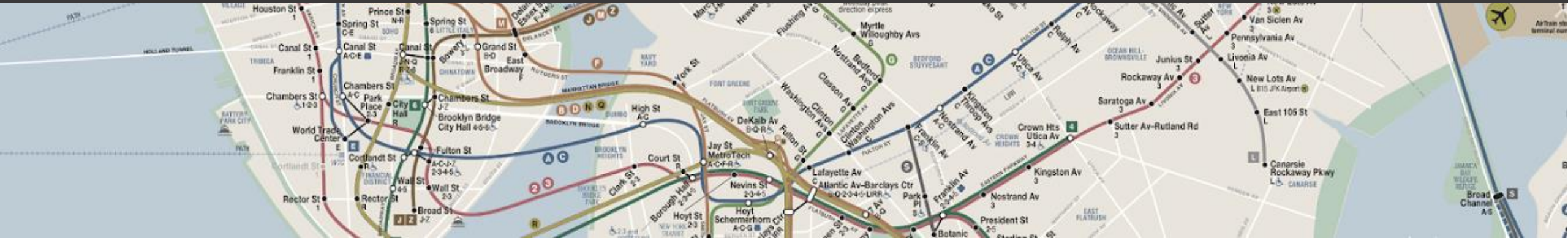
Women Yes Women Tech Gala – Fundraising - Awareness

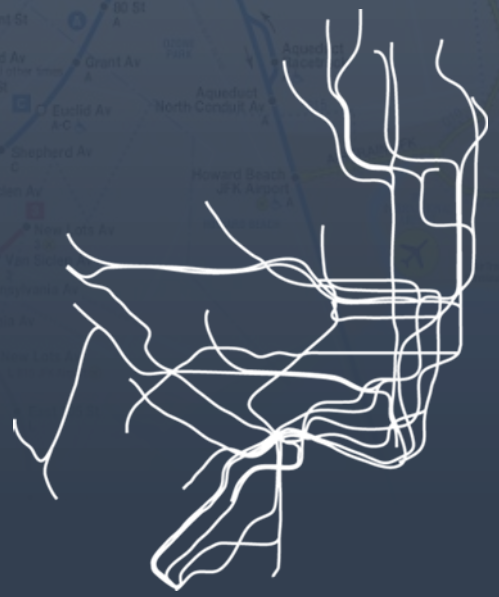
Leveraging NYC Subway Data to Optimize Participation, Fundraising, and Awareness



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

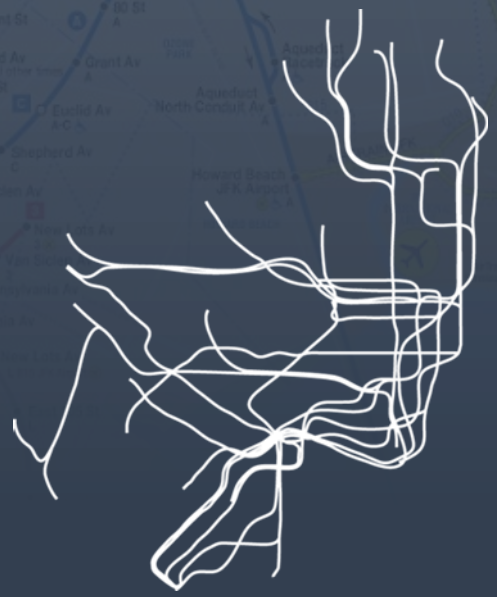
Stations close to target institutions

Goal: Maximize Participation & Promote Outreach

Fundraising

Stations in wealthy neighborhoods

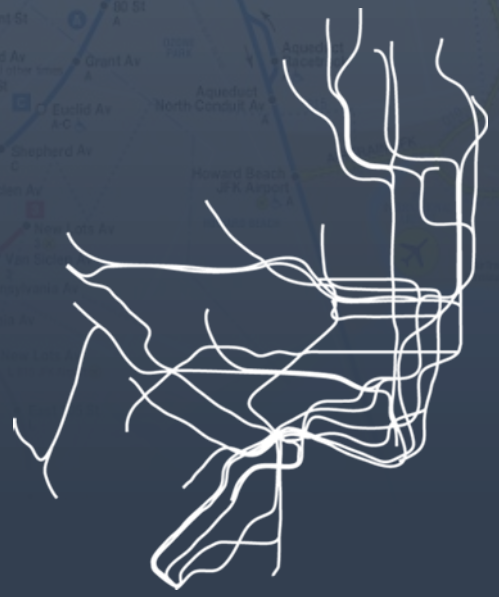
Goal: Maximize Fundraising



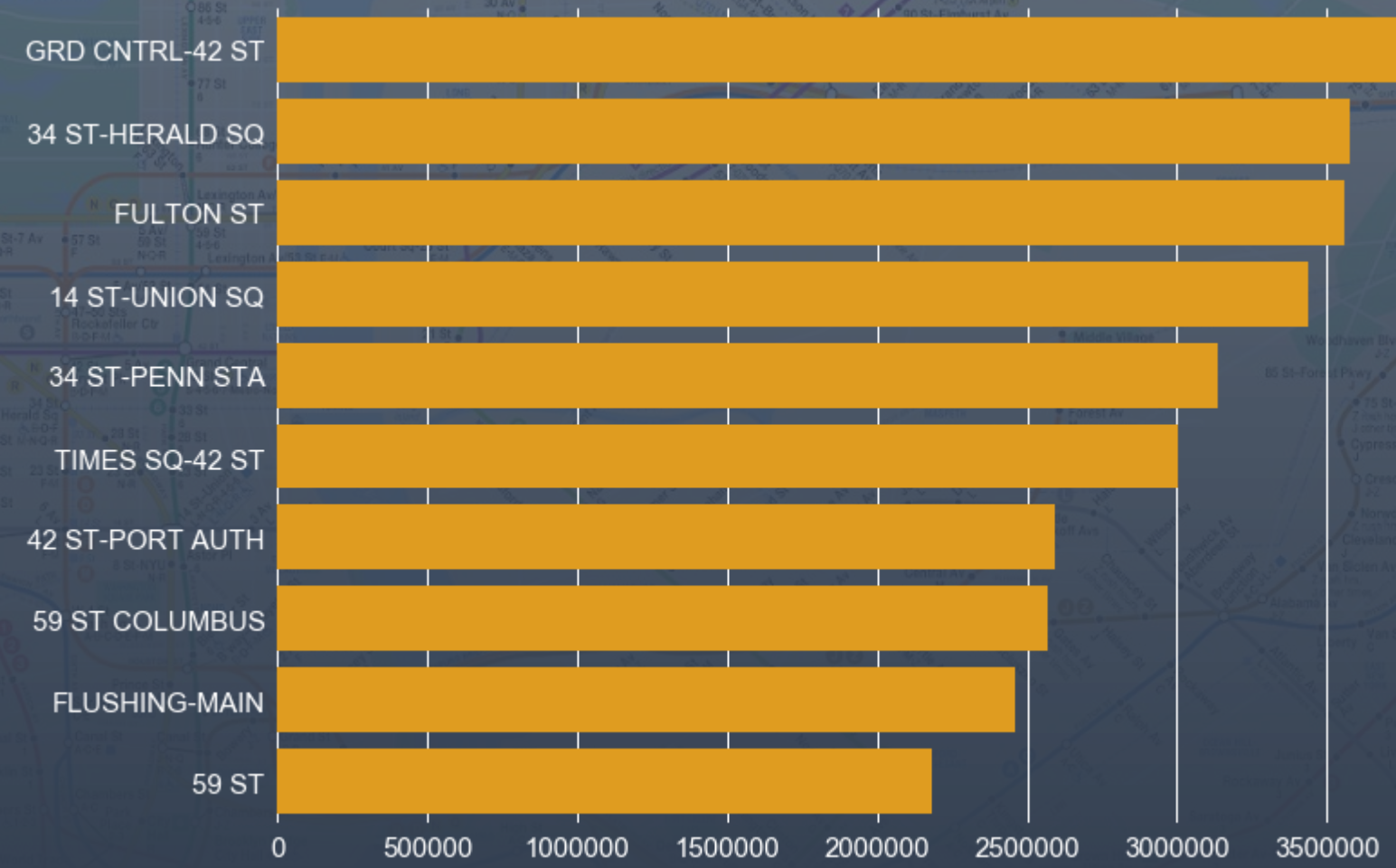
Leveraging Subway Data - Process

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

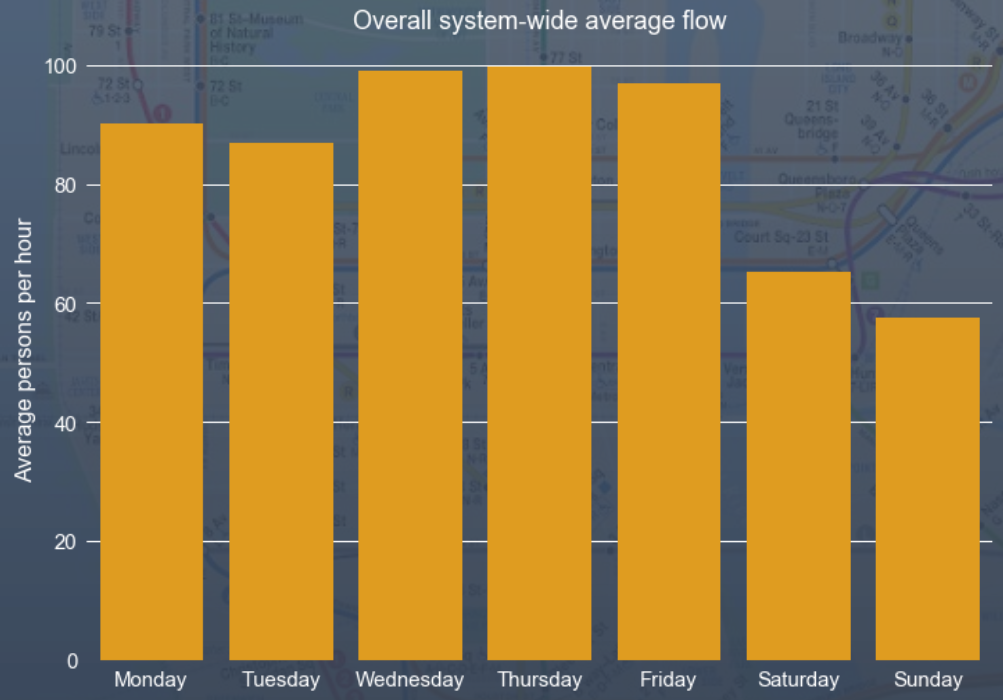
- Data Tools:
  - Python libraries
  - Seaborn
  - Folium
  - JS libraries

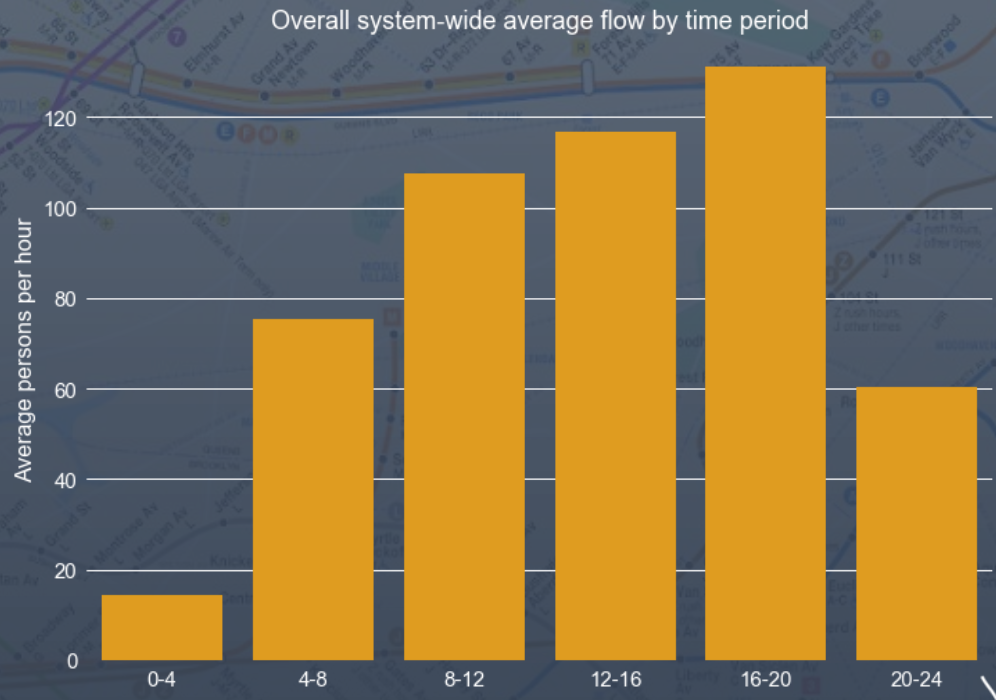


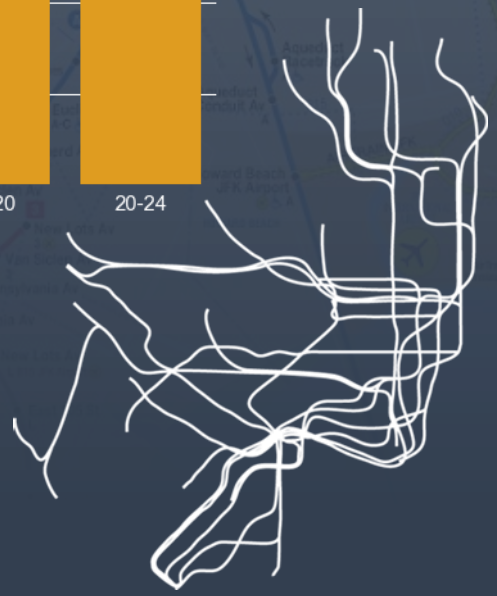
Most Trafficked Stations - Top 10



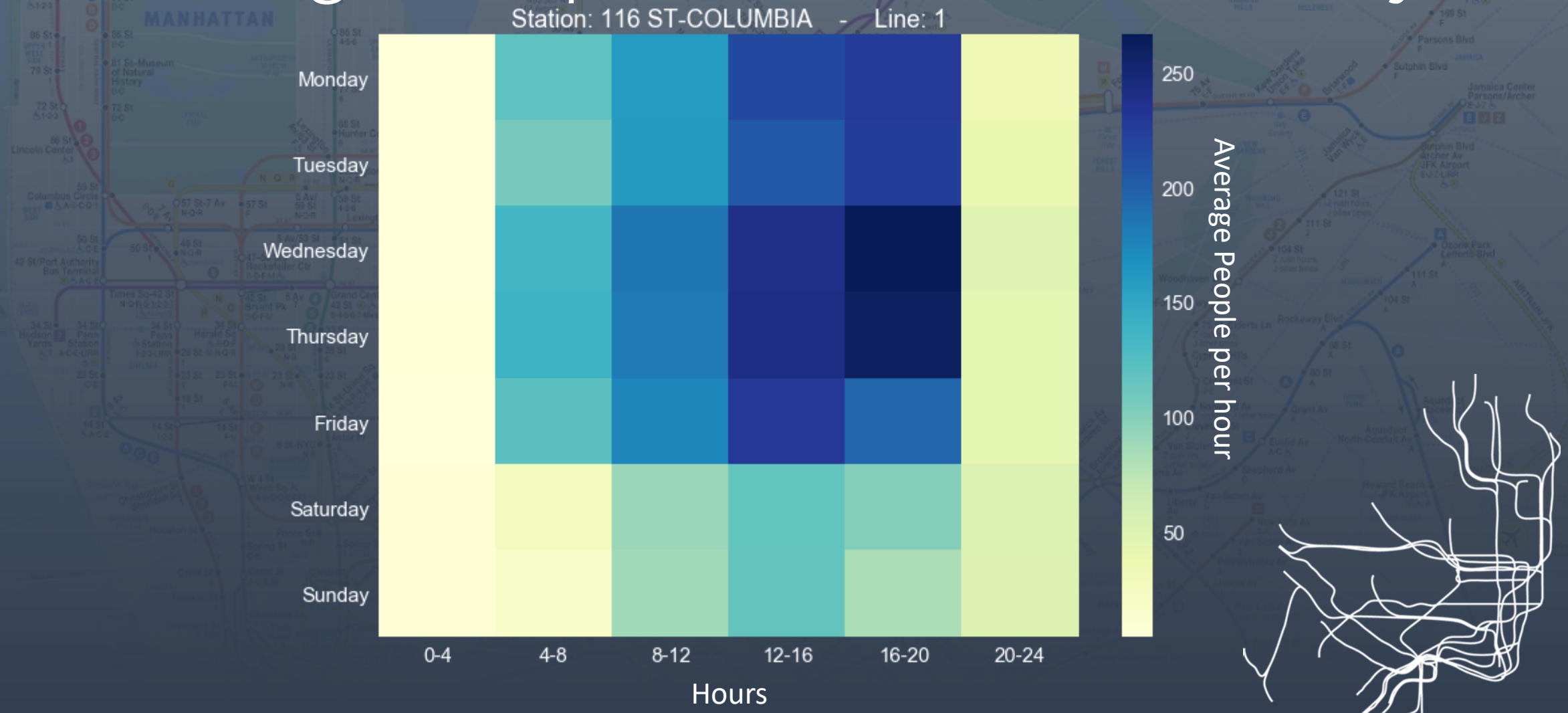
Significant Variability

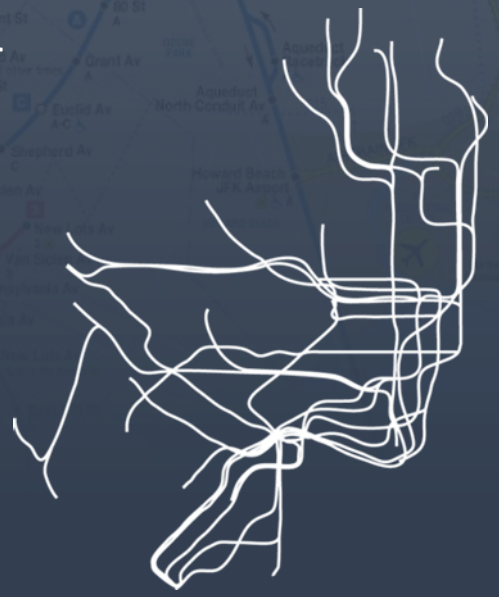




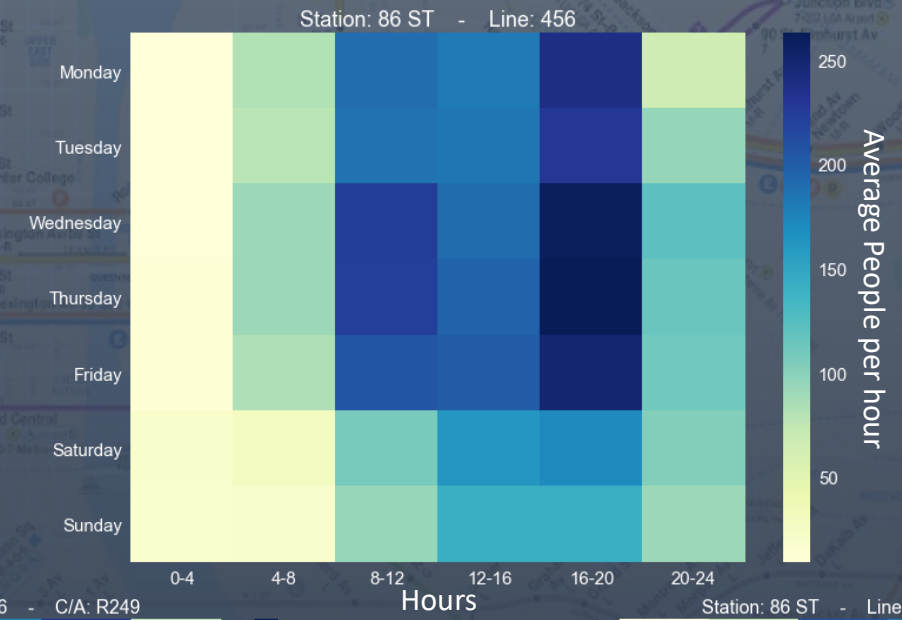


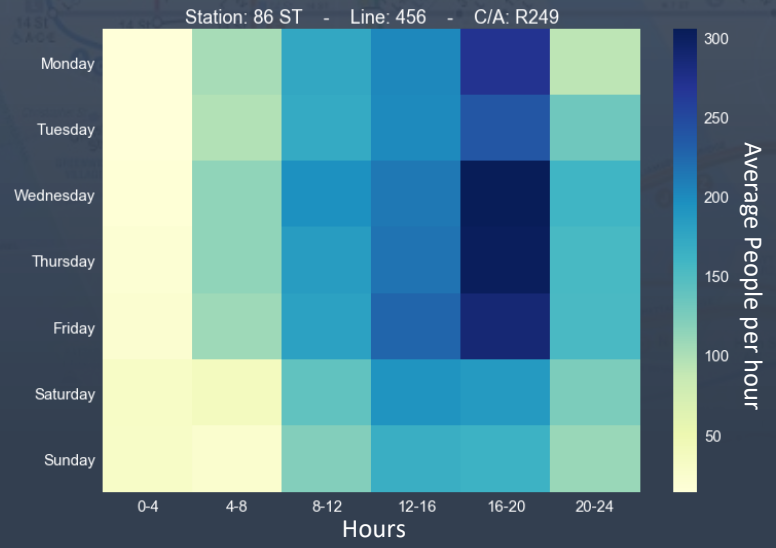
Maximizing Participation – 116th St. Case Study

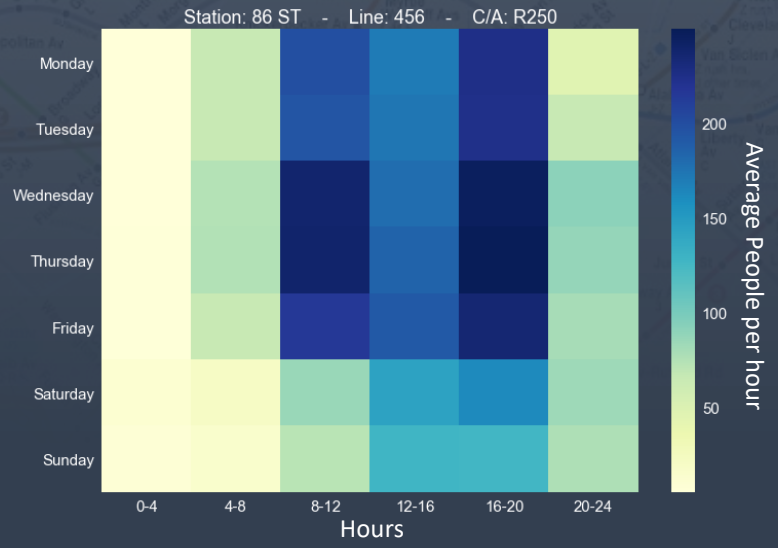


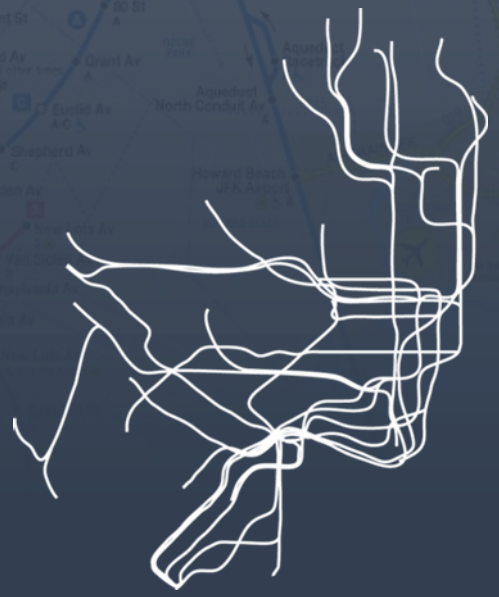


Maximizing Fundraising – 86th St. Case Study

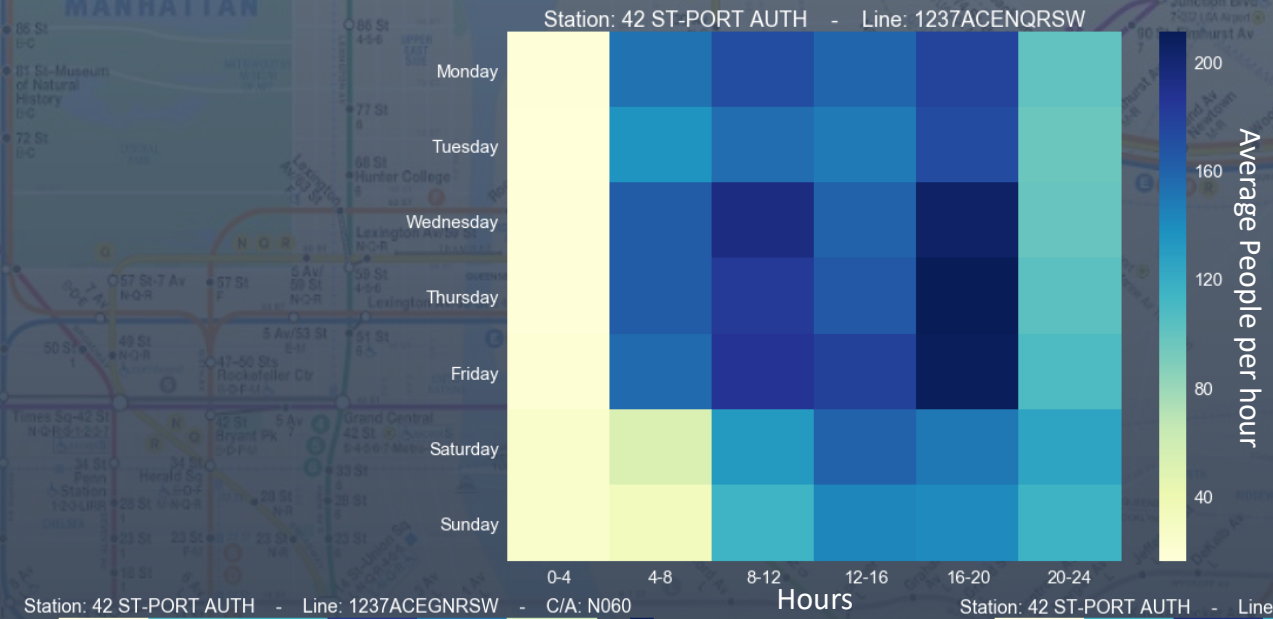


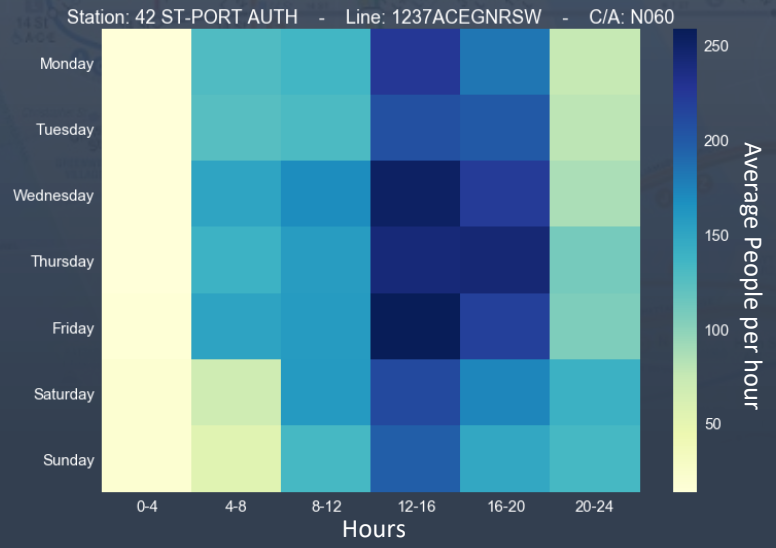


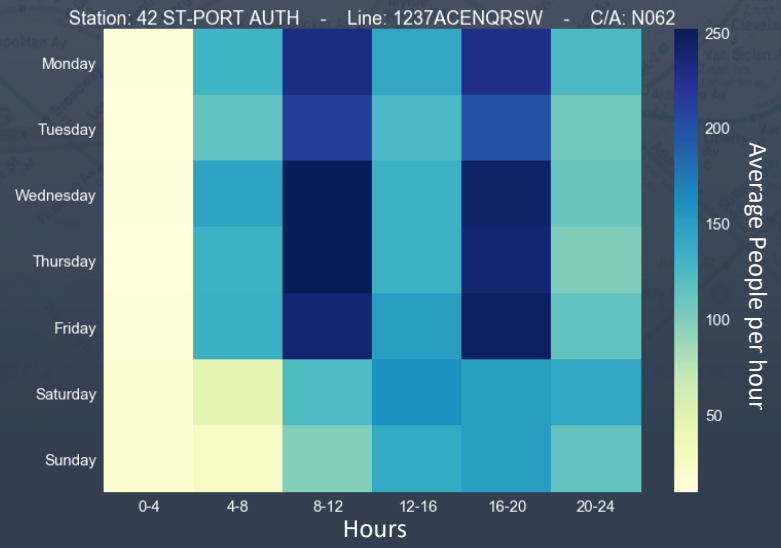


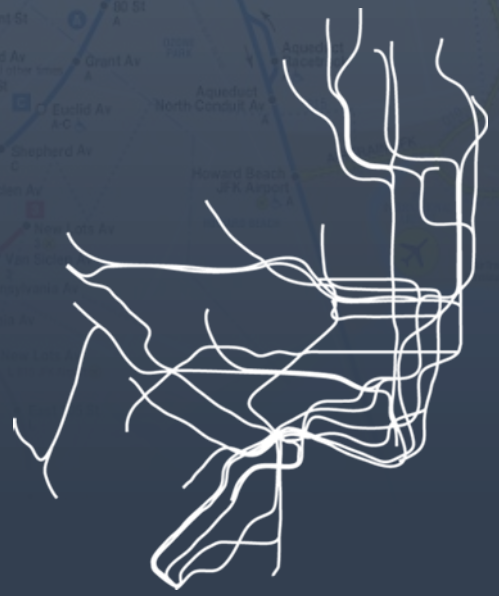


Maximizing Awareness – 42nd St. Case Study

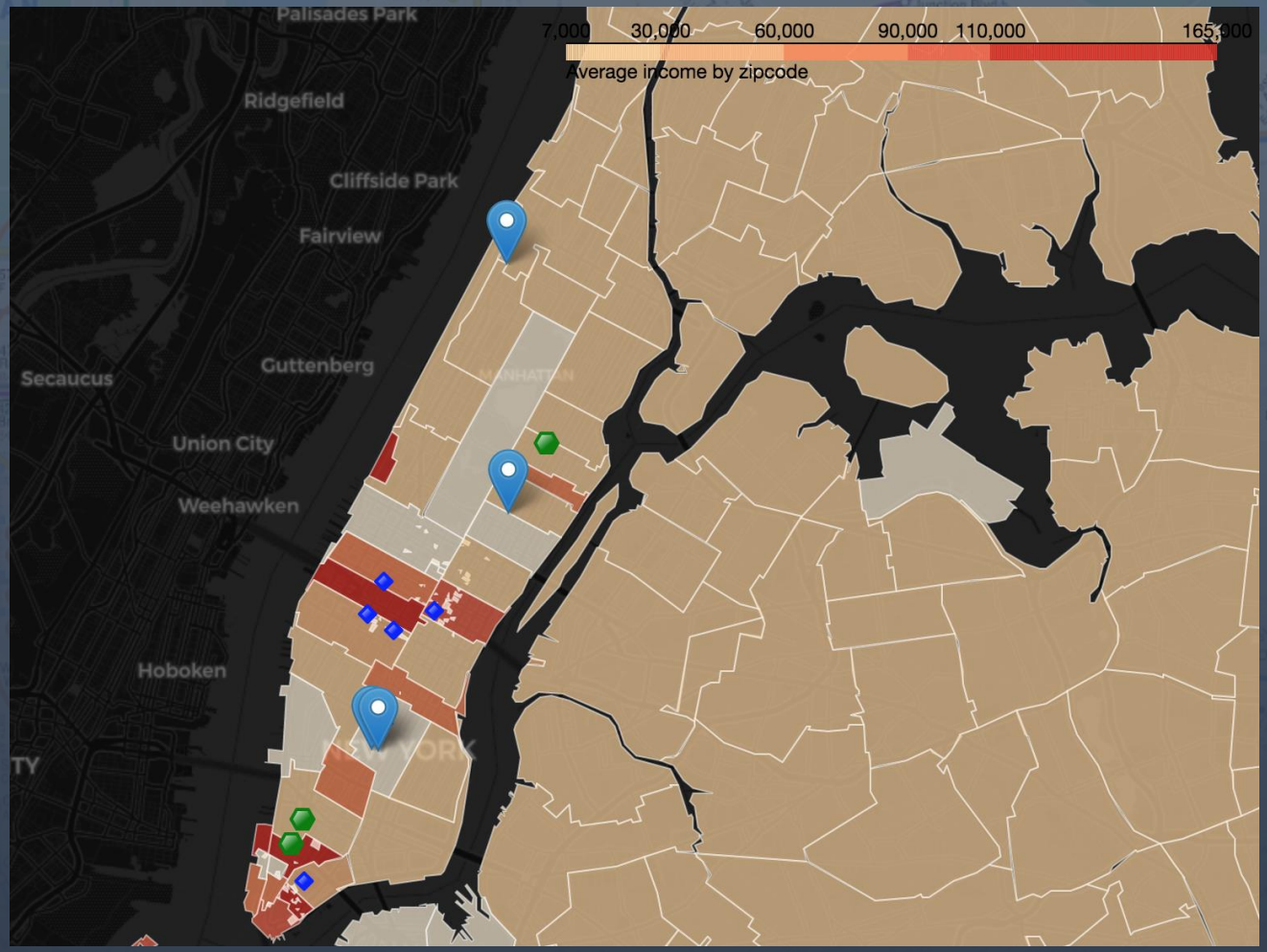


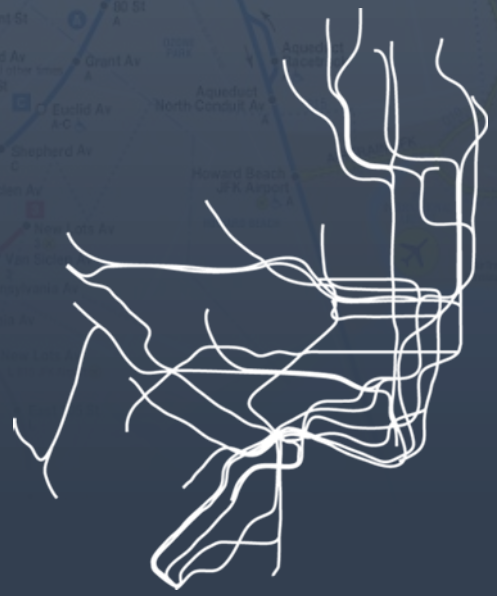






Overlapped Objectives





Target Stations Recommended

Awareness

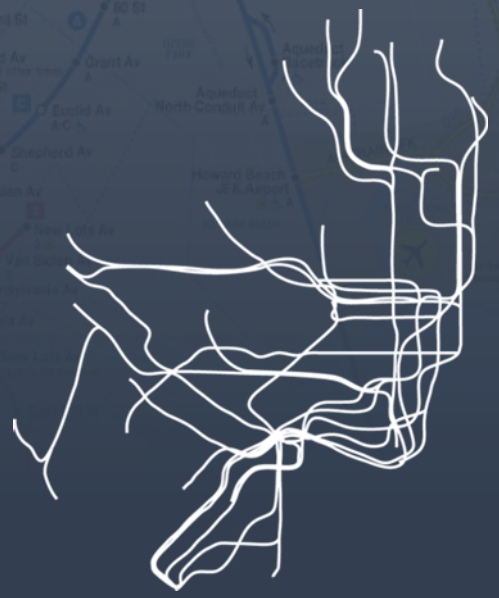
42 St. Port Authority
Grand Central
Herald Sq.
Fulton St.
Union Sq.
Penn Station

Participation

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

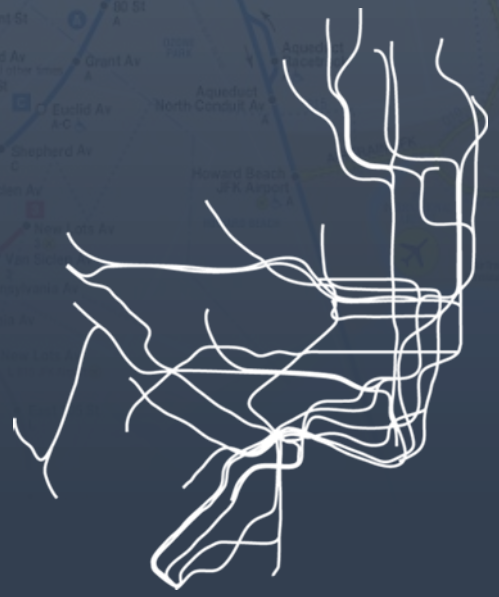
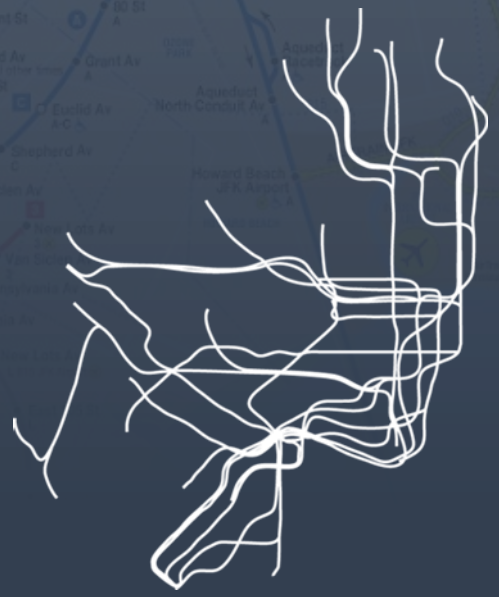
Fundraising

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