



WTWY Street Team Strategy

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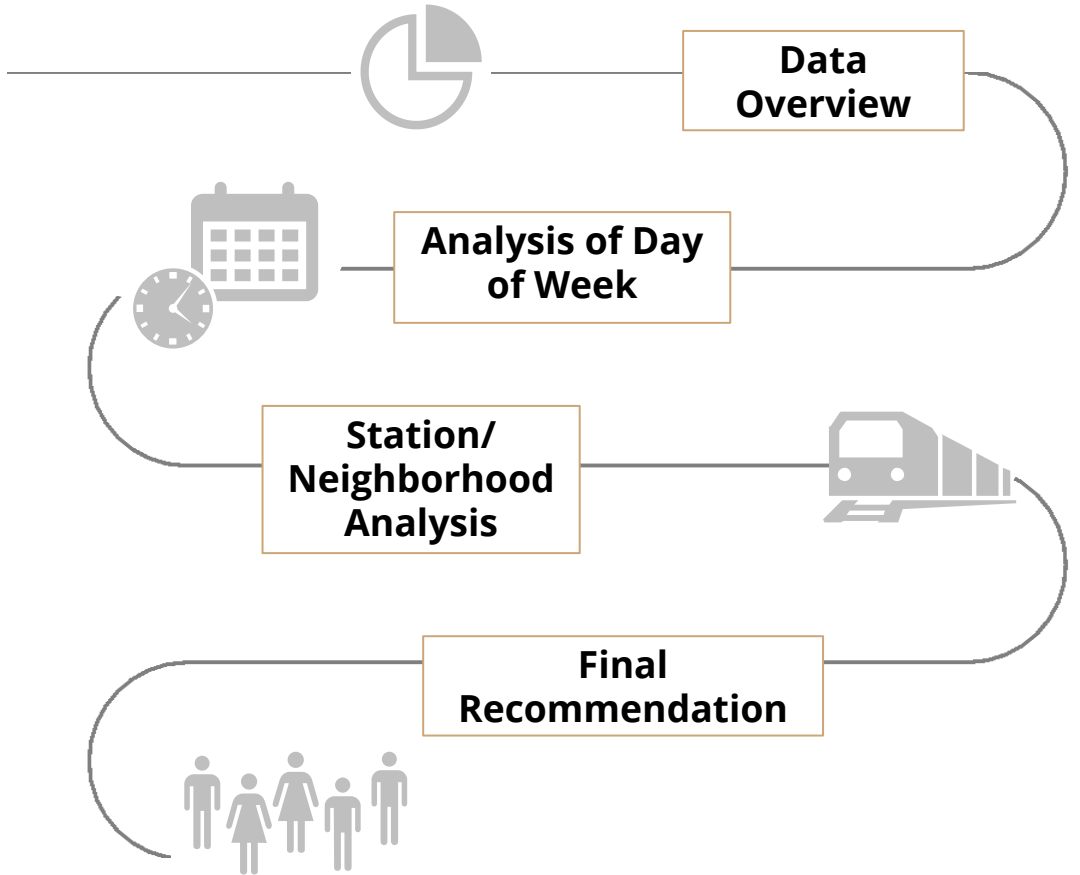


Path to Answers

Objective:

Optimize placement of street teams by:

- Location
 - Attendance
 - Contributions
- Time
 - Busiest days



Agenda

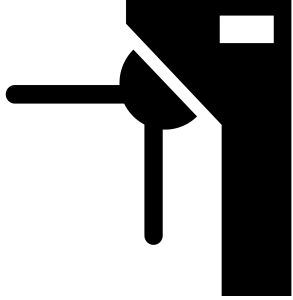
Data

Days of the Week

Subway Stations

Final
Recommendation

What and How Many?



MTA Turnstile Data

1	472	191,337
Week (May 6-13, 2017)	Stations	Observations



IRS Individual Income Tax Statistics

1	175	4,053,210
Year (2015)	ZIP Codes	Tax Returns

Agenda

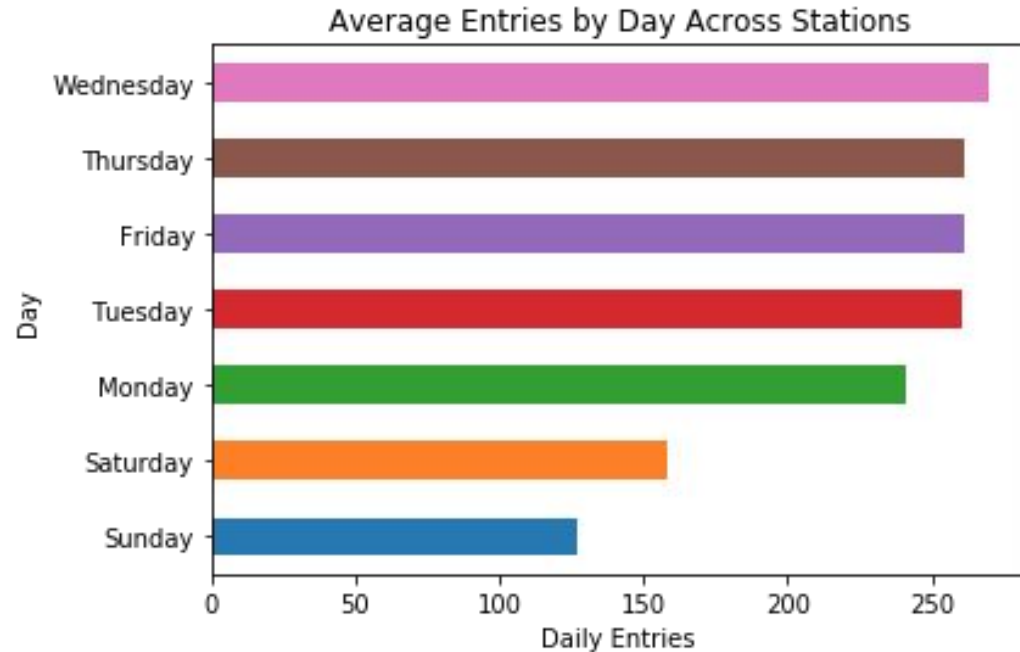
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Busiest Days of the Week



Agenda

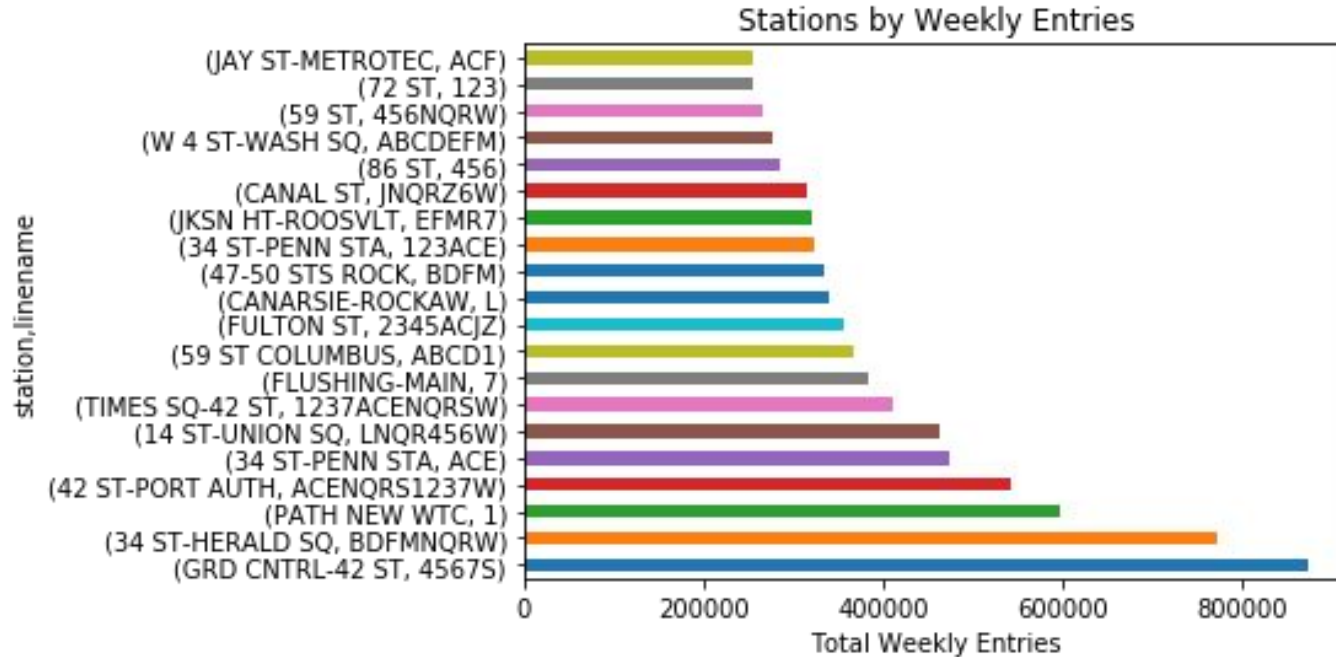
Data

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Busiest Stations in New York



Agenda

Data

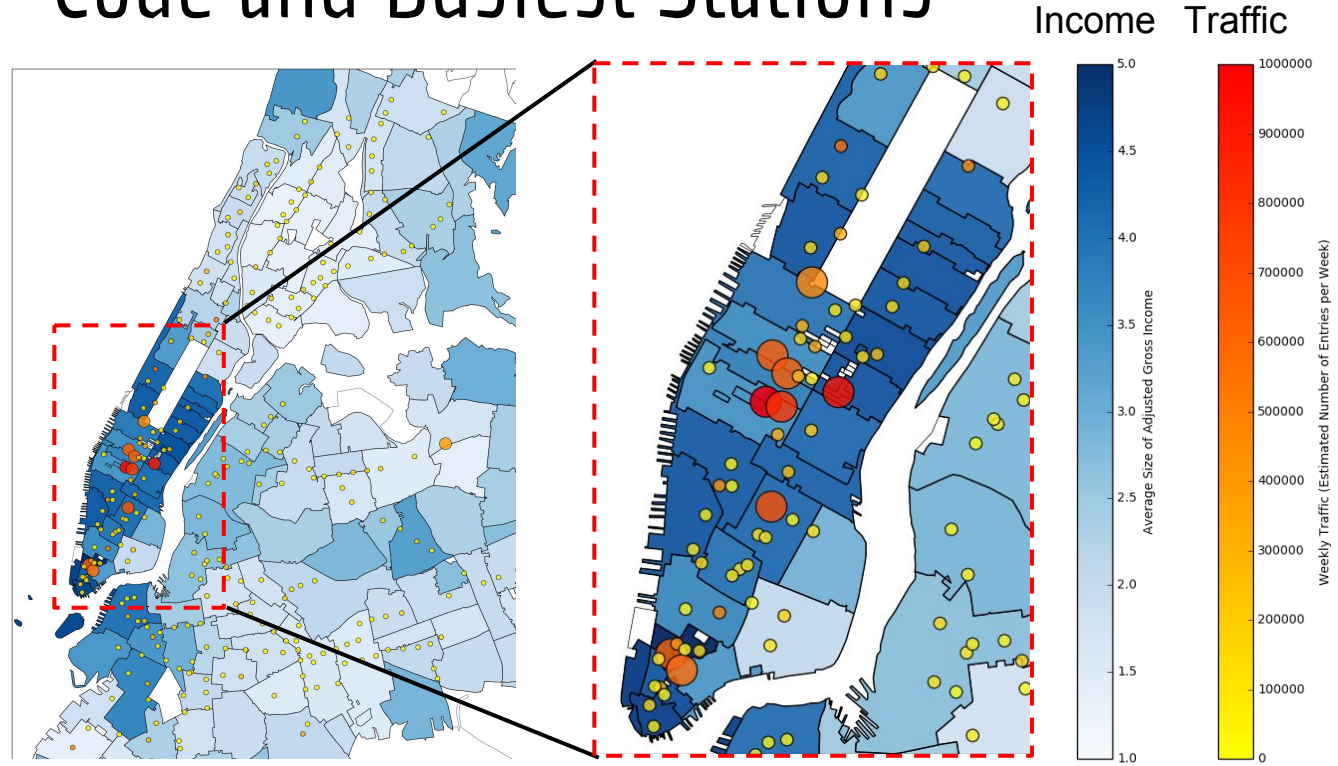
Days of the Week

Subway Stations

Final
Recommendation

Income by ZIP Code and Busiest Stations

- Regions divided by ZIP code
- Weighted average household income
 - Under \$25k to over \$200k
- Traffic up to 1M



Agenda

Data

Days of the Week

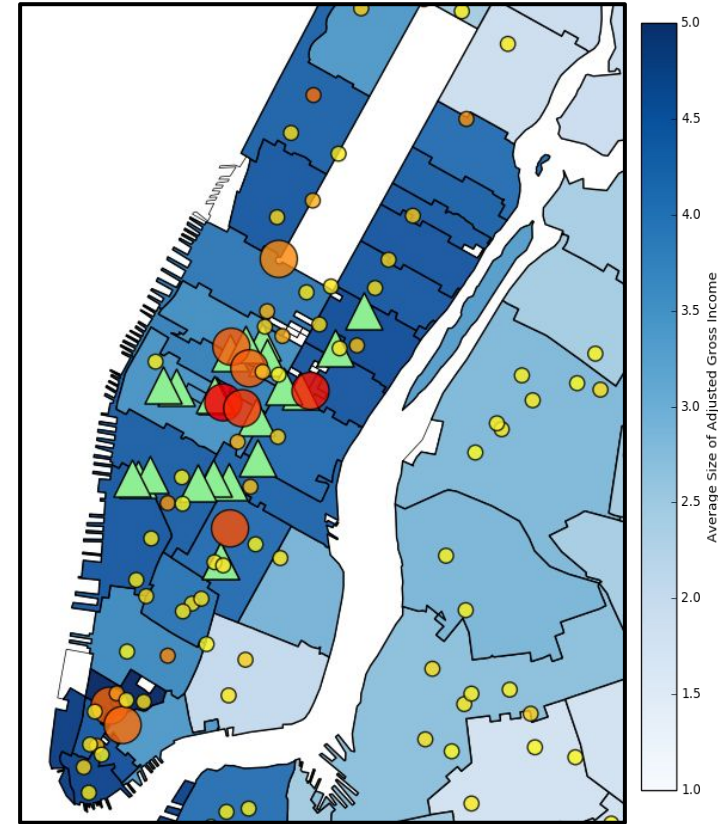
Subway Stations

Final
Recommendation

Tech Companies Near Stations

Companies include:

- Amazon
- Bloomberg
- Ebay
- Facebook
- Google
- IBM
- Microsoft
- Oracle



Agenda

Data

Days of the Week

Subway Stations

Final
Recommendation



Final Recommendation



When:

- Weekdays

Where:

- Grand Central - 42nd St.
- Fulton St.
- Union Sq. - 14th St.
- Herald Sq. - 34th St.
- Times Sq.

Questions?

Appendix

Size of Adjusted Gross Income - Scale & Weights

1 = \$1 under \$25,000

2 = \$25,000 under \$50,000

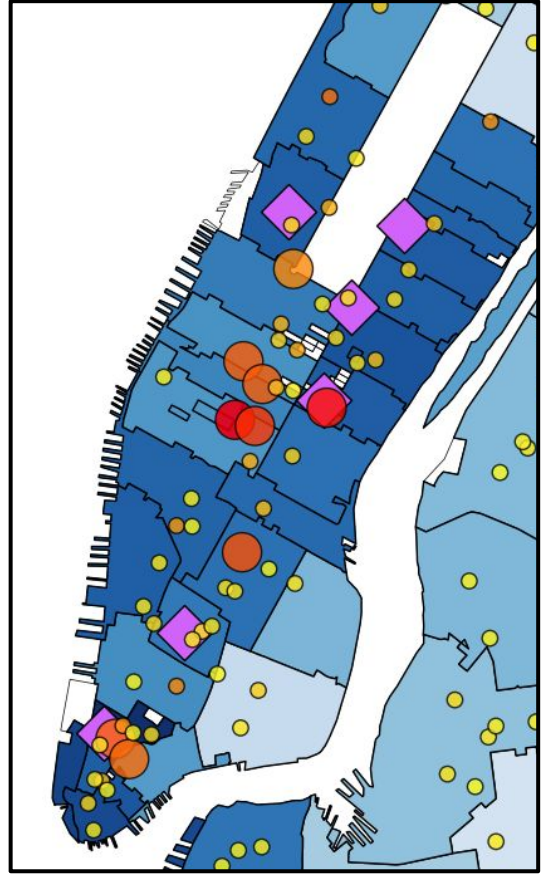
3 = \$50,000 under \$75,000

4 = \$75,000 under \$100,000

5 = \$100,000 under \$200,000

6 = \$200,000 or more

Busiest Stations + Apple Stores



Top 22 Tech Companies

- Adobe
- Amazon
- AngelList
- Aol
- Apple
- Autodesk
- Bloomberg
- Cisco
- Dell
- Ebay
- Facebook
- GE
- Google
- HP
- IBM
- Intel
- LinkedIn
- Microsoft
- Oracle
- Pinterest
- SAP
- Snapchat