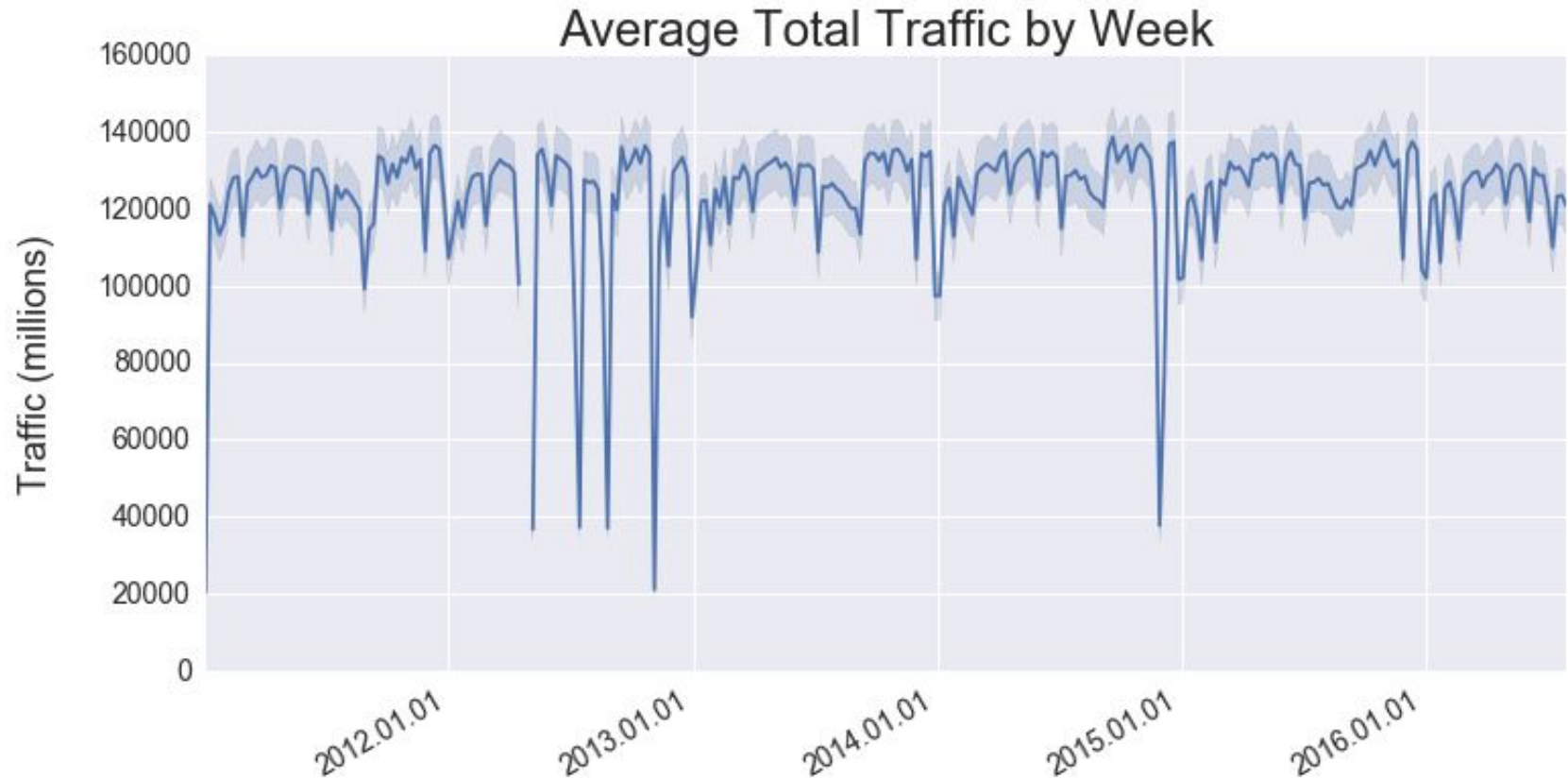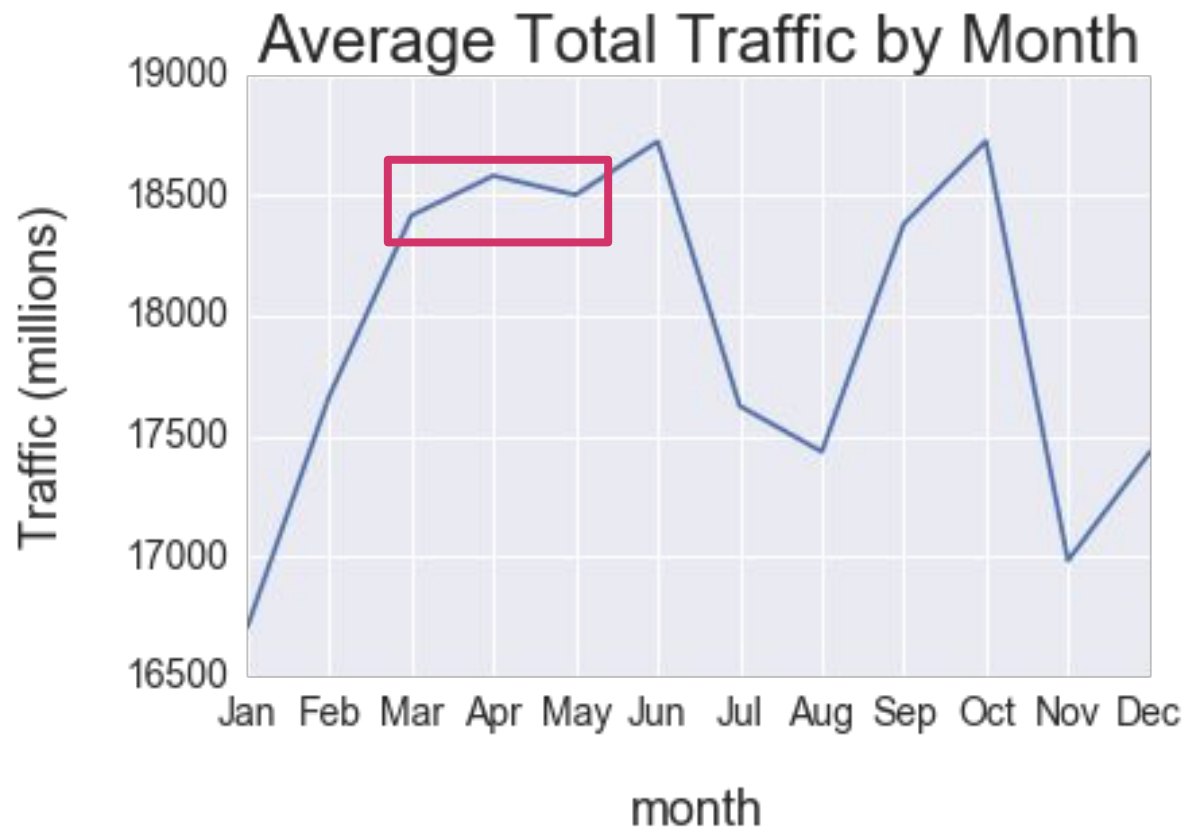# Maximizing Awareness for WTWY

September 23, 2016
Team 7

OBJECTIVES

- Provide data-driven recommendations for when and where to position staff to best collect emails and fundraise
- Focus on stations that have the highest volume of traffic and are within areas where WTWY's target demographic lives
  - MTA turnstile data (January 2011 - July 2016)
  - Census data (2010)
  - OpenSecrets
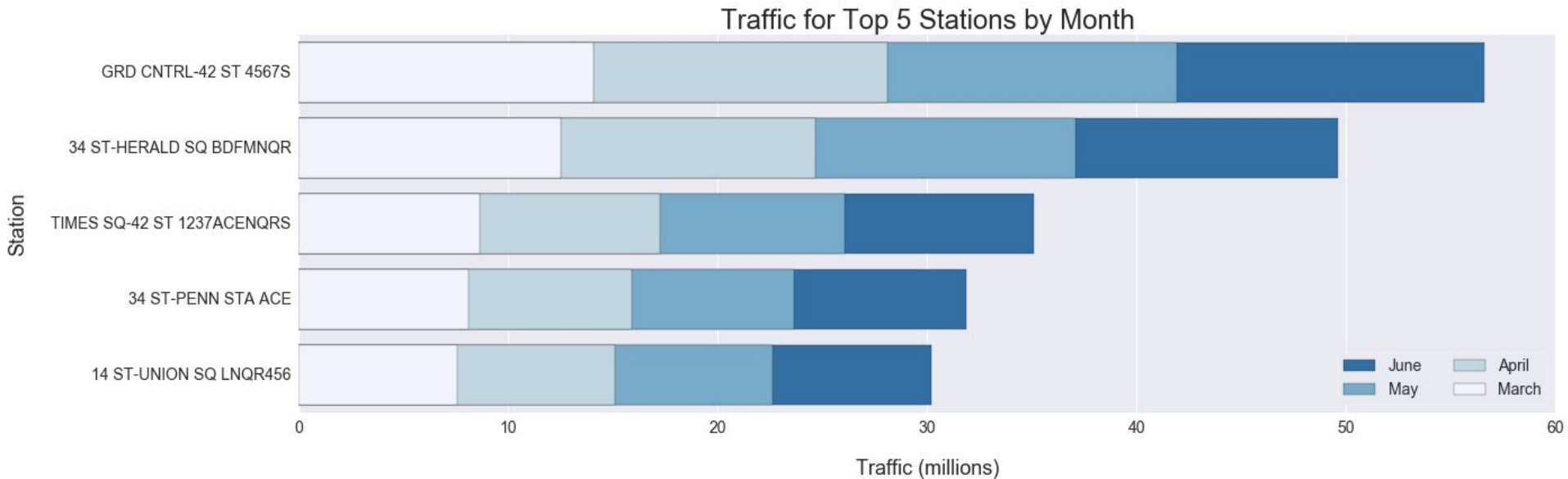- Use Python and pandas for data analysis, and Carto and Seaborn for data visualization

WHEN TO BEGIN?

Average Total Traffic by Week

WHICH MONTHS TO TARGET?

WHERE TO DEPLOY?

Traffic for Top 5 Stations by Month

Station (y-axis): GRD CNTRL-42 ST 4567S, 34 ST-HERALD SQ BDFMNQR, TIMES SQ-42 ST 1237ACENQRS, 34 ST-PENN STA ACE, 14 ST-UNION SQ LNQR456

Traffic (millions) (x-axis): 0, 10, 20, 30, 40, 50, 60

Legend: June, May, April, March
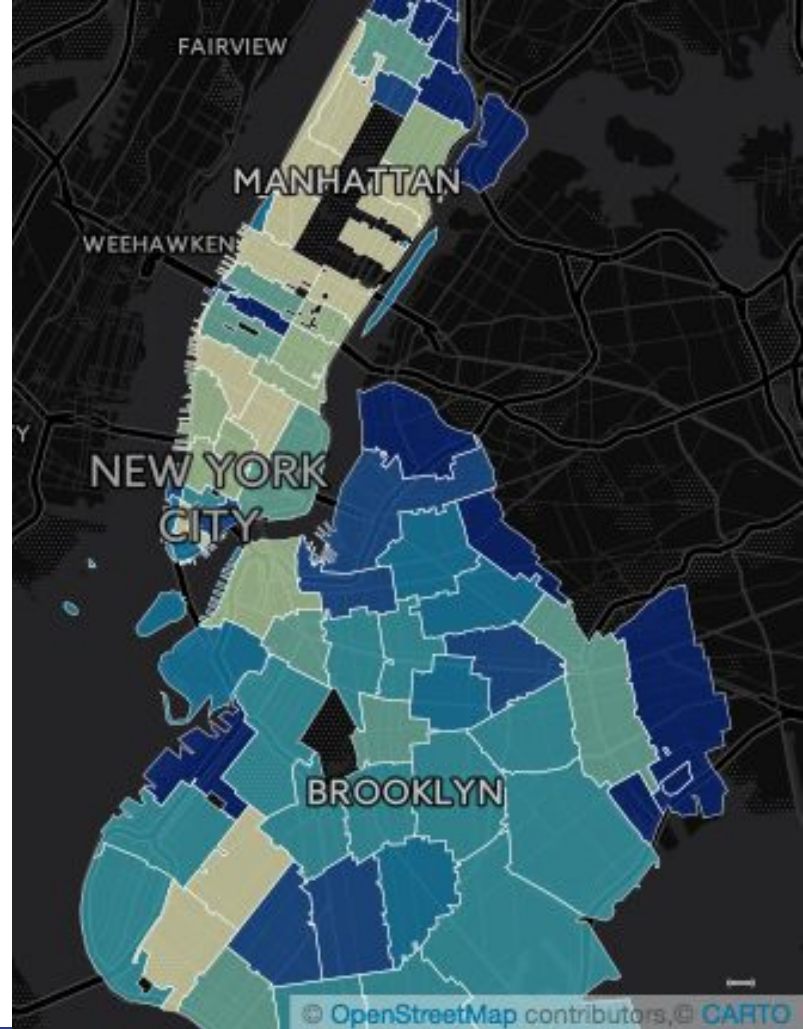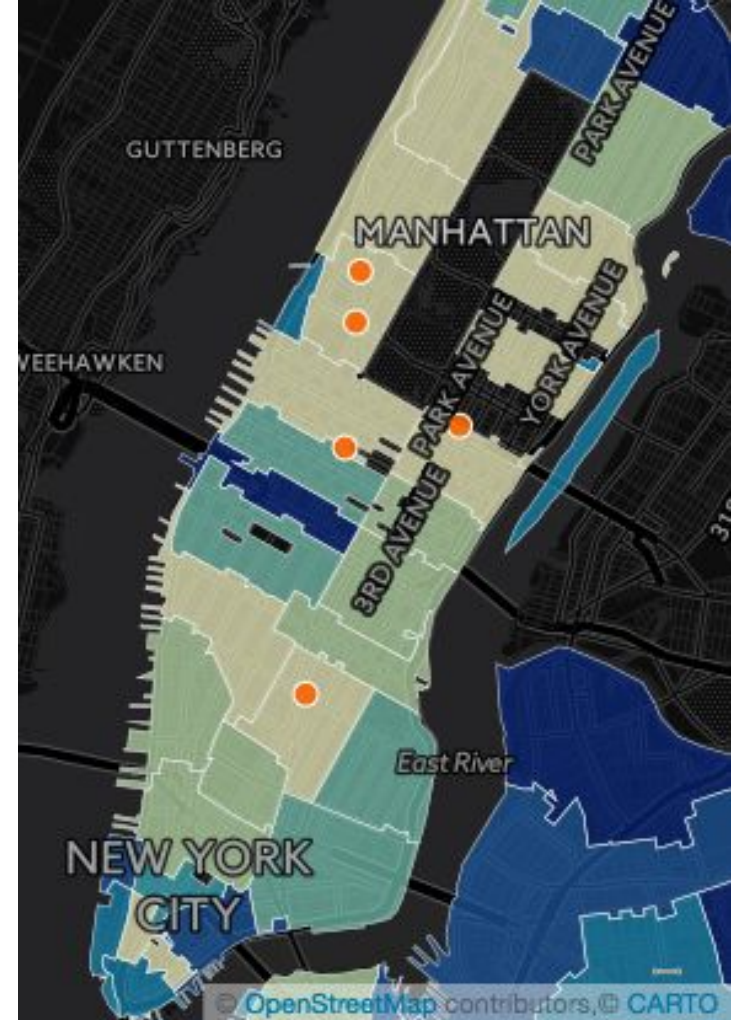
WHERE TO DEPLOY?

- Target areas that have a high...
  - Female-male ratio
  - Proportion of commuters taking public transportation
  - Income level

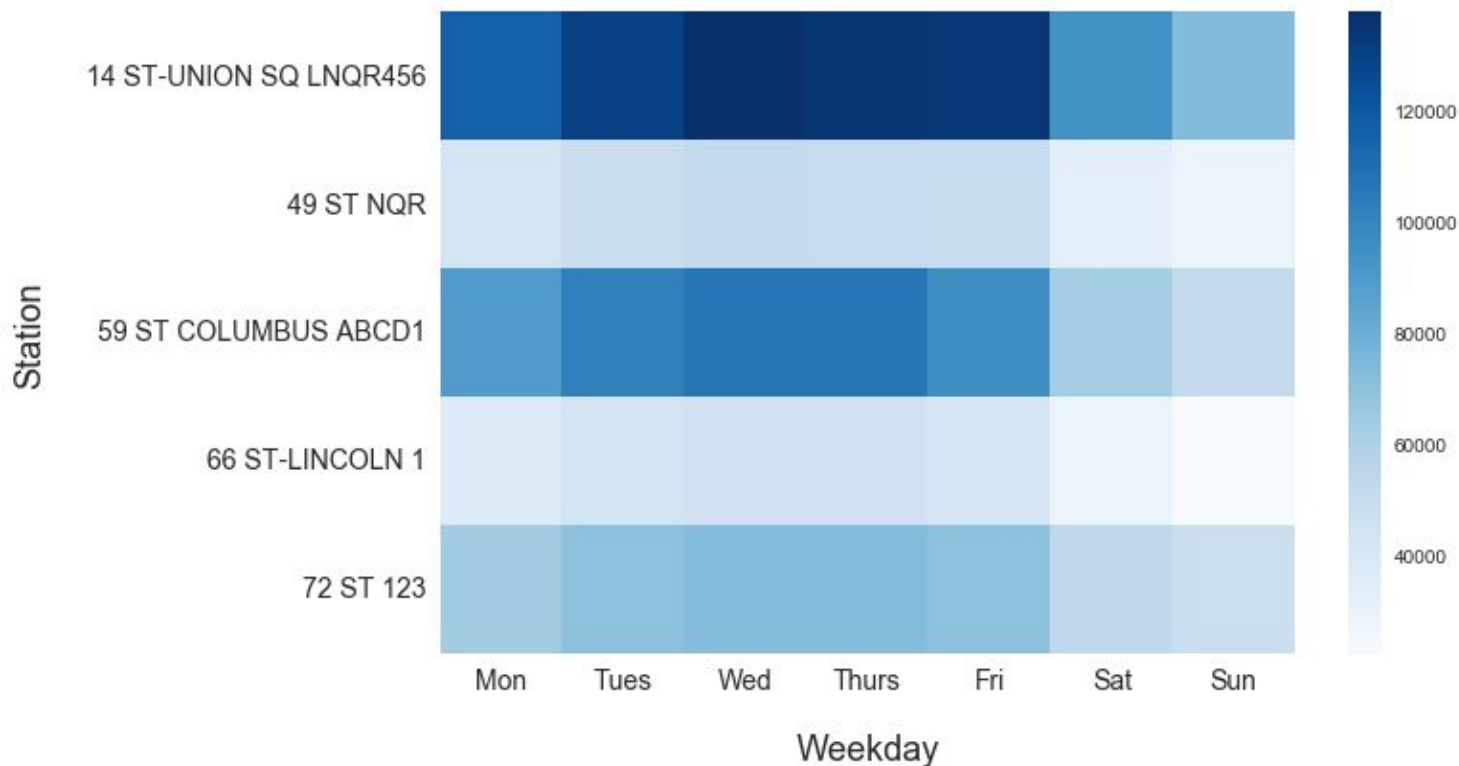 - Political donation from female tech workers

STATIONS TO TARGET

- 14th Street Union Square
- 59th Street 456QNR
- 72nd Street 123
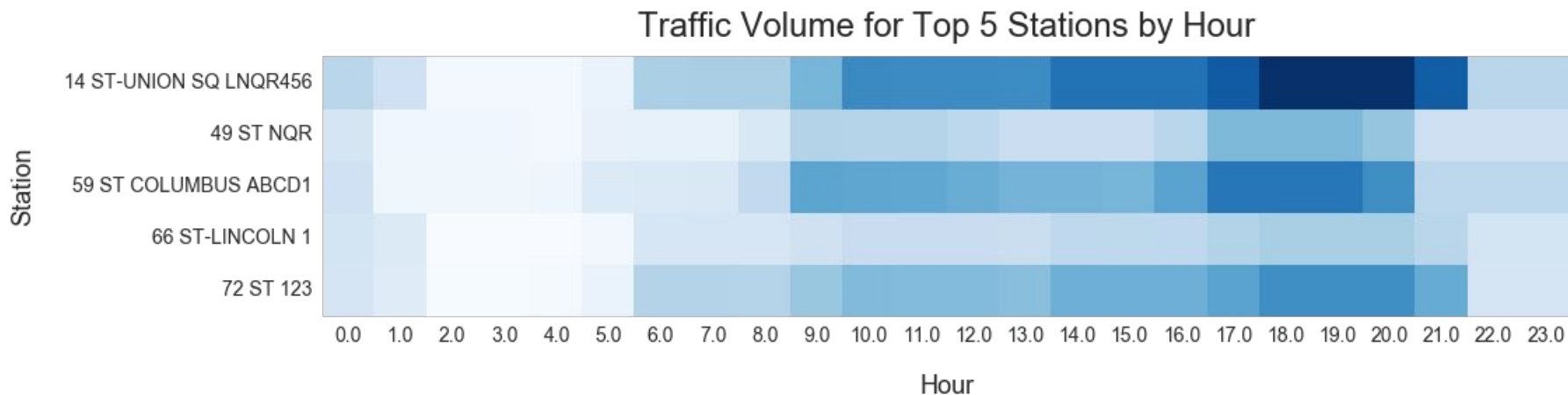- 66th Street Lincoln Square
- 49th Street - 7th Ave

WHEN TO SET UP AT THESE STATIONS?

Traffic Volume for Top 5 Stations by Day

WHEN TO SET UP AT THESE STATIONS?

Traffic Volume for Top 5 Stations by Hour

FURTHER WORK

- Fix edge cases within dataset (e.g. missing turnstiles and weeks)
- Add in additional key fields for target demographics (e.g. students)
- Target most popular subway lines along routes passing through tech savvy zip codes and universities
- Identify the size of team required for each station

TEAM

Dave Gutman

Megha Jain

Jonathan Toro

Yao Wu