

Maximizing Awareness for WTWY

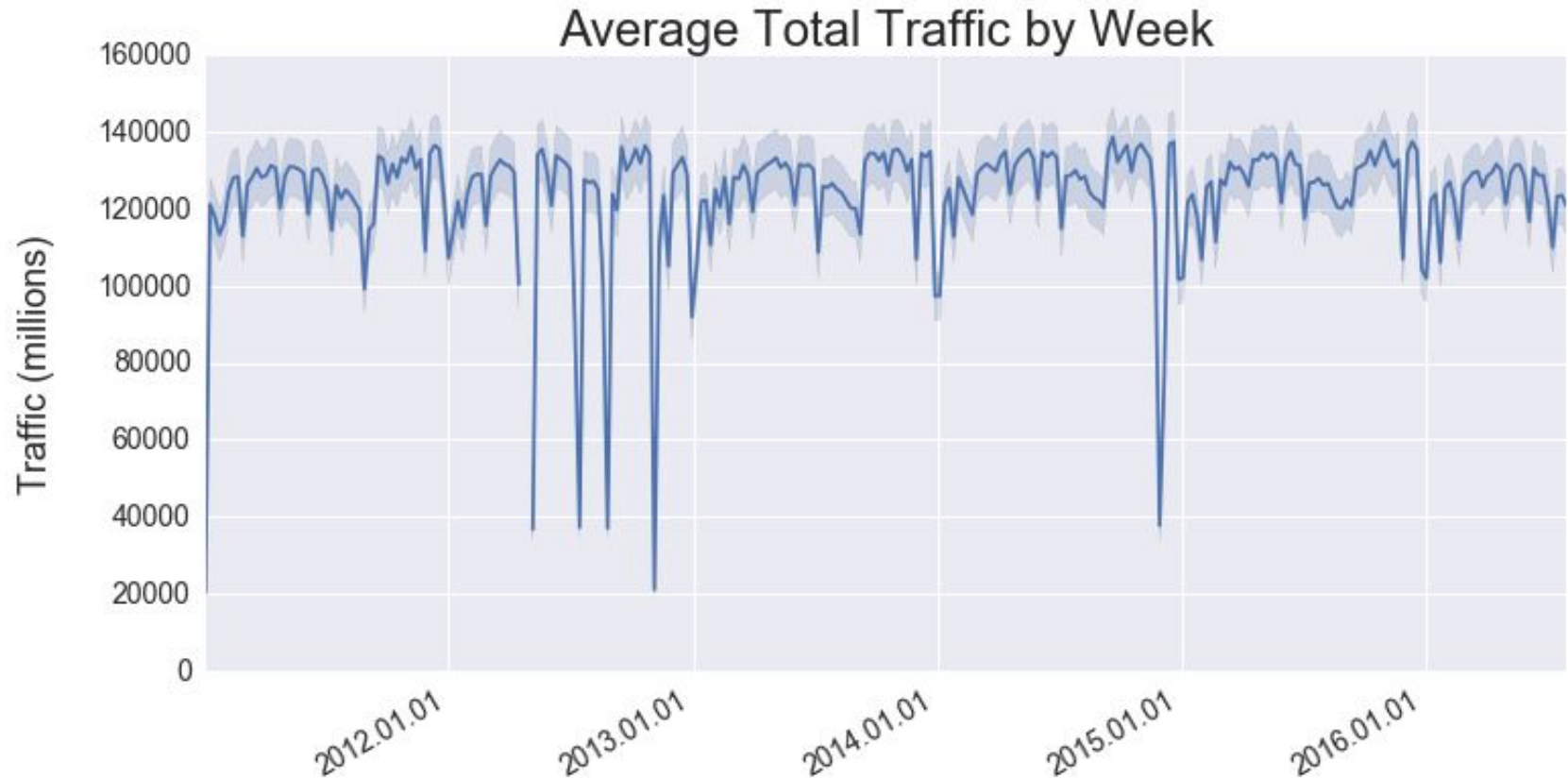
September 23, 2016

Team 7

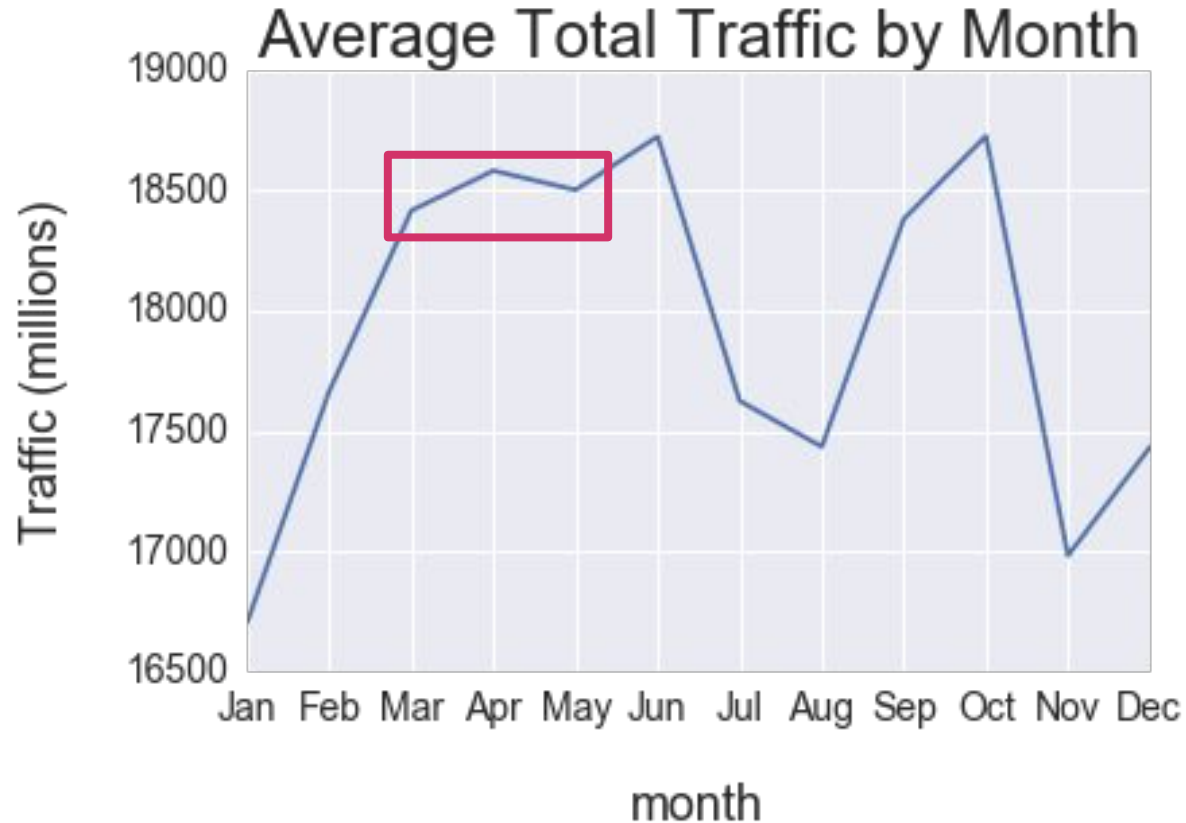
OBJECTIVES

- 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

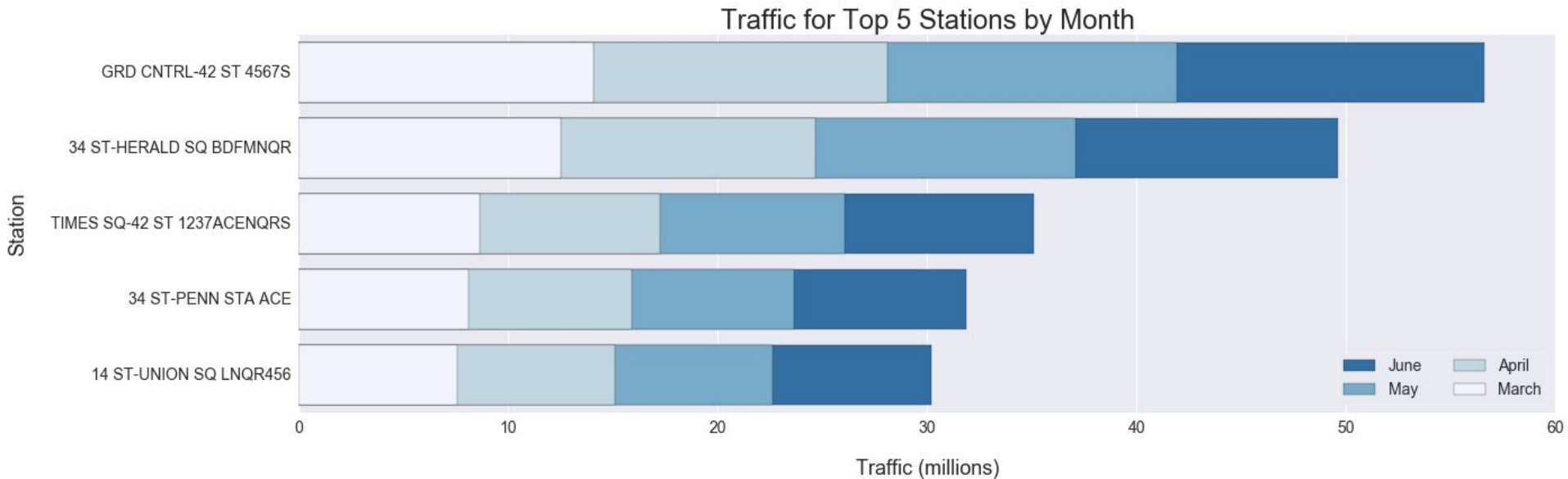
WHEN TO BEGIN?



WHICH MONTHS TO TARGET?

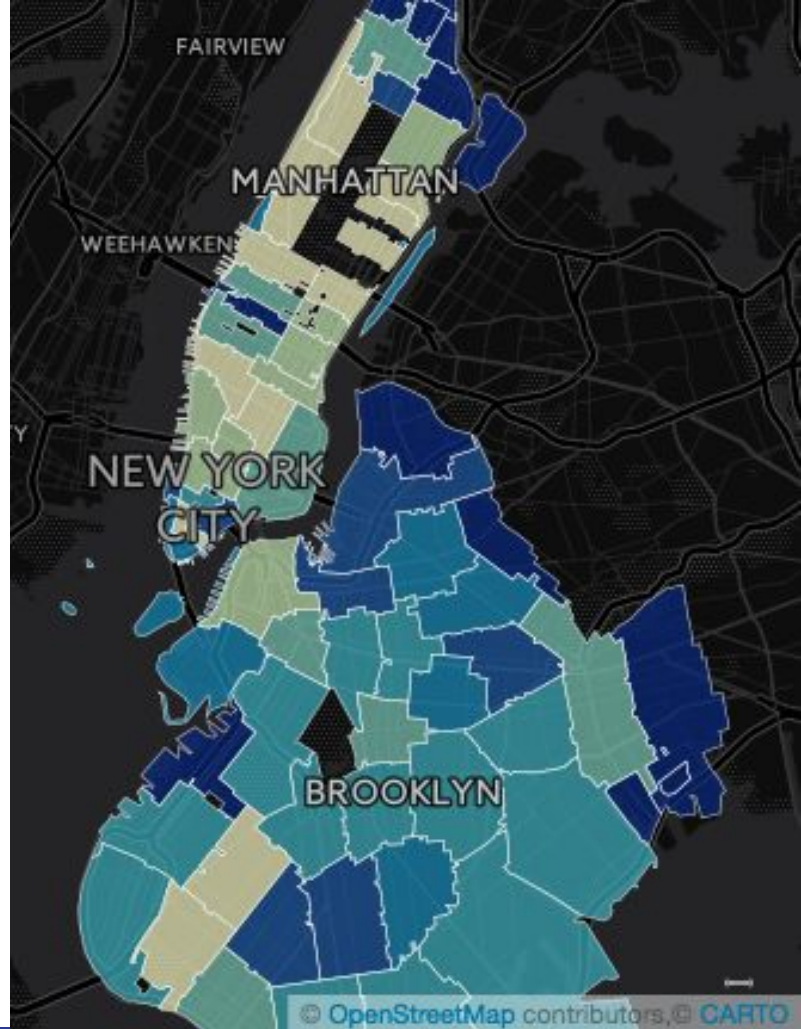


WHERE TO DEPLOY?



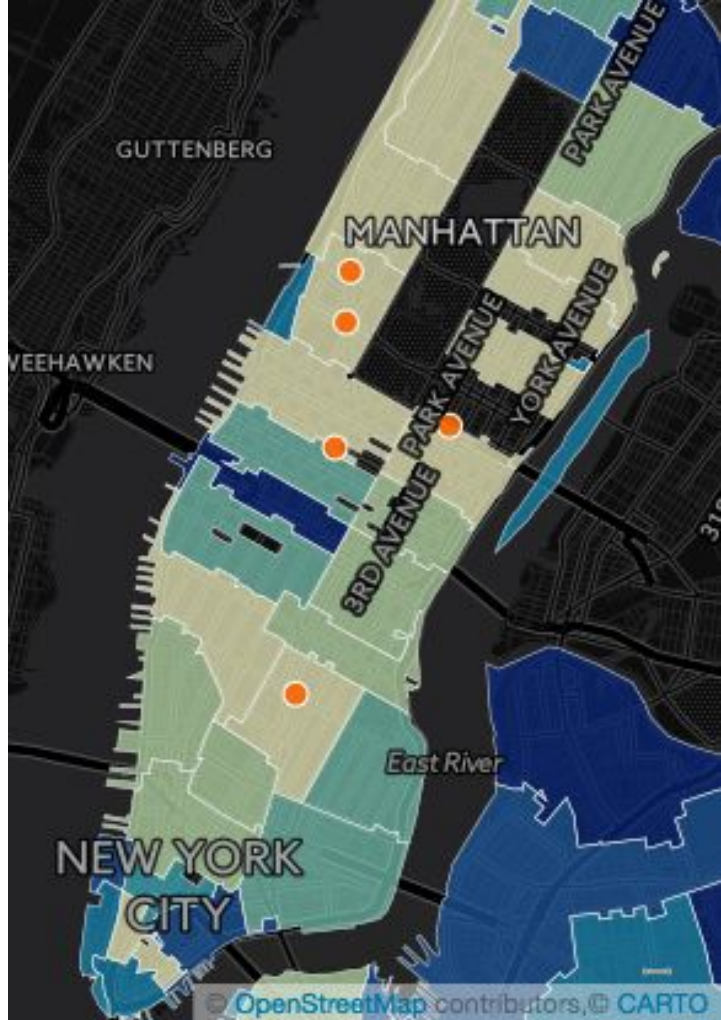
WHERE TO DEPLOY?

- Target areas that have a high...
 - Female-male ratio
 - Proportion of commuters taking public transportation
 - Income level
 - Political donation from female tech workers



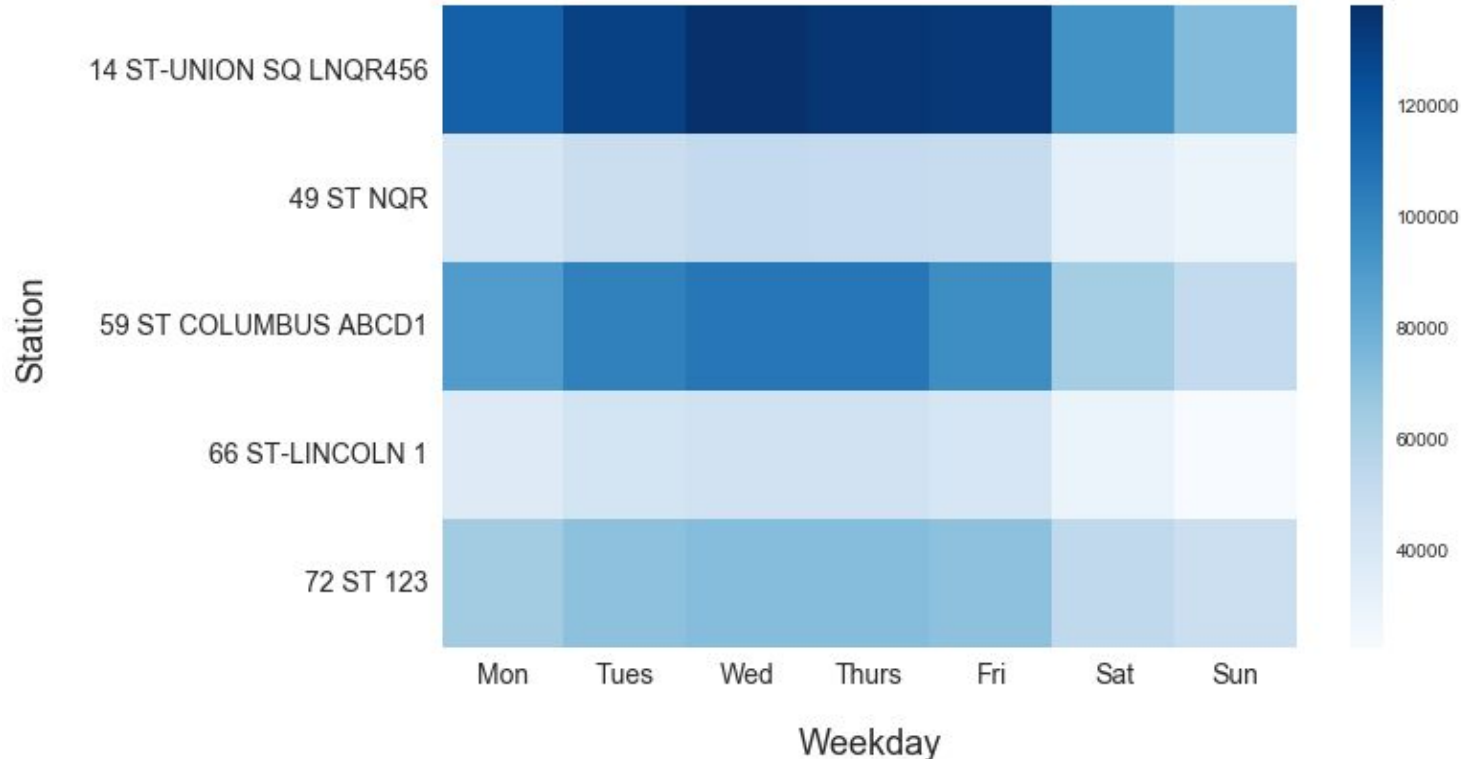
STATIONS TO TARGET

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

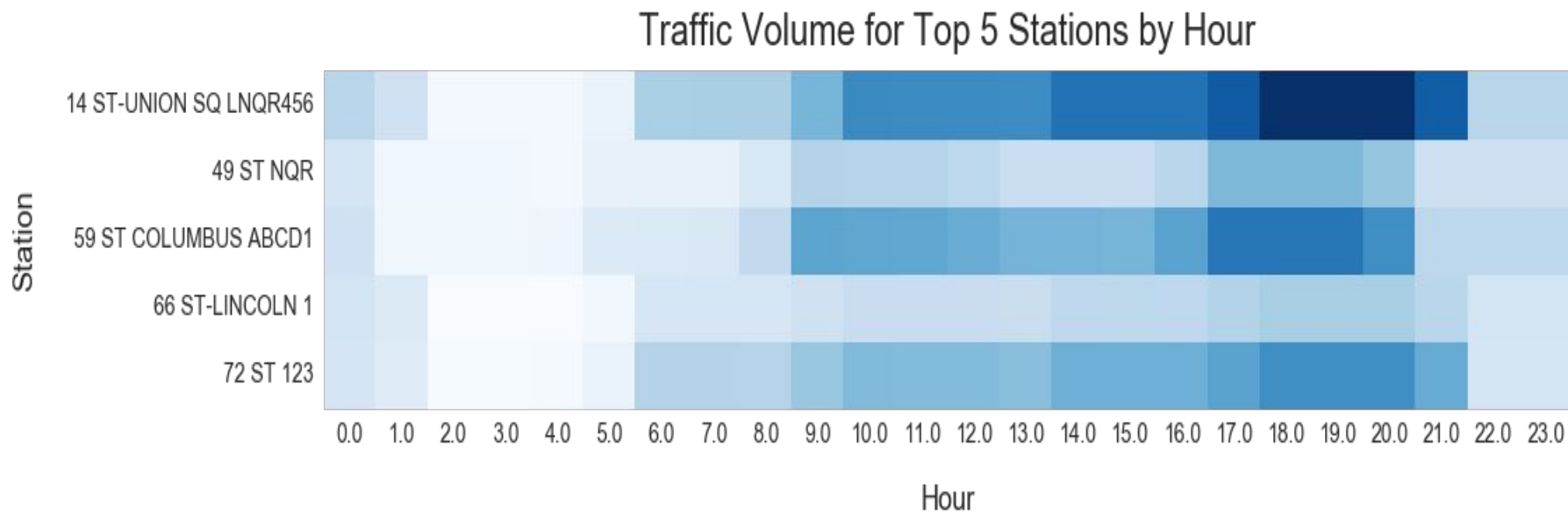


WHEN TO SET UP AT THESE STATIONS?

Traffic Volume for Top 5 Stations by Day



WHEN TO SET UP AT THESE STATIONS?



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