



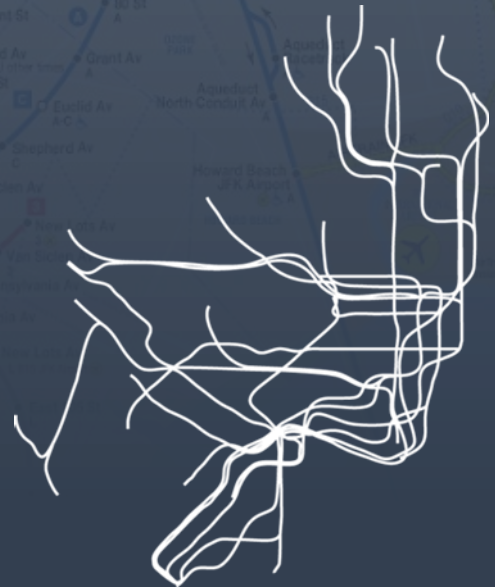
Women Yes Women Tech Gala – Fundraising - Awareness

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

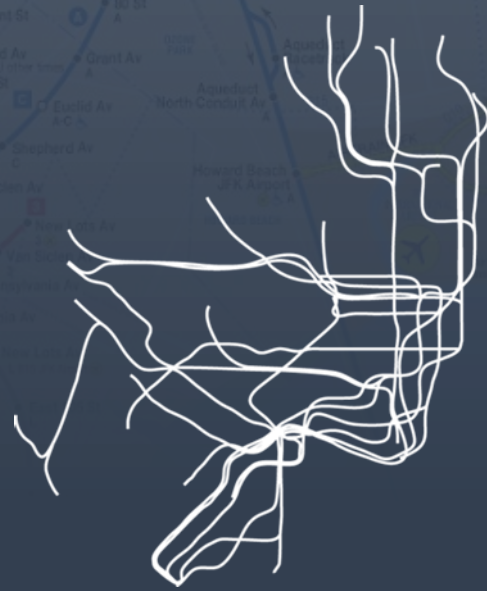
Stations close to
target institutions

Goal: Maximize
Participation &
Promote Outreach

Fundraising

Stations in wealthy
neighborhoods

Goal: Maximize
Fundraising



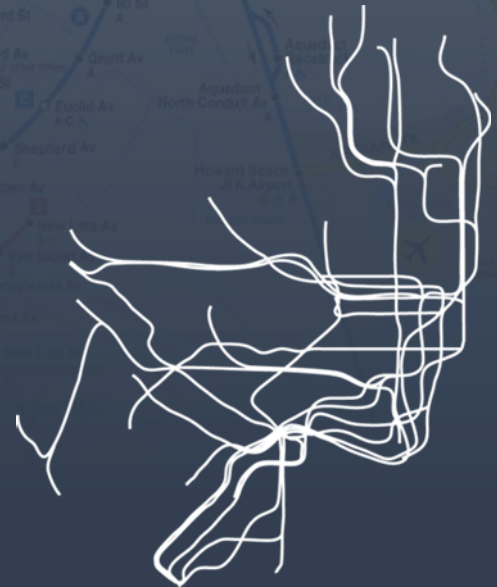
Leveraging Subway Data - Process

- 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

GRD CNTRL-42 ST

34 ST-HERALD SQ

FULTON ST

14 ST-UNION SQ

34 ST-PENN STA

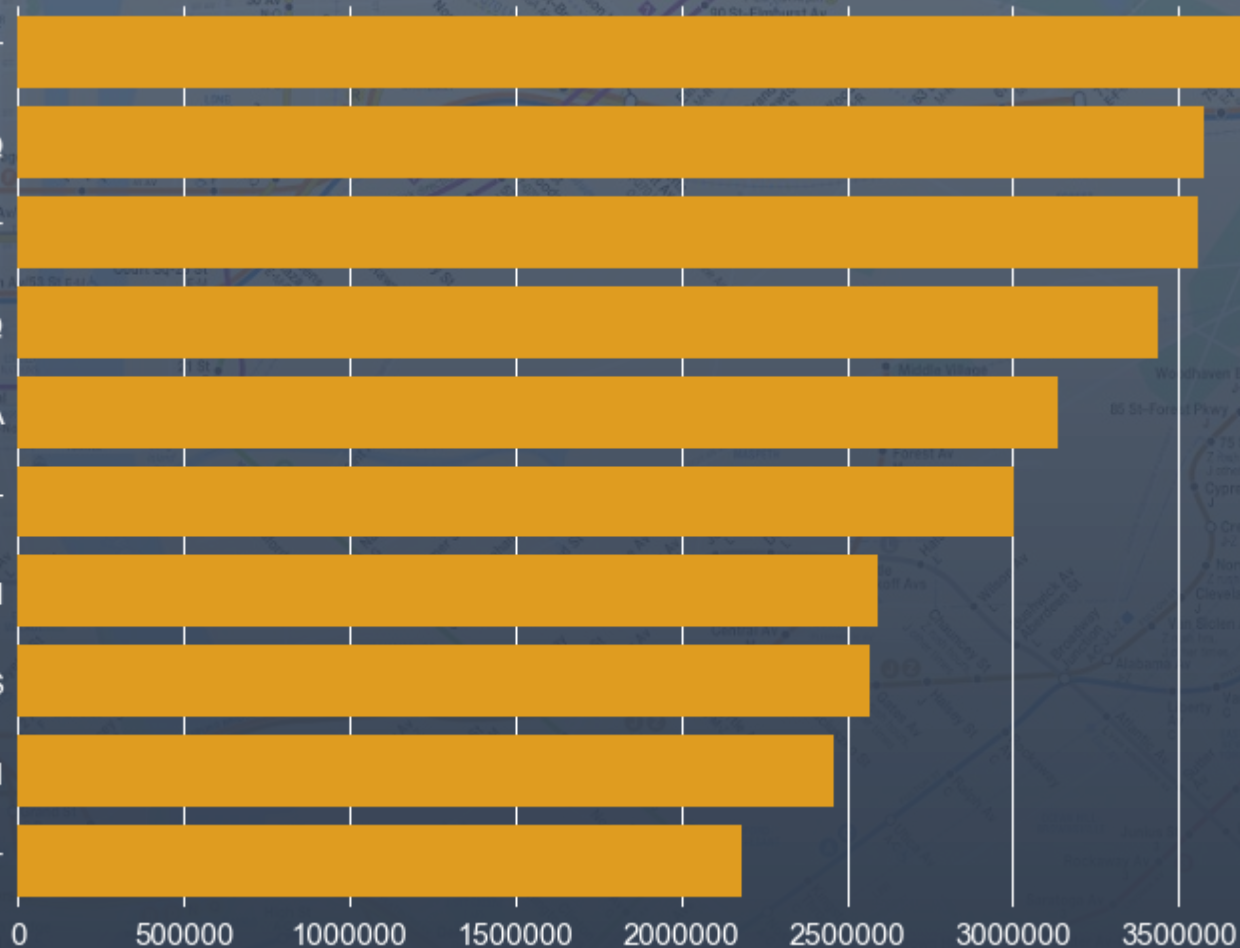
TIMES SQ-42 ST

42 ST-PORT AUTH

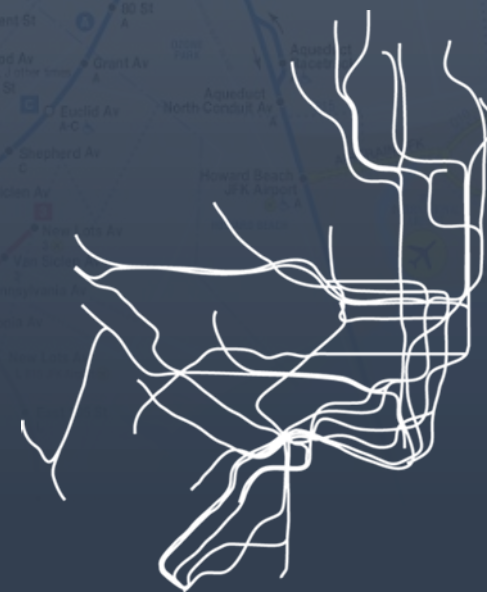
59 ST COLUMBUS

FLUSHING-MAIN

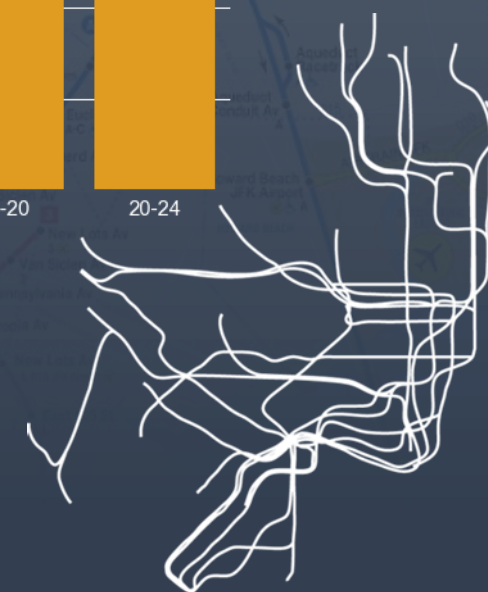
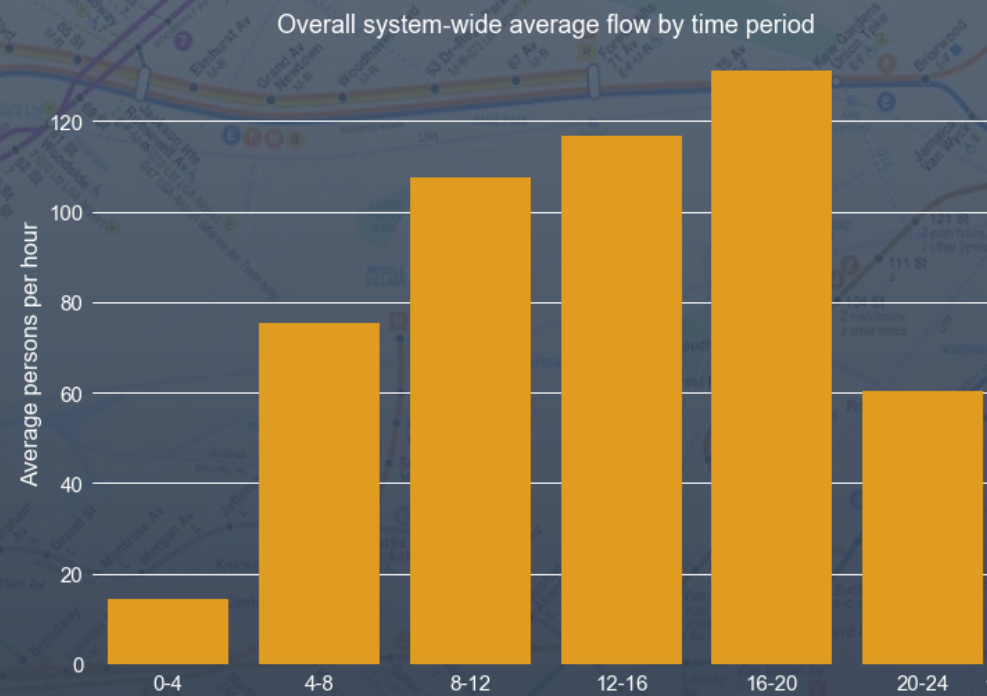
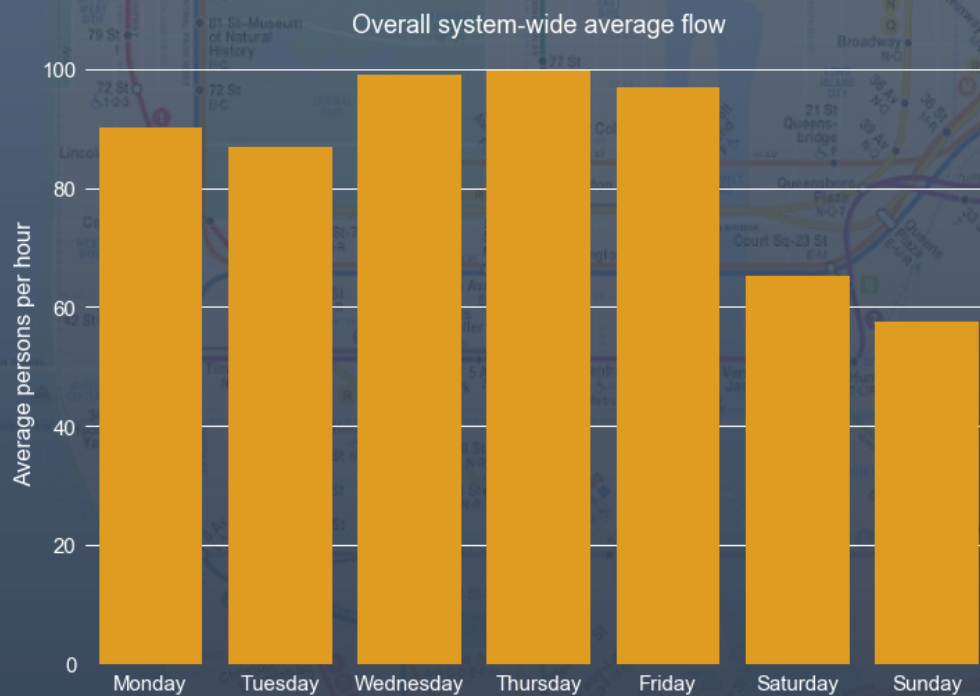
59 ST



Total Flow



Significant Variability



Maximizing Participation – 116th St. Case Study

Station: 116 ST-COLUMBIA - Line: 1

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

0-4

4-8

8-12

12-16

16-20

20-24

Hours

Average People per hour

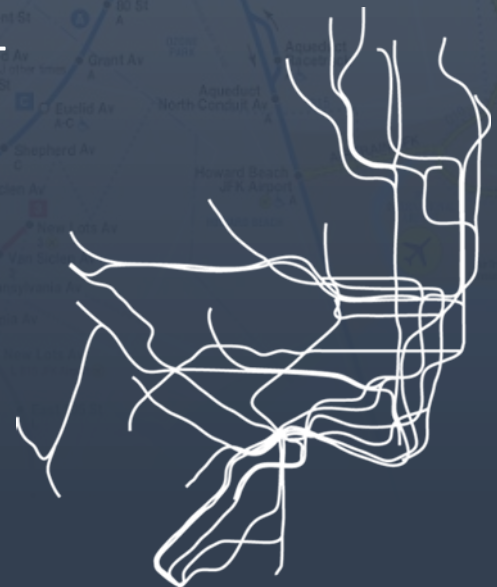
250

200

150

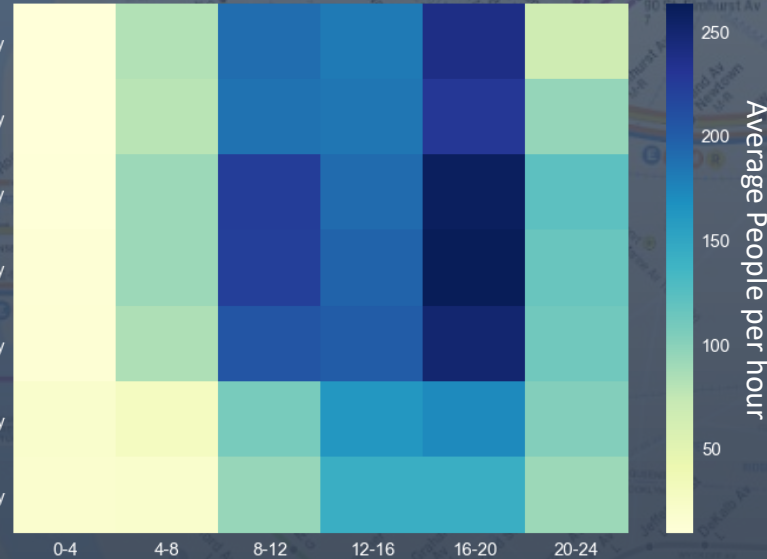
100

50

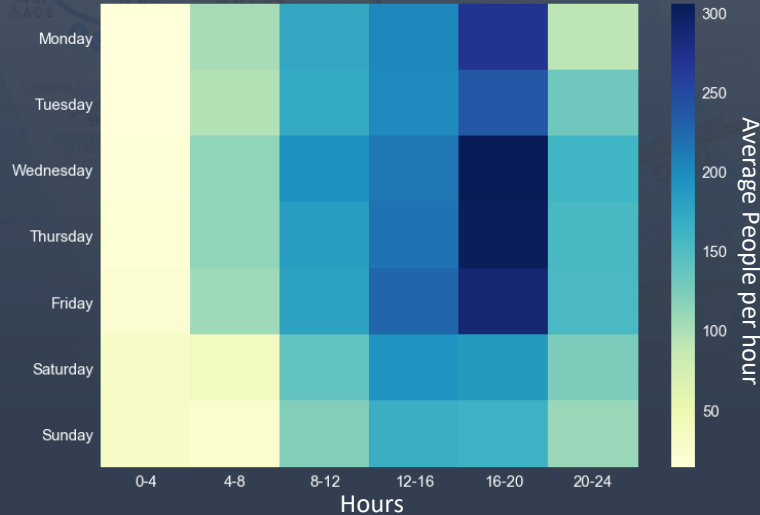


Maximizing Fundraising – 86th St. Case Study

Station: 86 ST - Line: 456

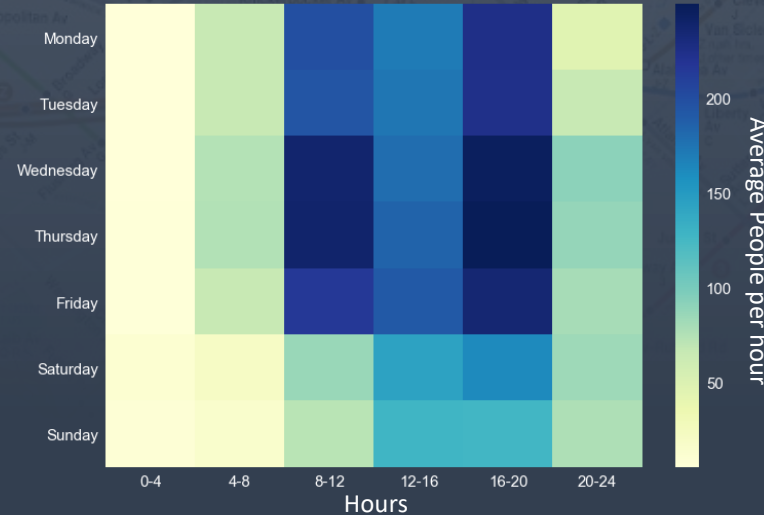


Station: 86 ST - Line: 456 - C/A: R249

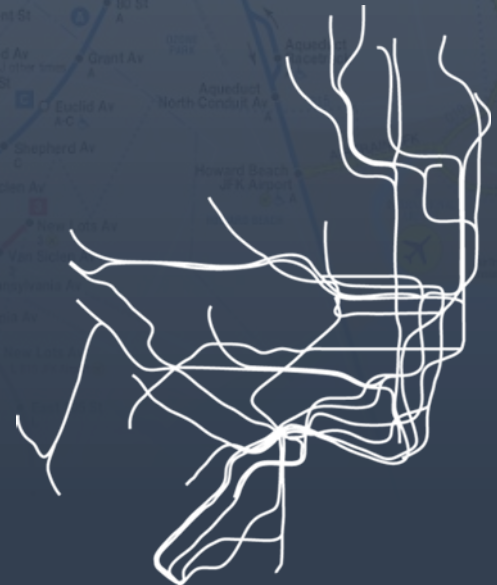


Hours

Station: 86 ST - Line: 456 - C/A: R250

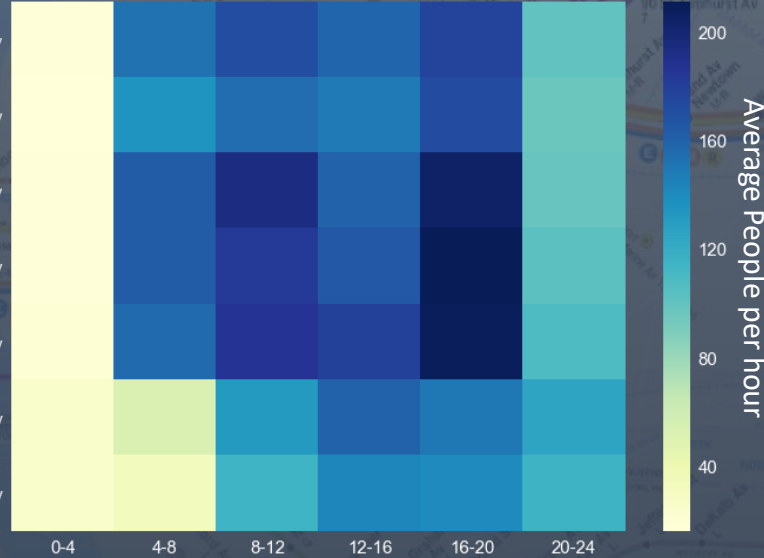


Hours

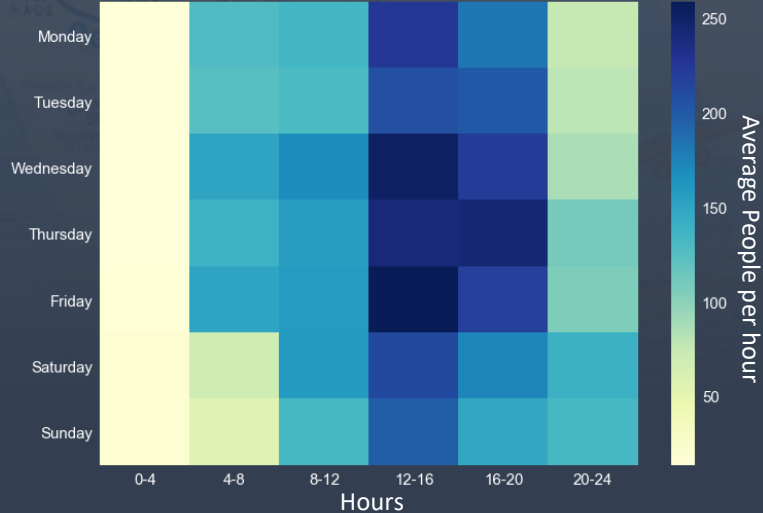


Maximizing Awareness – 42nd St. Case Study

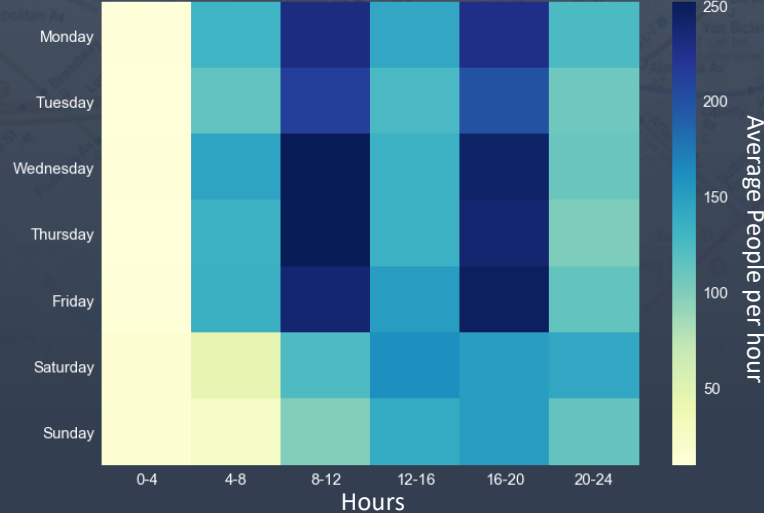
Station: 42 ST-PORT AUTH - Line: 1237ACENQRSW



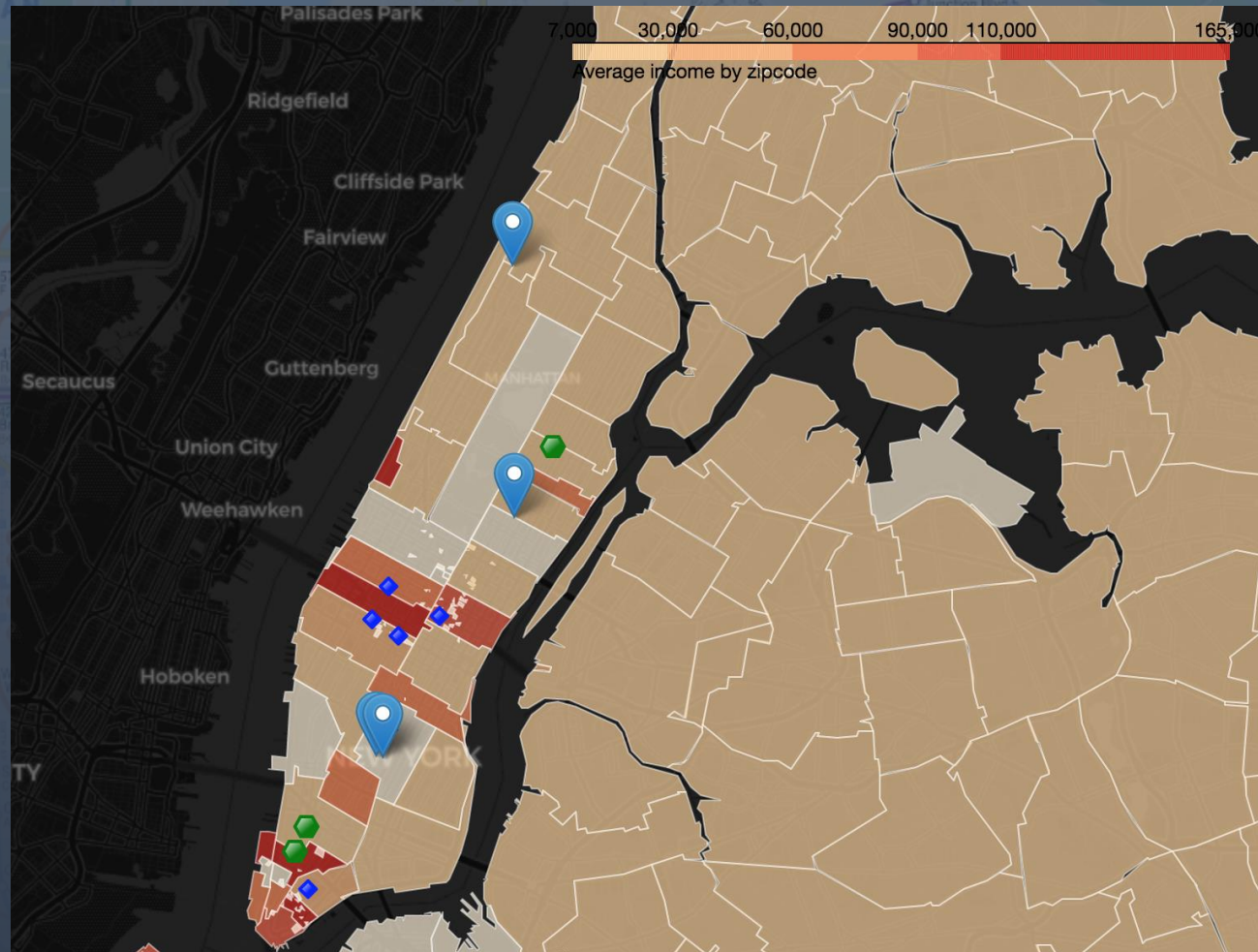
Station: 42 ST-PORT AUTH - Line: 1237ACEGNRSW - C/A: N060



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



Overlapped Objectives



Target Stations Recommended

Awareness

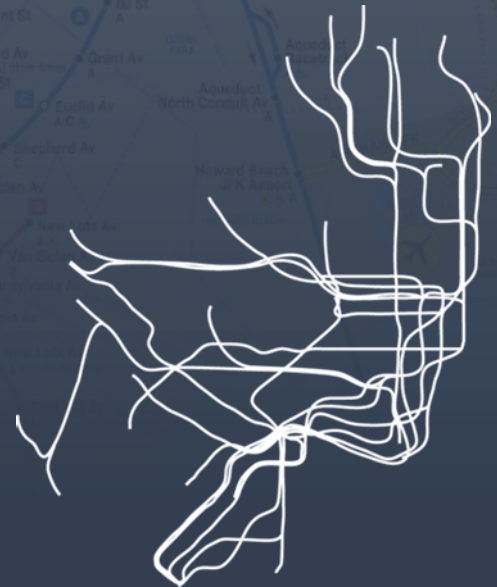
42 St. Port Authority
Grand Central
Herald Sq.
Fulton St.
Union Sq.
Penn Station

Participation

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

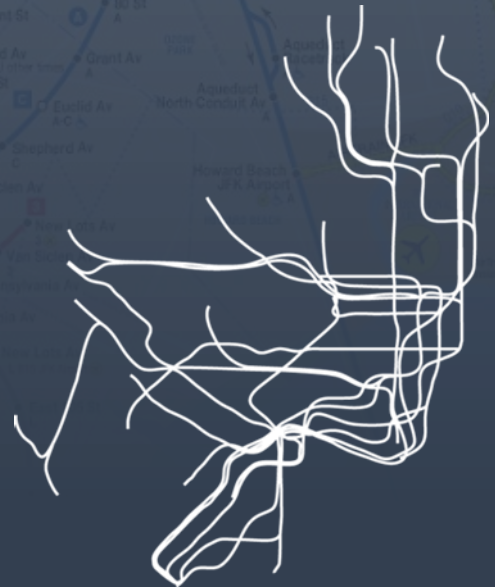
Fundraising

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

