

WOMENTECHWOMENYES (WTWY)

STREET TEAM OPTIMIZATION

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AGENDA

Overview

Data/Methodology

Exploratory Analysis

Key Takeaways

Next Steps

OVERVIEW

WHAT'S THE PROBLEM?

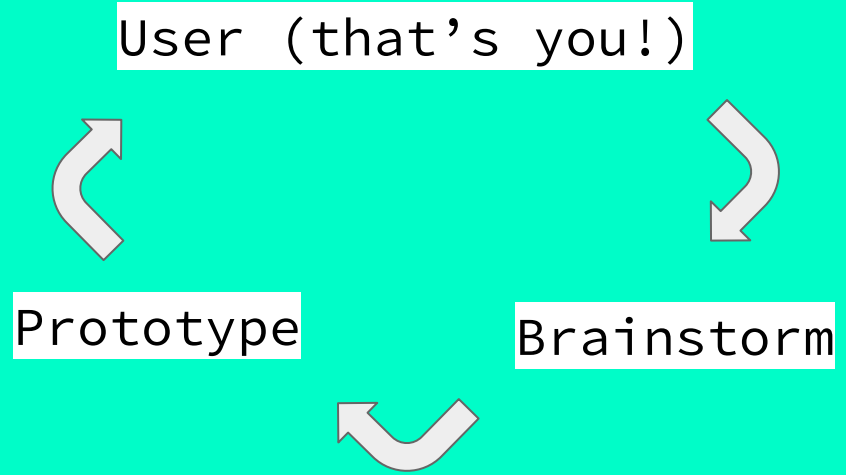
WTWY engaged us to help optimize the effectiveness of their street team work.

Here are their goals:

- Use MTA data to optimize placement of street teams for collecting emails for free tickets to annual gala (purpose of Gala is reach and financing)
- Build awareness of their cause
- Reach those who are passionate about their cause

OUR APPROACH

Following our initial discussion we performed some exploratory analysis, brainstormed, and prototyped a potential solution to lead our discussions today.



DATA/METHODOLOGY

THE DATA

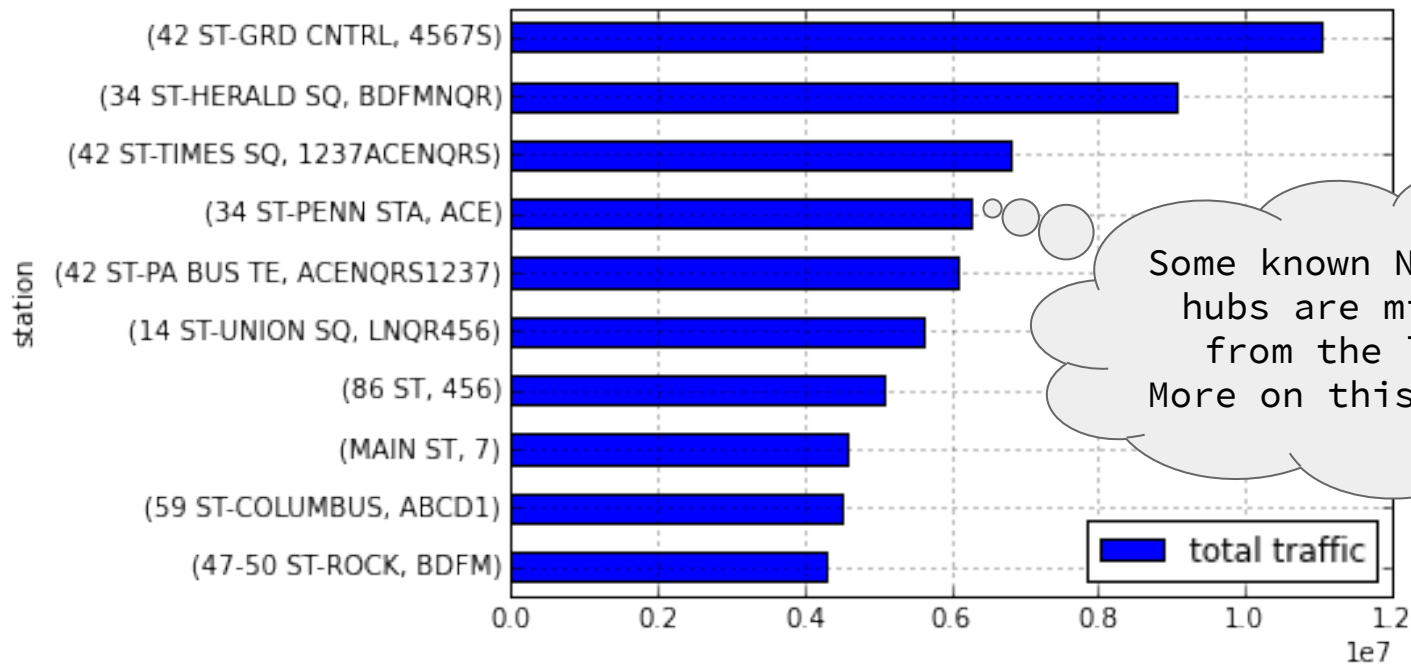
- We collected MTA turnstile data for 12 weeks (spring through early summer)
- Data contains snapshot count information for every 4 hour period (approx.)
- Data was reviewed for reasonableness; records with more than 5K entries at a single turnstile during one 4 hour period were dropped
- High-level/anecdotal data regarding the density of NYC tech companies was also considered

THE METHOD

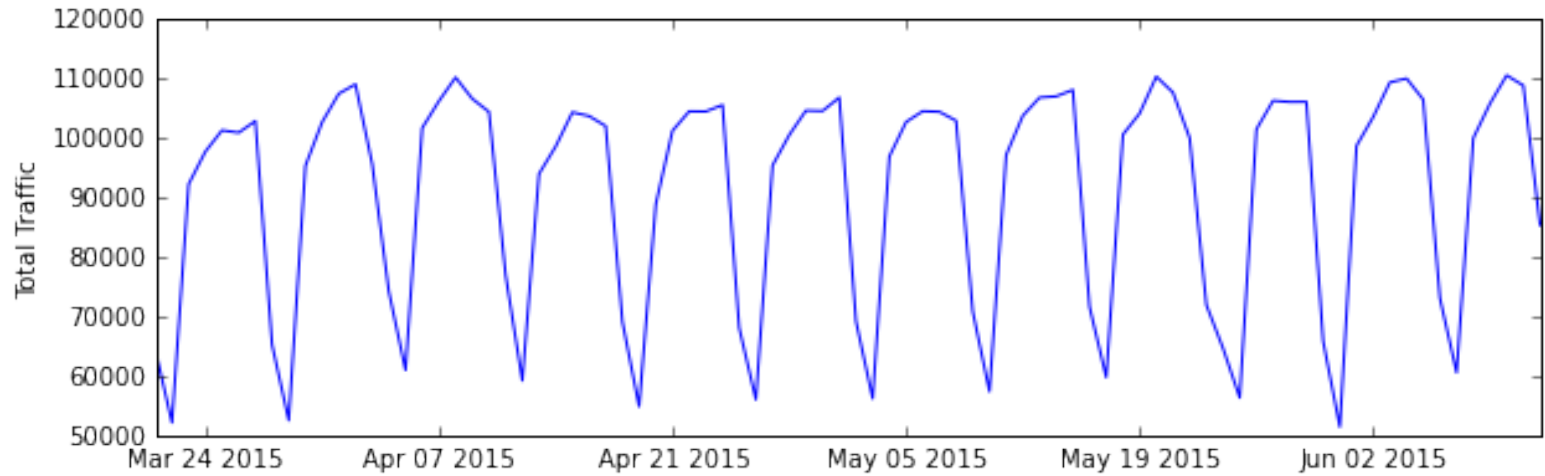
- We examined total volume (measured by subway entrances) for all stations to identify the highest volume stations
- For select stations we examined daily values to find peak days of the week
- For select stations we examined hourly values to identify peak hours

EXPLORATORY ANALYSIS

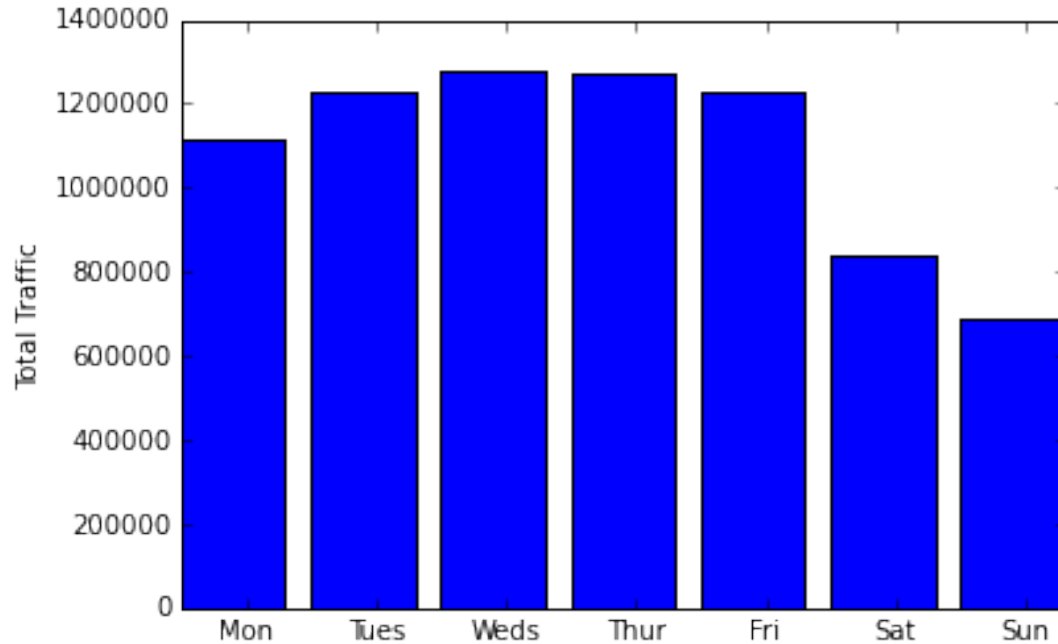
TOP STATIONS BY TOTAL ENTRY VOLUME



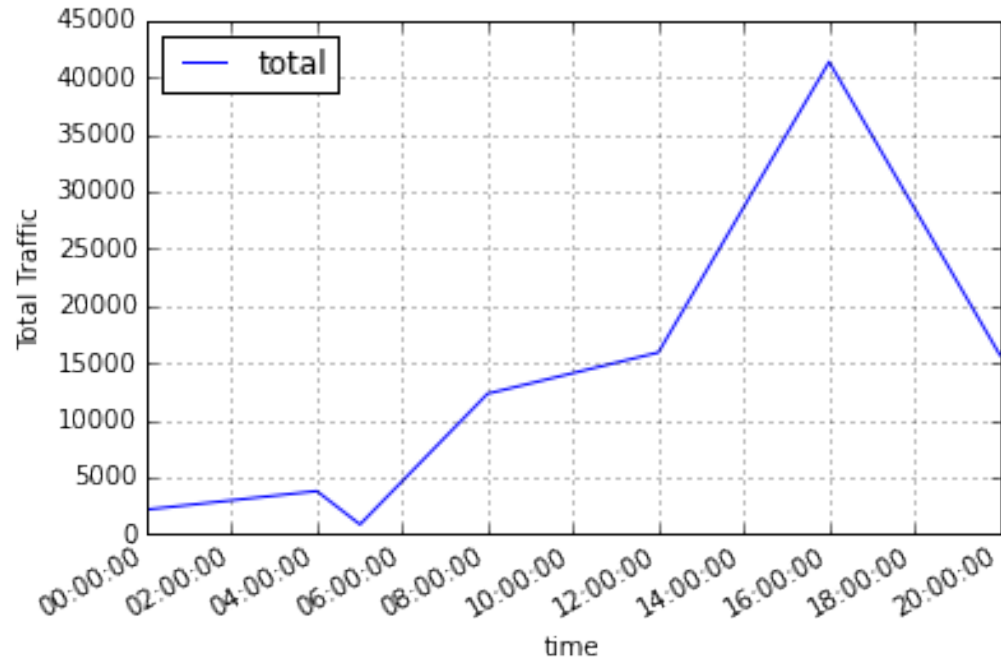
SAMPLE DAILY TIME SERIES (FOR TIME SQUARE)



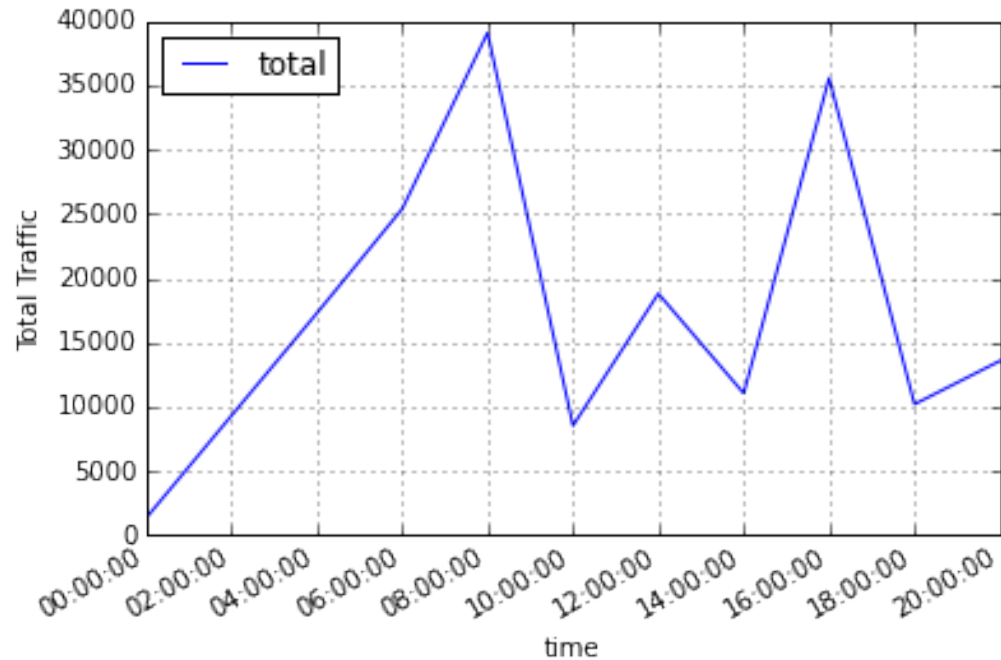
SAMPLE WEEKDAY ENTRY TRAFFIC (FOR TIME SQUARE)



SAMPLE HOURLY TIME SERIES (FOR TIME SQUARE)



SAMPLE HOURLY TIME SERIES (FOR PENN STATION)



KEY TAKEAWAYS

WHAT WE KNOW (AND WHAT WE MIGHT NOT...YET!)

1. Anecdotal major NYC “hotspots” do have the most traffic flowing through the subways
2. Weekday commuter/local traffic exceeds weekend tourist traffic (in Manhattan)
3. There is no one size fits all peak hours! Follow the natural flow of navigating through the city on an individual station level
4. But where is our **target market** traveling to and from?

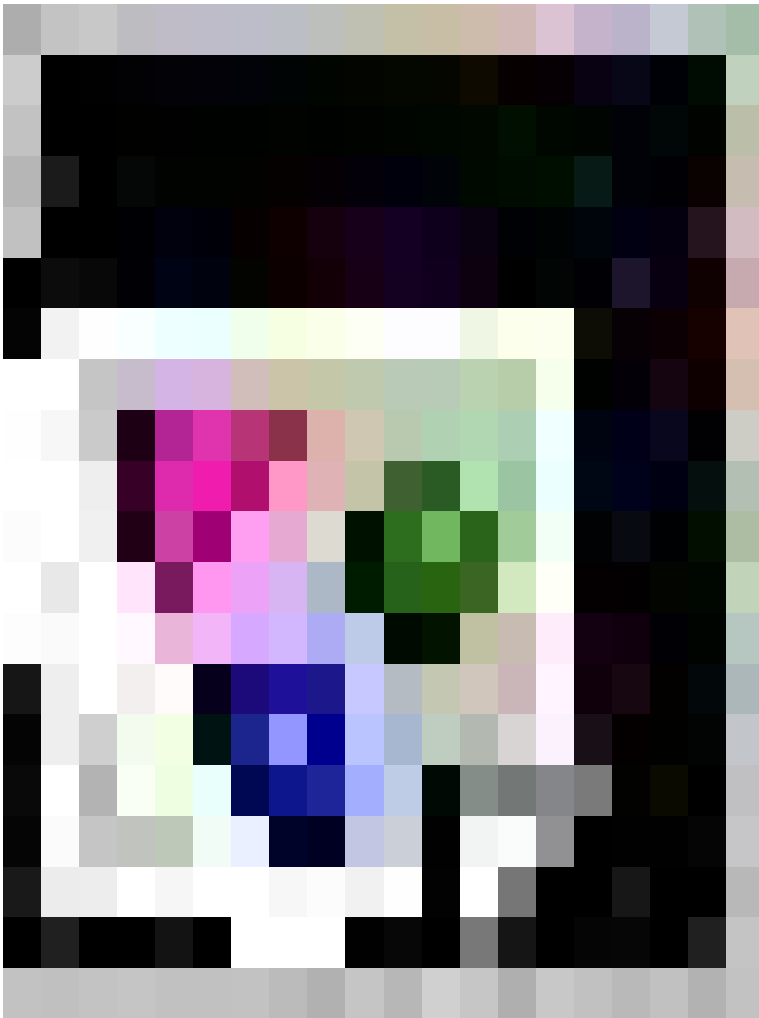
NEXT STEPS
(WHERE CAN WE GO
FROM HERE?)

UTILIZING STATION VOLUME

Dashboard application to
utilize for Street Team
deployment

planning/strategy:

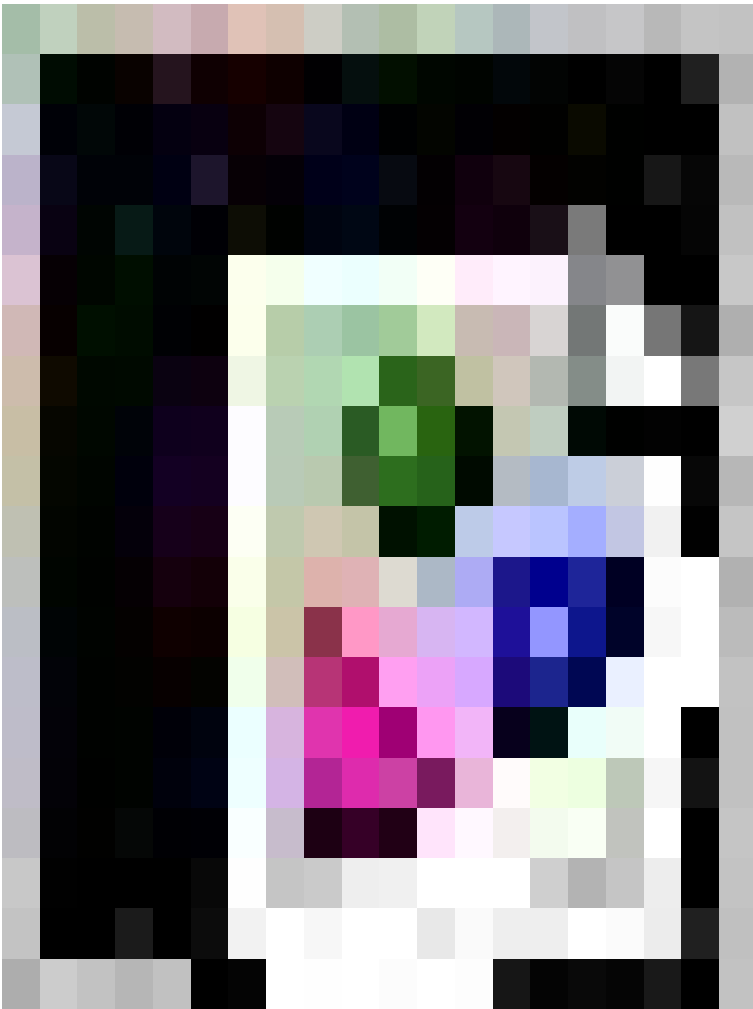
playing off the
traditional NYC subway
map we can clearly see
which stops are high
volume by the size of
their “stop dot”

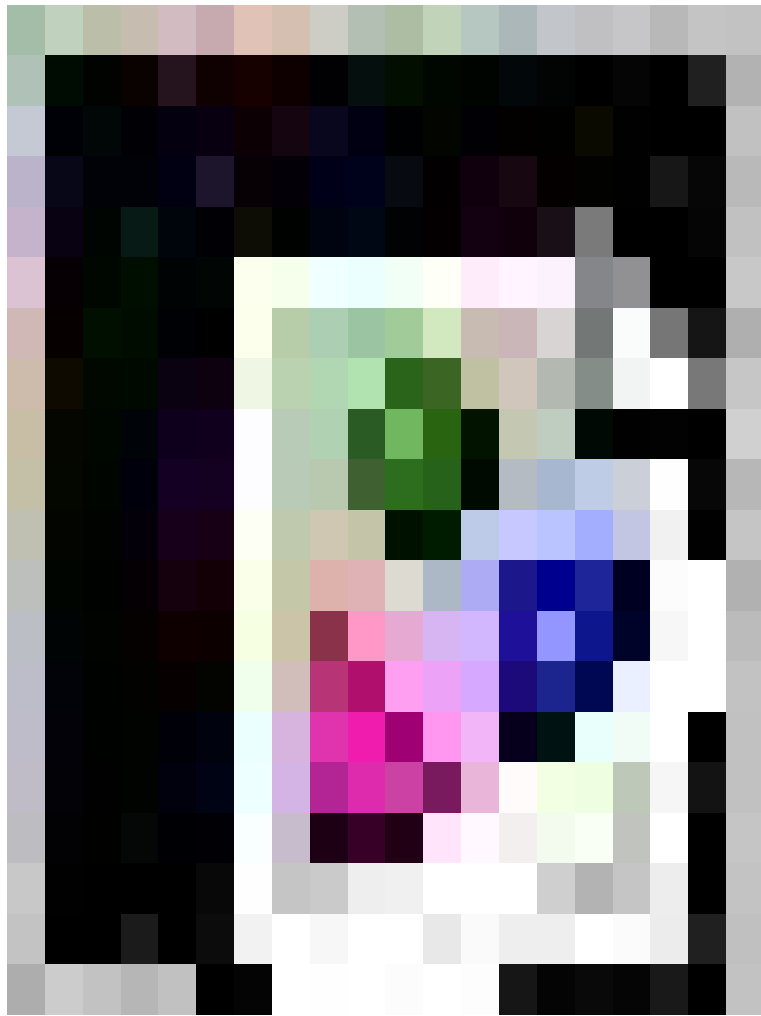


FINDING OUR TARGET MARKET

Thinking beyond just
human traffic:

maximize exposure to the
people who care about
our cause the most by
overlaying density of
tech companies and
women's advocacy
headquarters



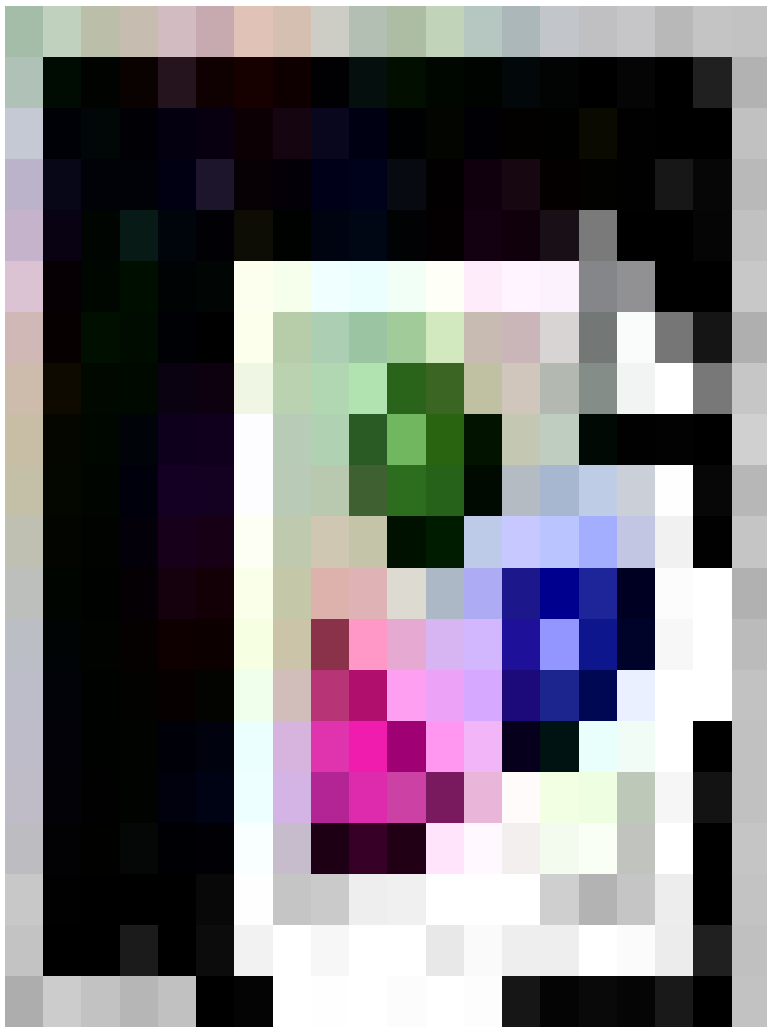


STATION DRILL IN!

Have all the intel you
need at the click of a
mouse:

Drill into each station
to get key metrics and
local tech/advocacy

—



DRILL IN EVEN FURTHER!

Understand your target market:

Drill down to local “market” relative to each station for optimal street team placement and assignment

THANK YOU!
(ANY QUESTIONS?)