



WomenTechWomenYes

Leveraging NYC MTA data to optimize street team placement

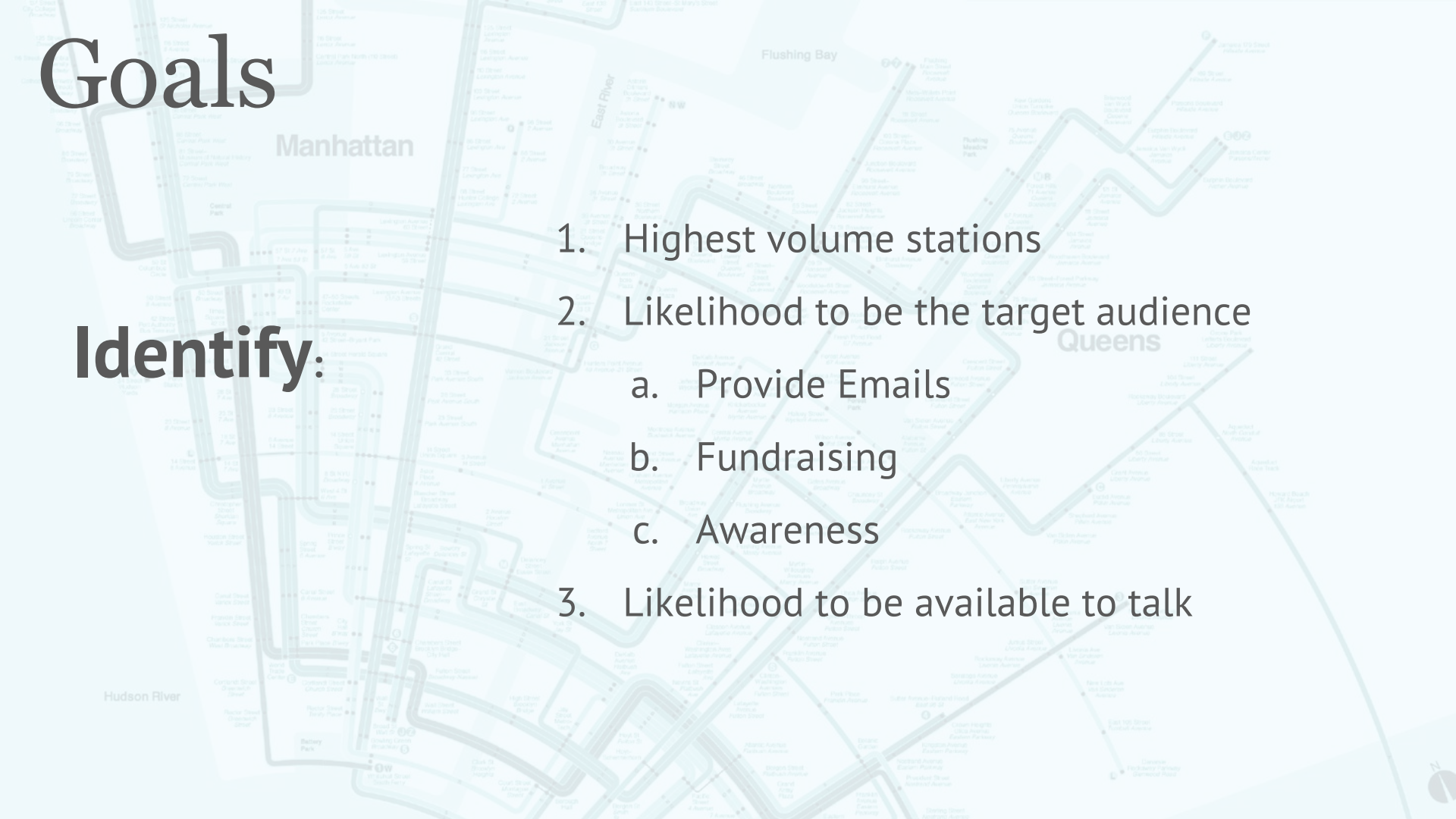
Objective

Provide **actionable** data that will help **optimize the placement** of WTWY street teams, such that they can gather the **most signatures**, ideally from those who will **attend the gala** and contribute to their cause

Goals

Identify:

1. Highest volume stations
2. Likelihood to be the target audience
 - a. Provide Emails
 - b. Fundraising
 - c. Awareness
3. Likelihood to be available to talk



Some Assumptions:

1. Availability of street teams during April
2. Gala is located in Manhattan



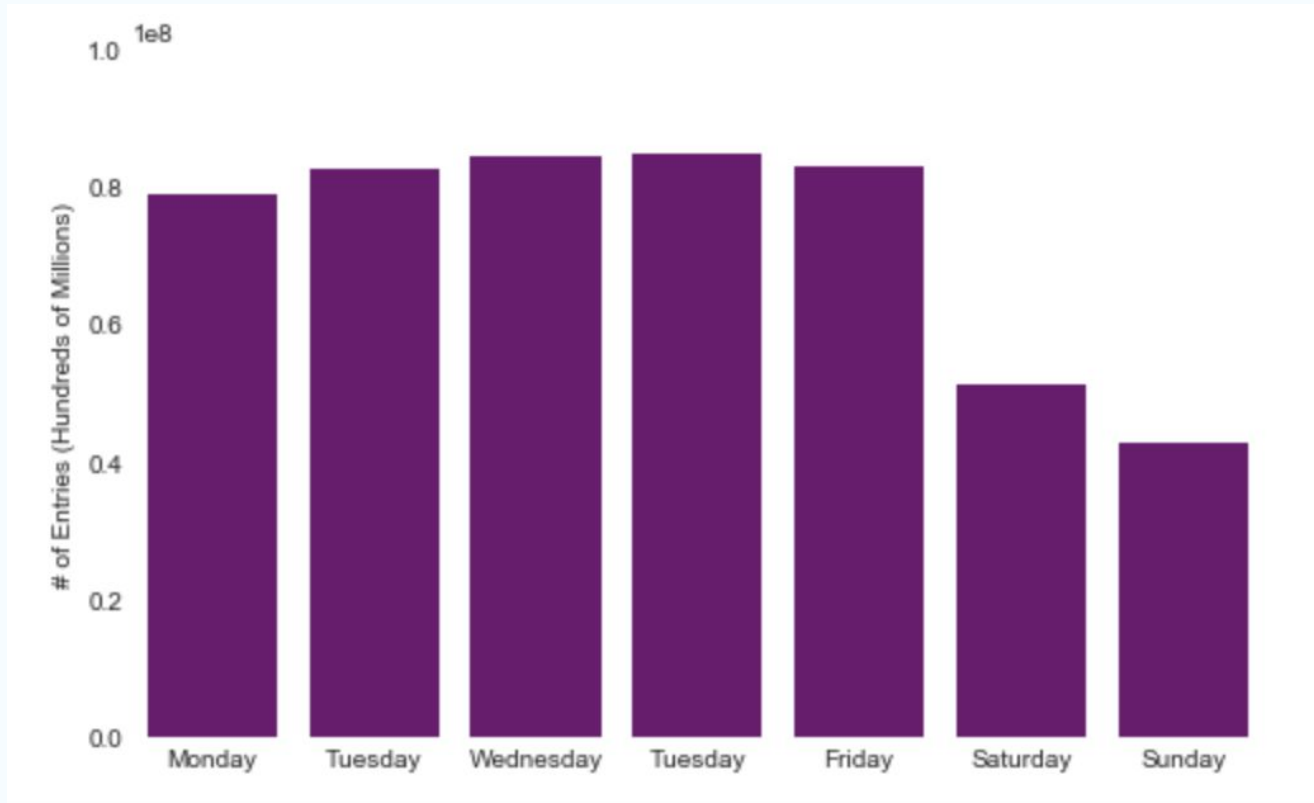
Actions

1. Use MTA Turnstyle Data for April 2015-2017
2. Identified stations with highest traffic volume
3. Executed Time Analysis
4. Identified Individual stations with highest potential for awareness and fundraising

Tools Used: Python, Pandas, Matplotlib, Seaborn, Folium, ZipCode API

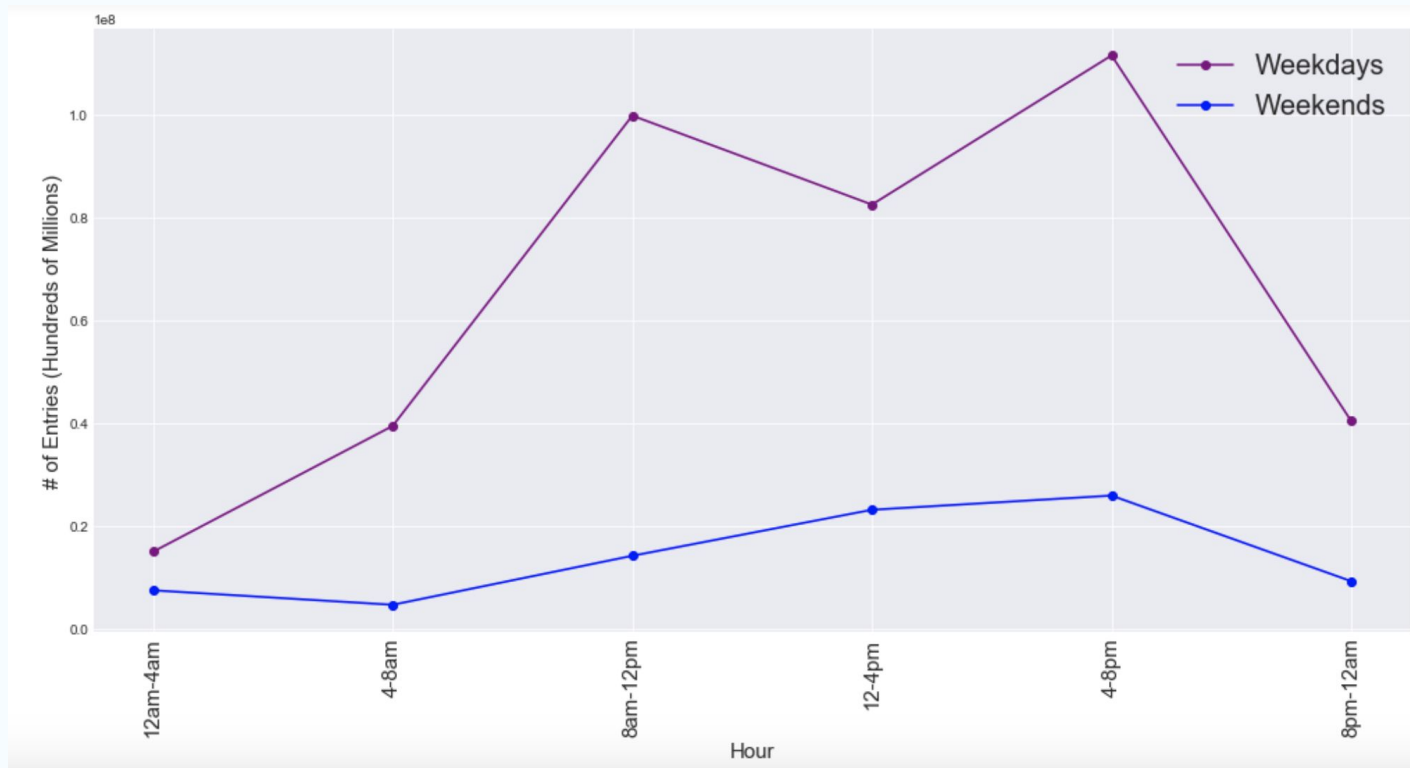
Daily Traffic

All 472 Stations, (April 2015-2017)



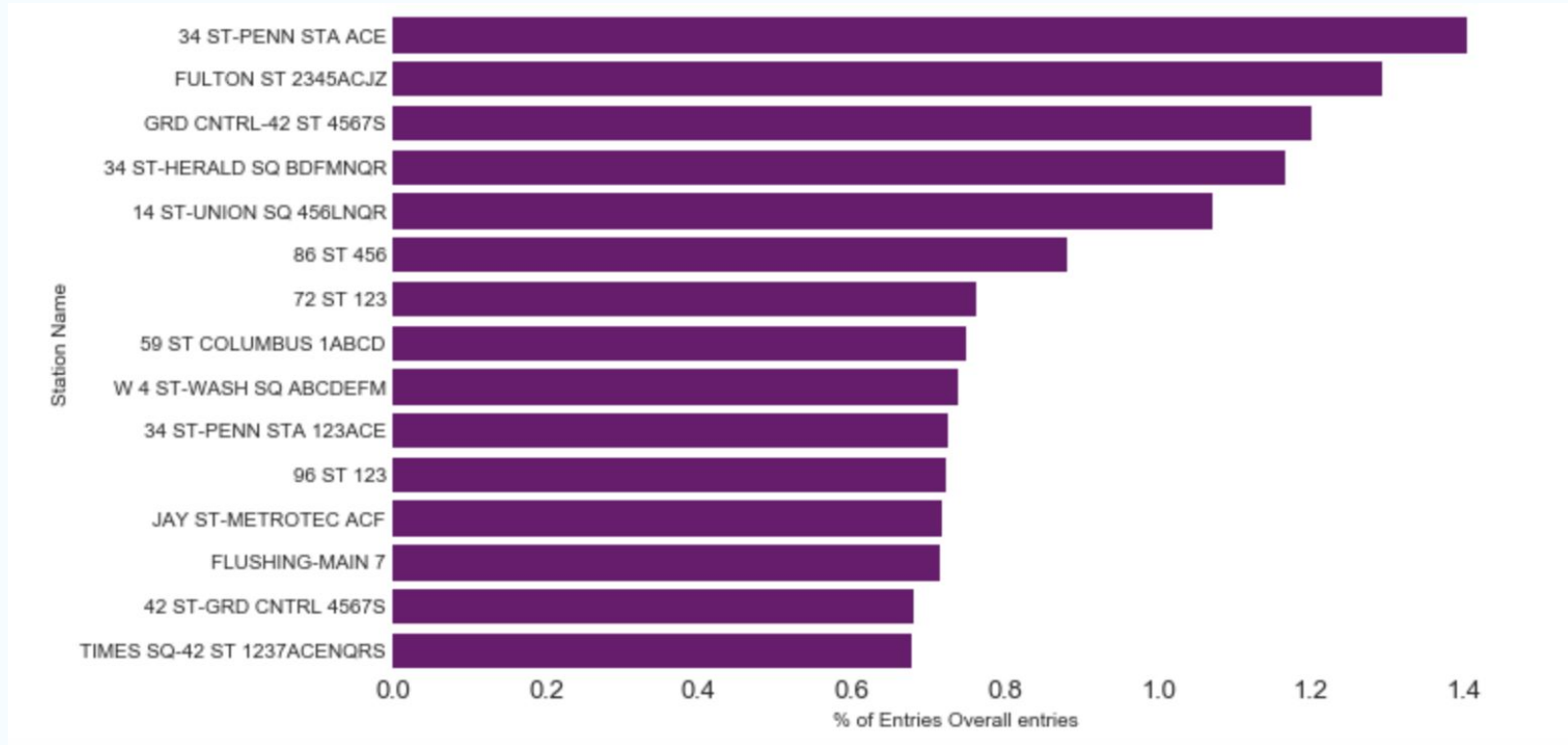
Hourly Traffic weekend vs. weekday

All stations (April 2015-2017)



Top 15 Stations Traffic

... out of 472 stations

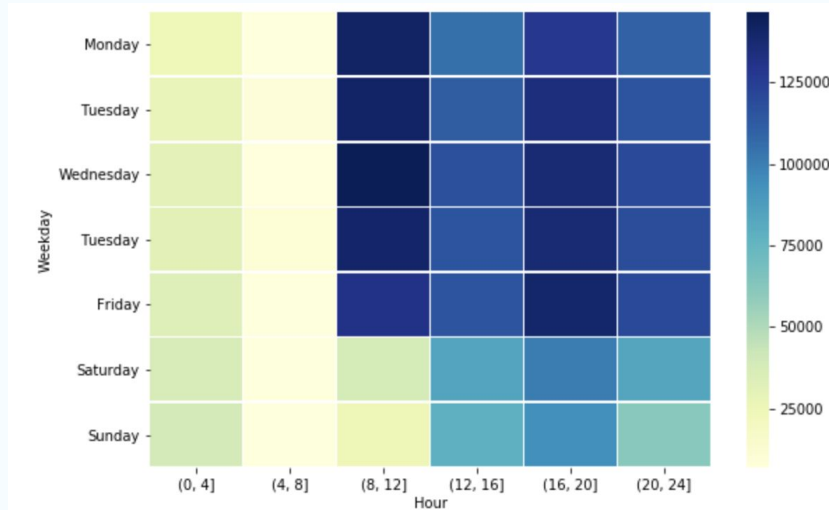


Traffic By Day/Hour

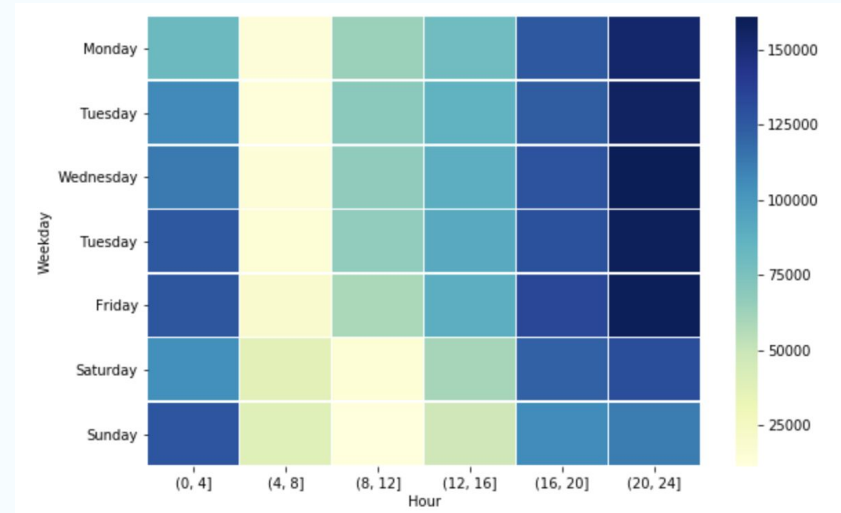
Selected Target Stations (April 2015-2017)

AWARENESS

116 St. (Columbia U.)



West 4th St. (NYU)

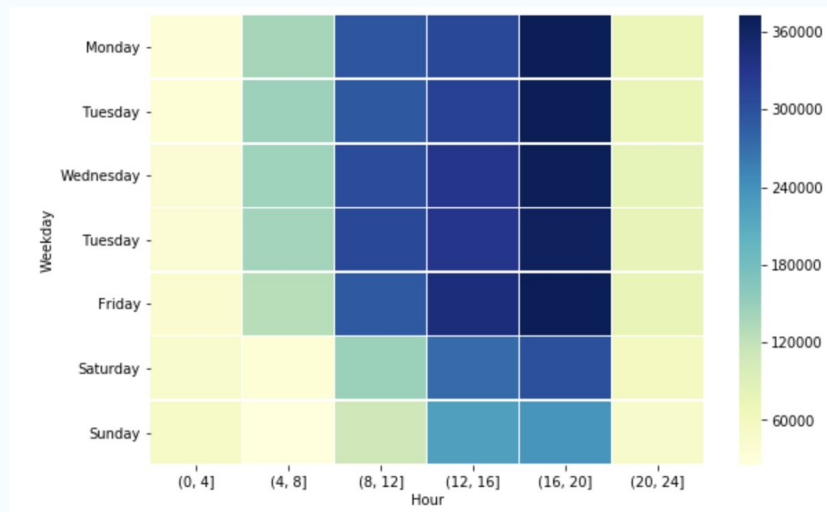


Traffic By Day/Hour

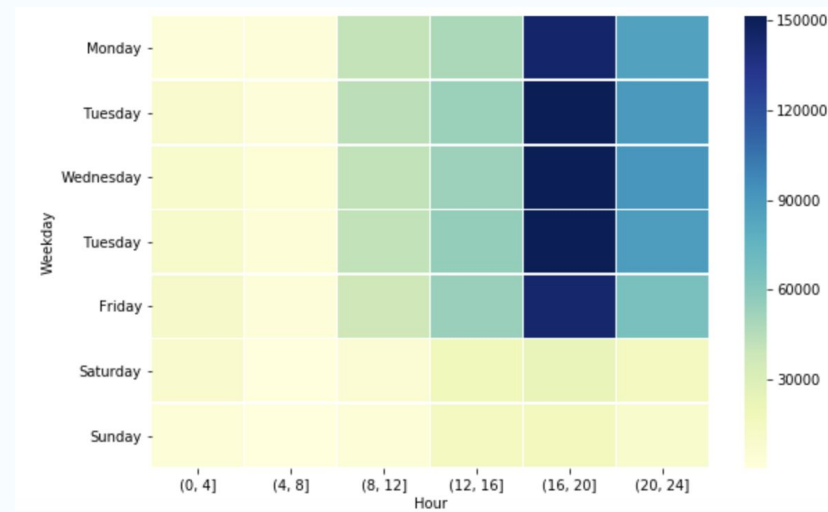
Selected Target Stations (April 2015-2017)

FUNDRAISING

86th St.



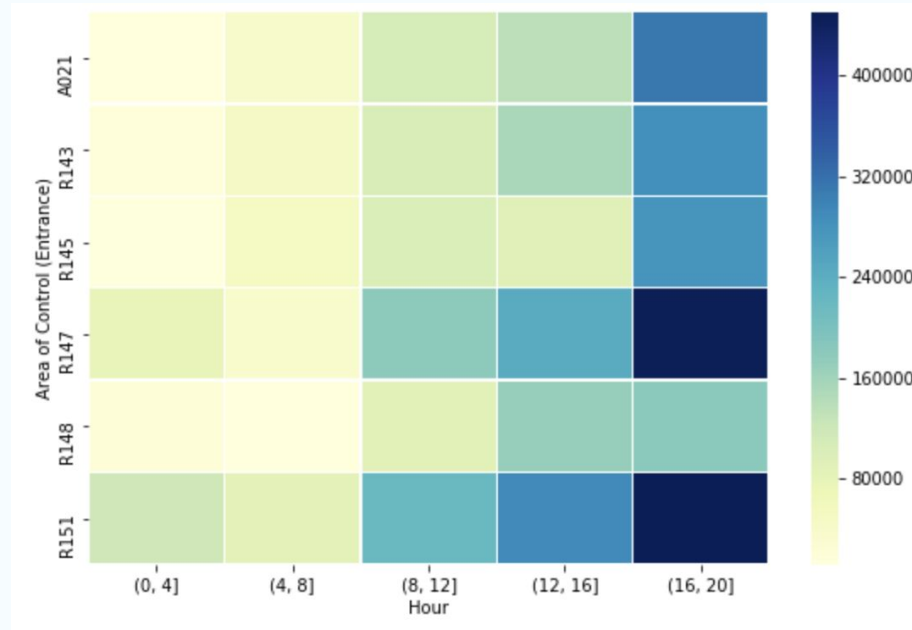
Wall St.



Traffic By Hour and Access Point

Selected Target Stations (April 2015-2017)

BIG STATION/HIGH TRAFFIC TIMES SQ/42 ST.







Summary of insights

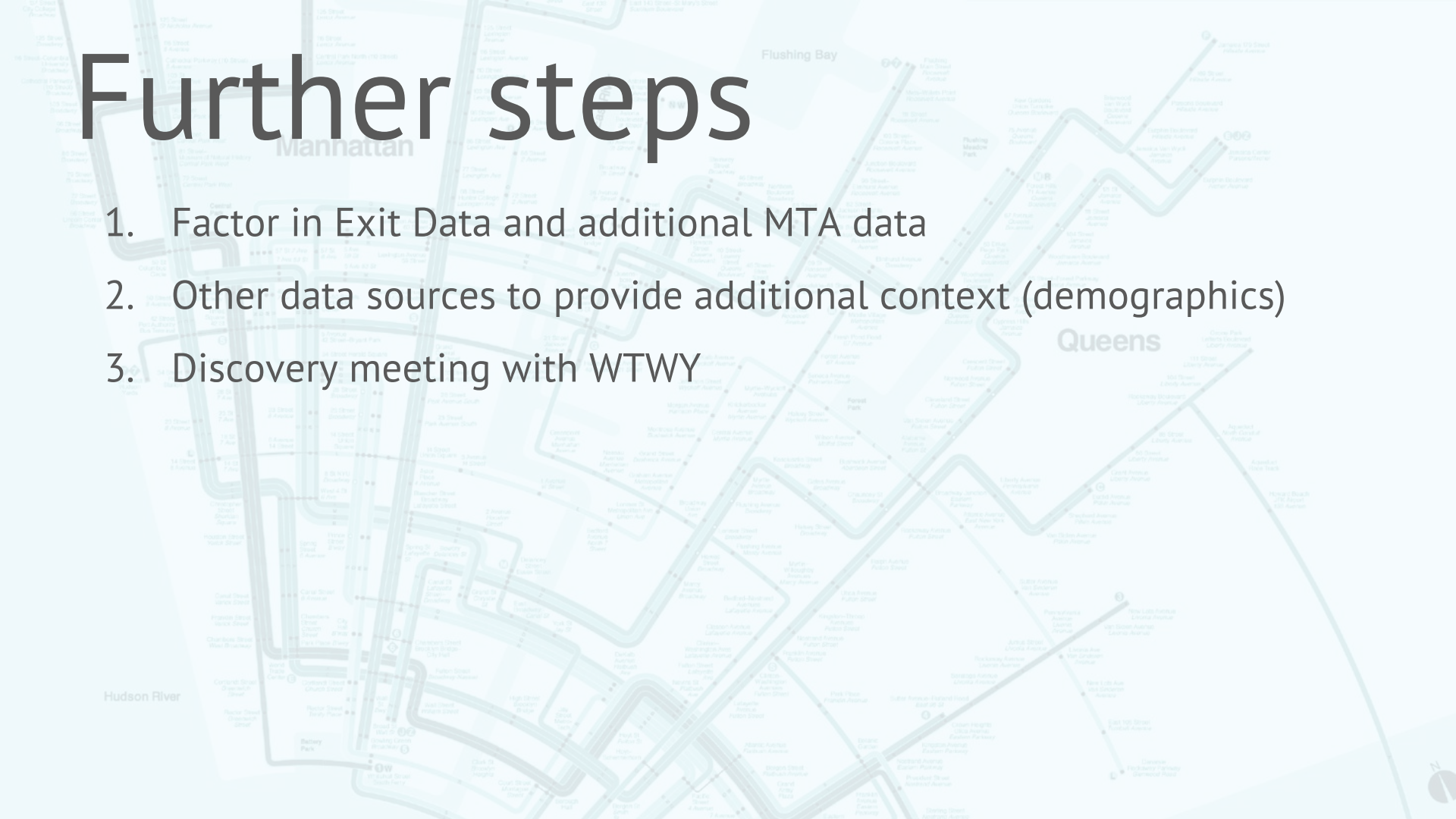
1. Top 15 Stations (3%) cover 13.5% of foot traffic
2. Stations near Universities and Tech hubs present opportunity for outreach and awareness.
3. Stations classified as high per capita income present opportunities for fundraising.
4. Weekdays mornings not recommended.
5. Overall stations are better targeted between 4-8pm

Recommendations

Awareness & Outreach	Fundraising
<ul style="list-style-type: none">- 116th St (Columbia)- W 4St-Wash Sq- 8th St- Times Sq. (42th St. closest entrance to Broadway)- 14th St.	<ul style="list-style-type: none">- Wall St- 86th St- Chambers St- W 4St-Wash Sq
Proposed Time Window: 12pm-12am	Proposed Time Window: 12pm-8pm

Further steps

1. Factor in Exit Data and additional MTA data
2. Other data sources to provide additional context (demographics)
3. Discovery meeting with WTWY





Discovery Questions:

1. **Where** is Gala located?
2. **Dates** Street Teams are working?
3. **Size** of Street Teams?
4. Are there **time constraints** for Street Teams?
5. What does your **ideal audience** look like?
6. Is this the **first time** you're placing people on the streets? If not, any lessons learned?

Manhattan

Flushing Bay

East River

Hudson River

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