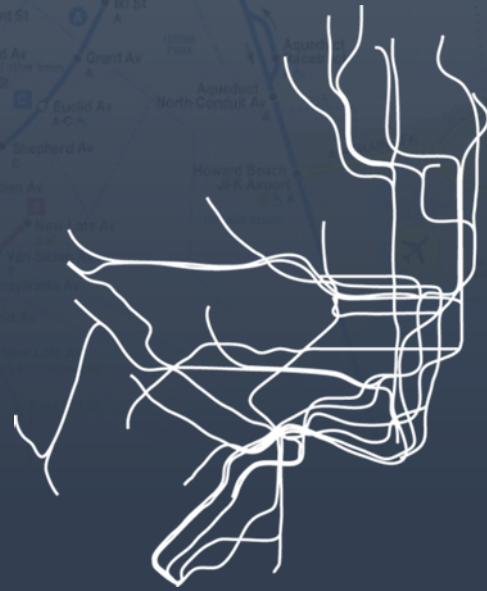
Significant Variability

Overall system-wide average flow

Overall system-wide average flow by time period
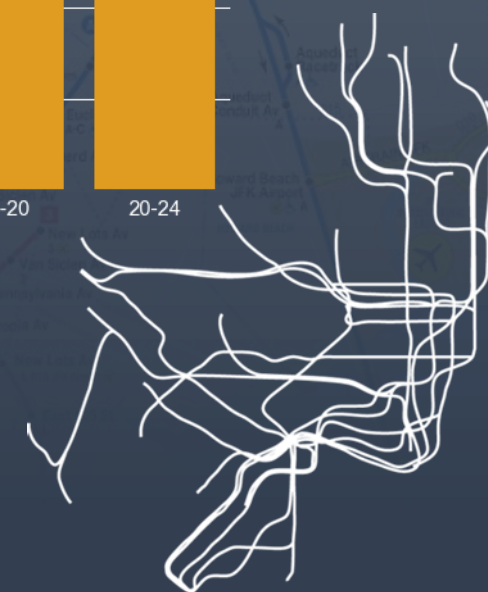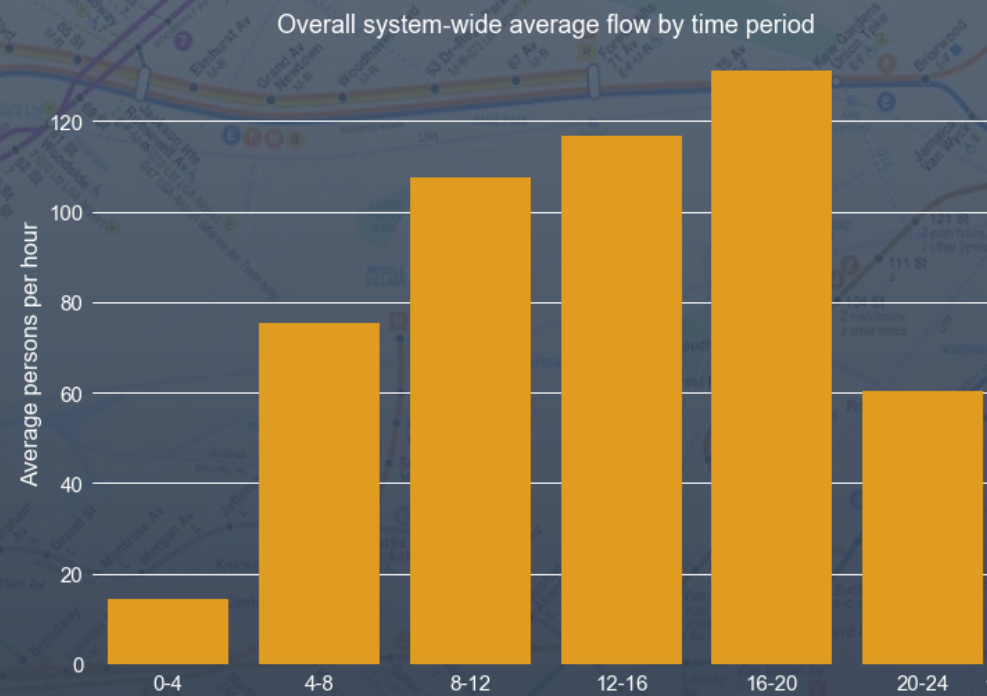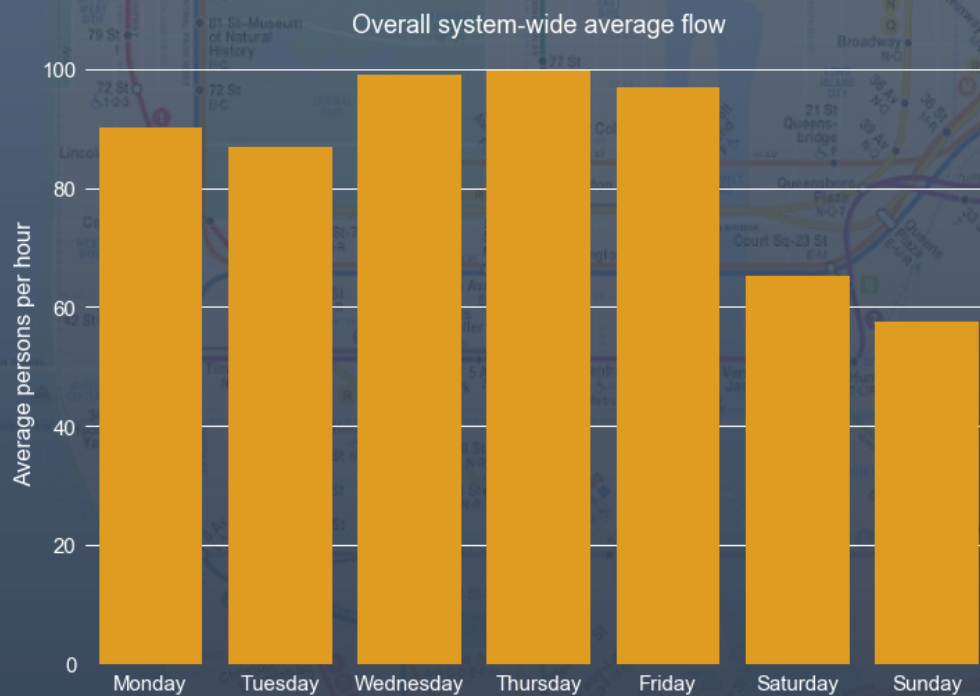
Maximizing Participation – 116th St. Case Study

Station: 116 ST-COLUMBIA   -   Line: 1
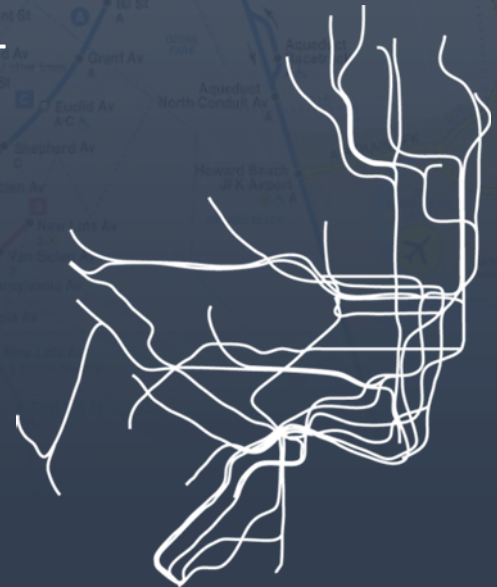
Maximizing Fundraising – 86ᵗʰ St. Case Study
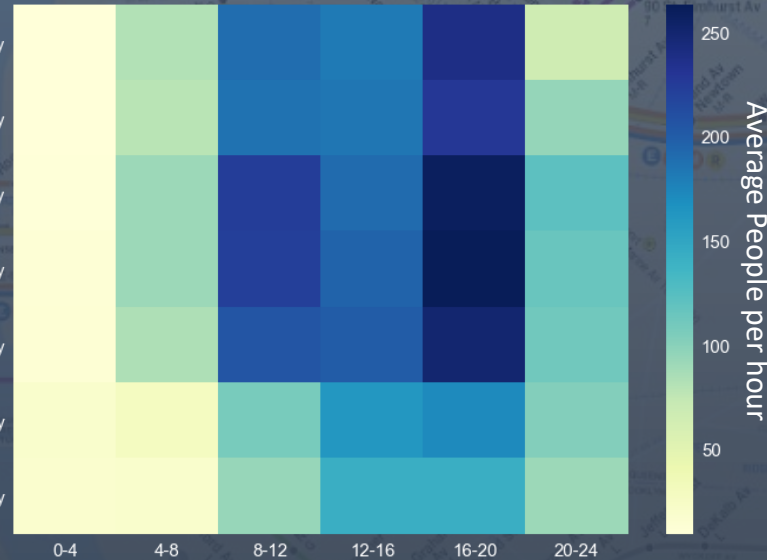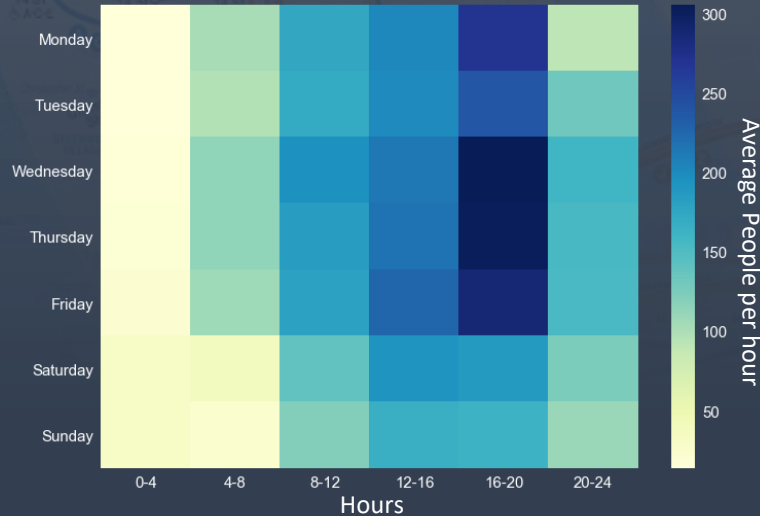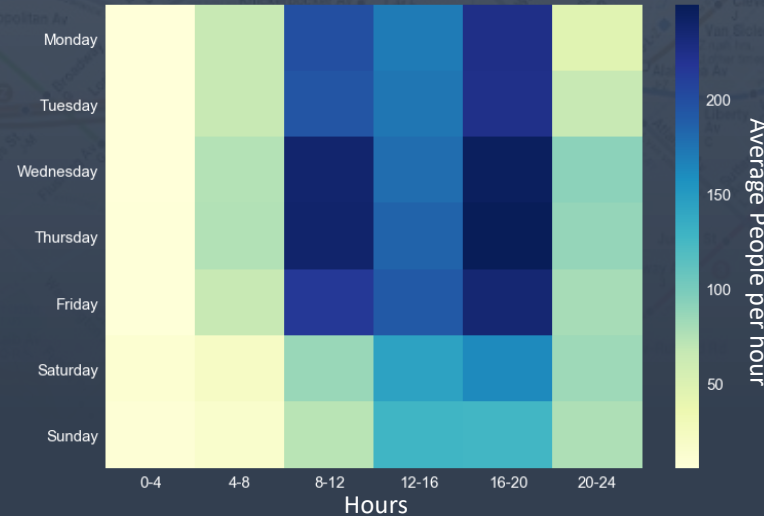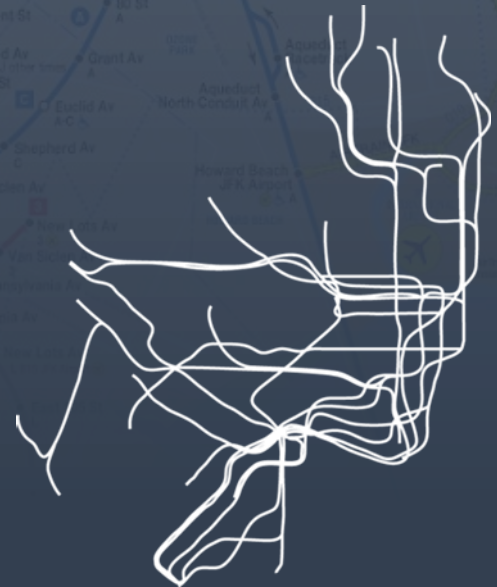
Maximizing Awareness – 42ⁿᵈ St. Case Study

Station: 42 ST-PORT AUTH   -   Line: 1237ACENQRSW

Station: 42 ST-PORT AUTH   -   Line: 1237ACENQRSW   -   C/A: N062
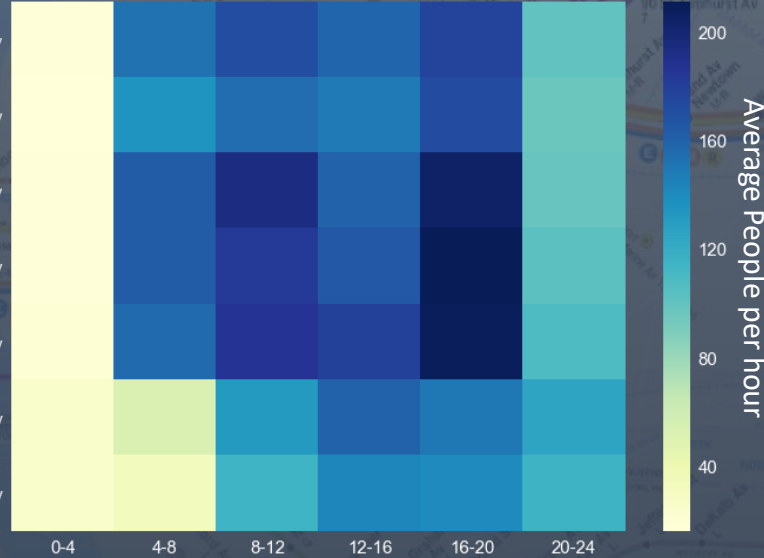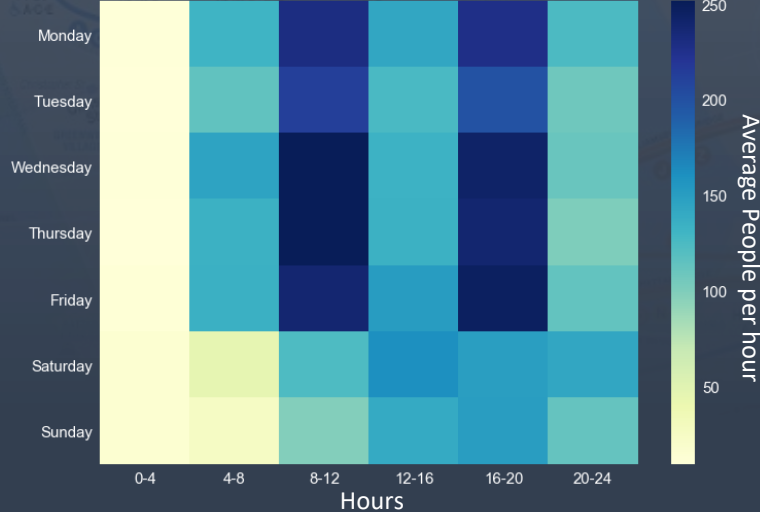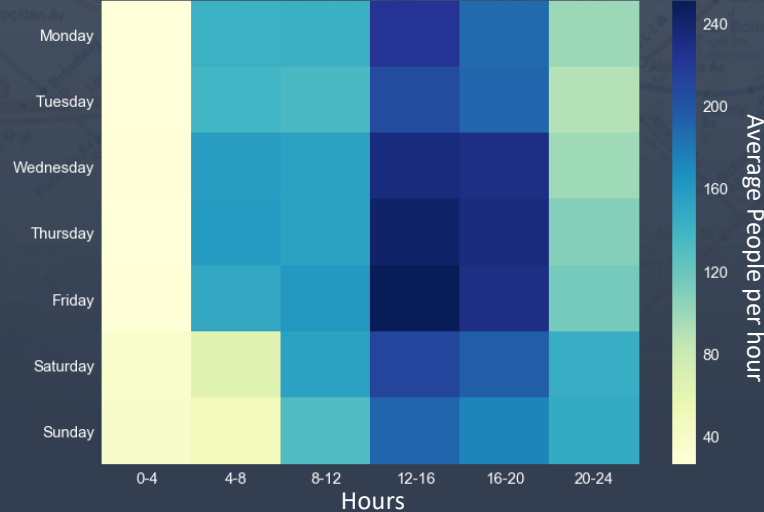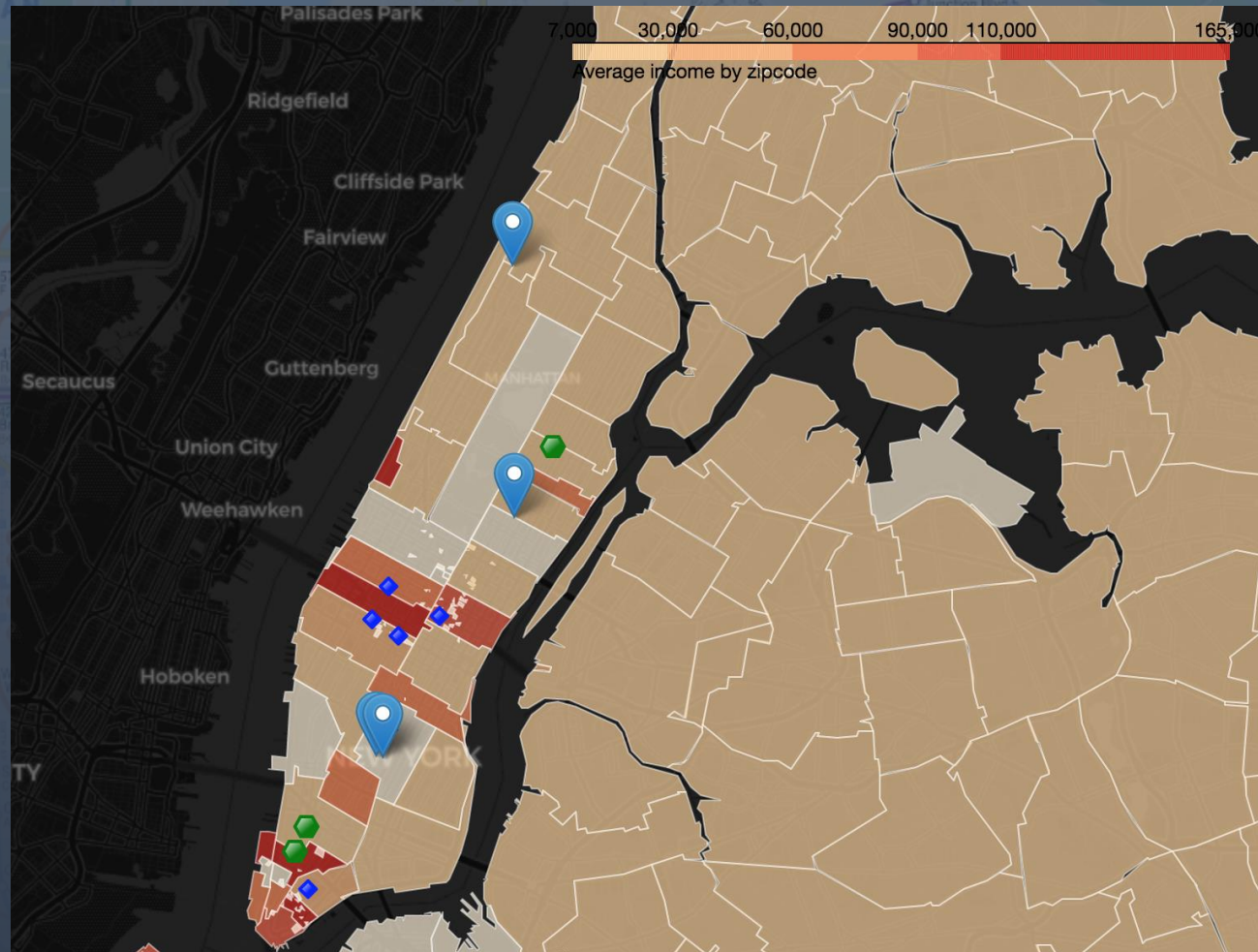
Station: 42 ST-PORT AUTH   -   Line: 1237ACENQRSW   -   C/A: N062A

Overlapped Objectives

Target Stations Recommended

Awareness

42 St. Port Authority
Grand Central
Herald Sq.
Fulton St.
Union Sq.
Penn Station

Participation

116th St. Columbia
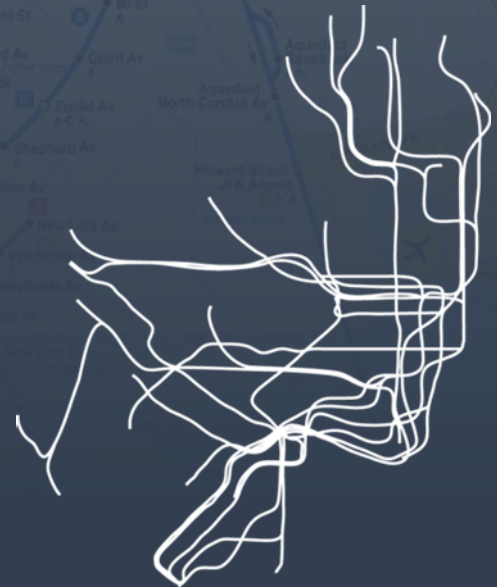8th St. NYU
68th St - Hunter
Astor Pl.

Fundraising

86th St.
Franklin St.
Chambers St.

Next Steps…

- Develop marketing plan based on size of teams, budget, and heatmaps

- Increase size of data to broaden time series

- Consider looking at demographic data to increase diversity sampling

- Incorporate psychology modeling to maximize outcomes

Thank You – Q&A