

PROJECT BENSON: WomenTechWomenYes (WTWY) Gala Subway Street Team Placement Recommendations

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Metis sf18_ds11 | July 6, 2018**



Our Understanding

WomenTechWomenYes International (WTWY) will be hosting its annual gala in the last 2 weeks of July 2019

WTWY sends gala invitations to individuals who provide their emails to street-team members who perform outreach at MTA stations

WTWY wants to maximize emails collected from individuals passionate about the participation of women in technology and individuals likely to contribute to WTWY's cause

Goal and Approach

Recommend most valuable stations and street team deployment strategies

Maximize:

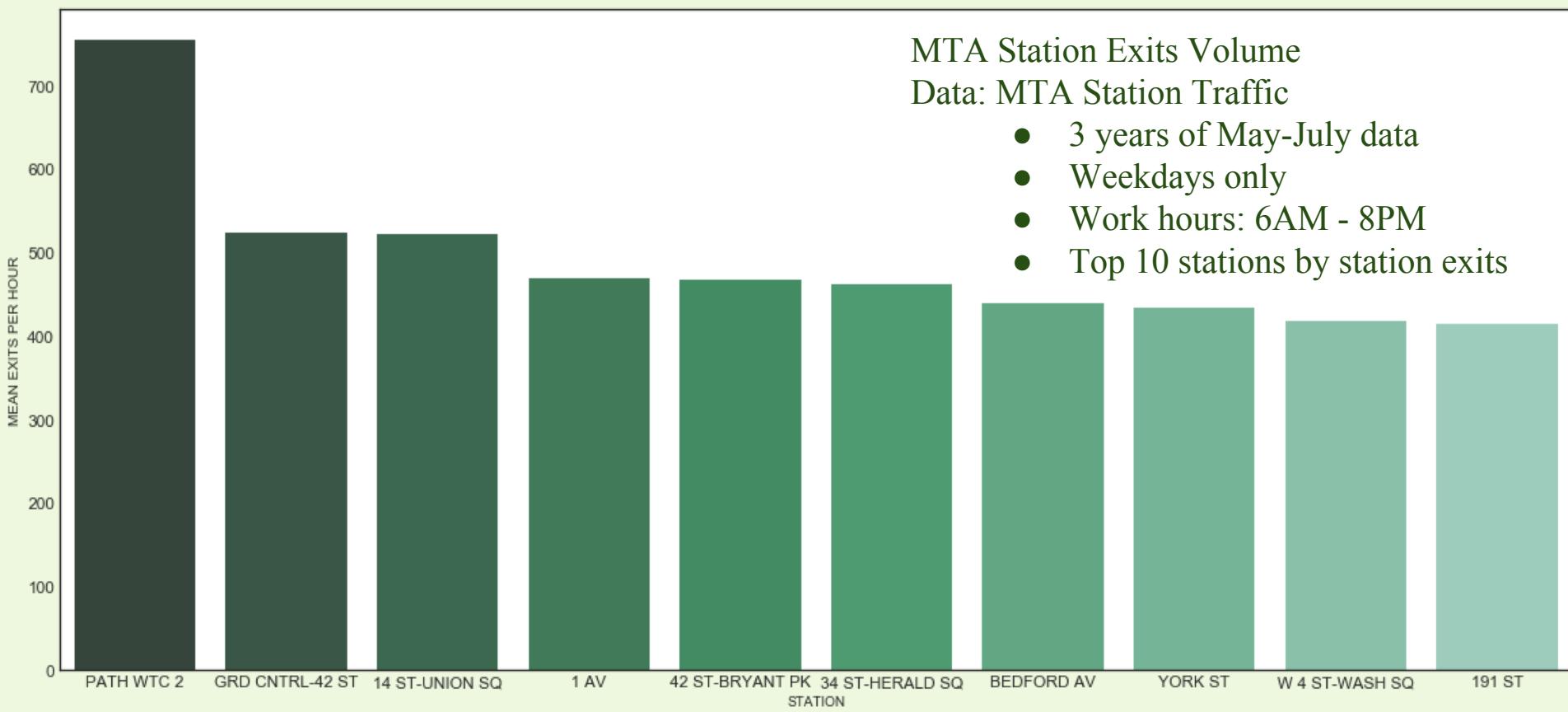
- WTWY organization exposure
- Signatures and attendance
- Donations

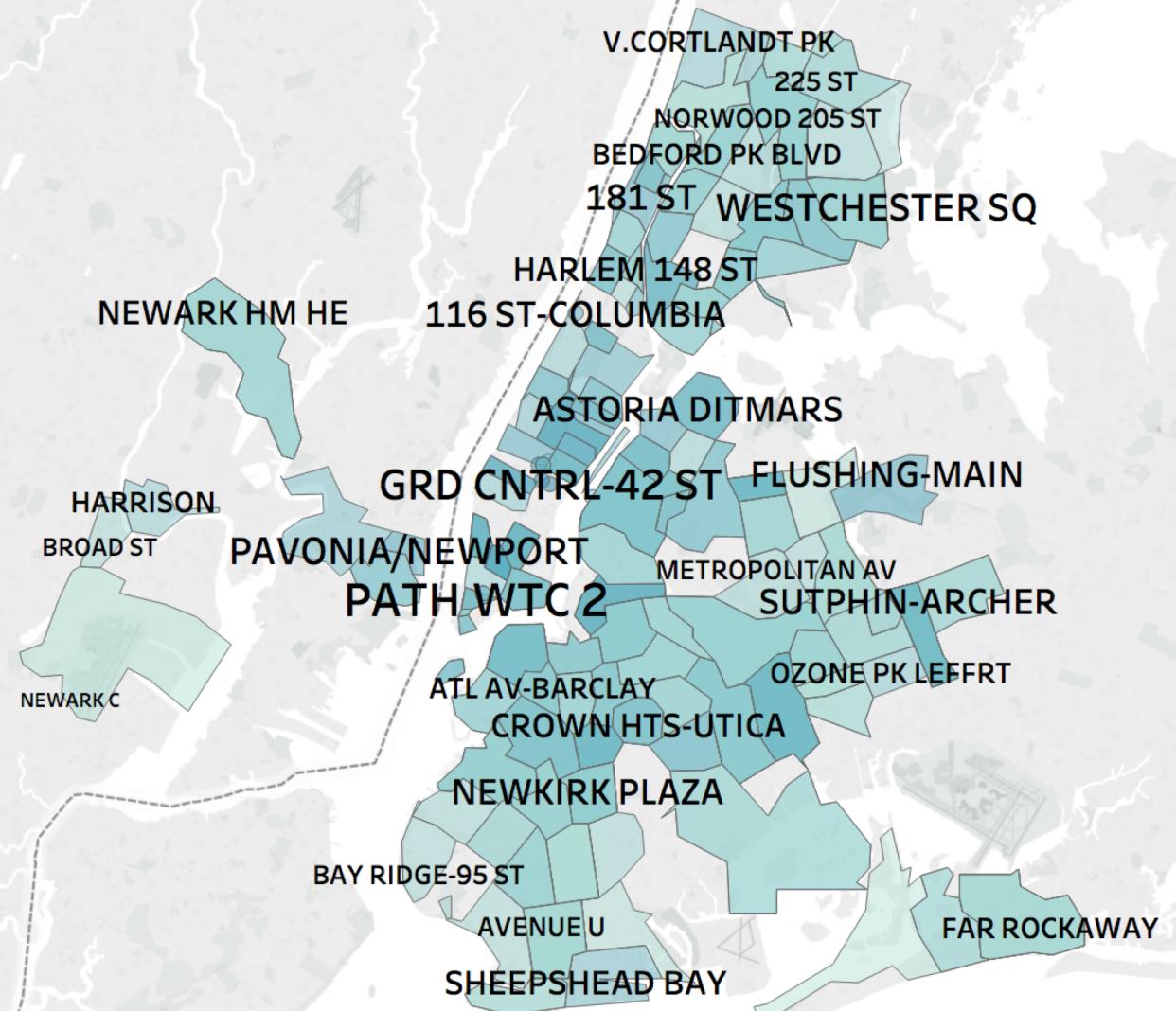
Target Profile:

- Individuals in the tech sector
- Individuals interested in the tech sector
- High net worth individuals likely to donate



Measuring Exposure Value



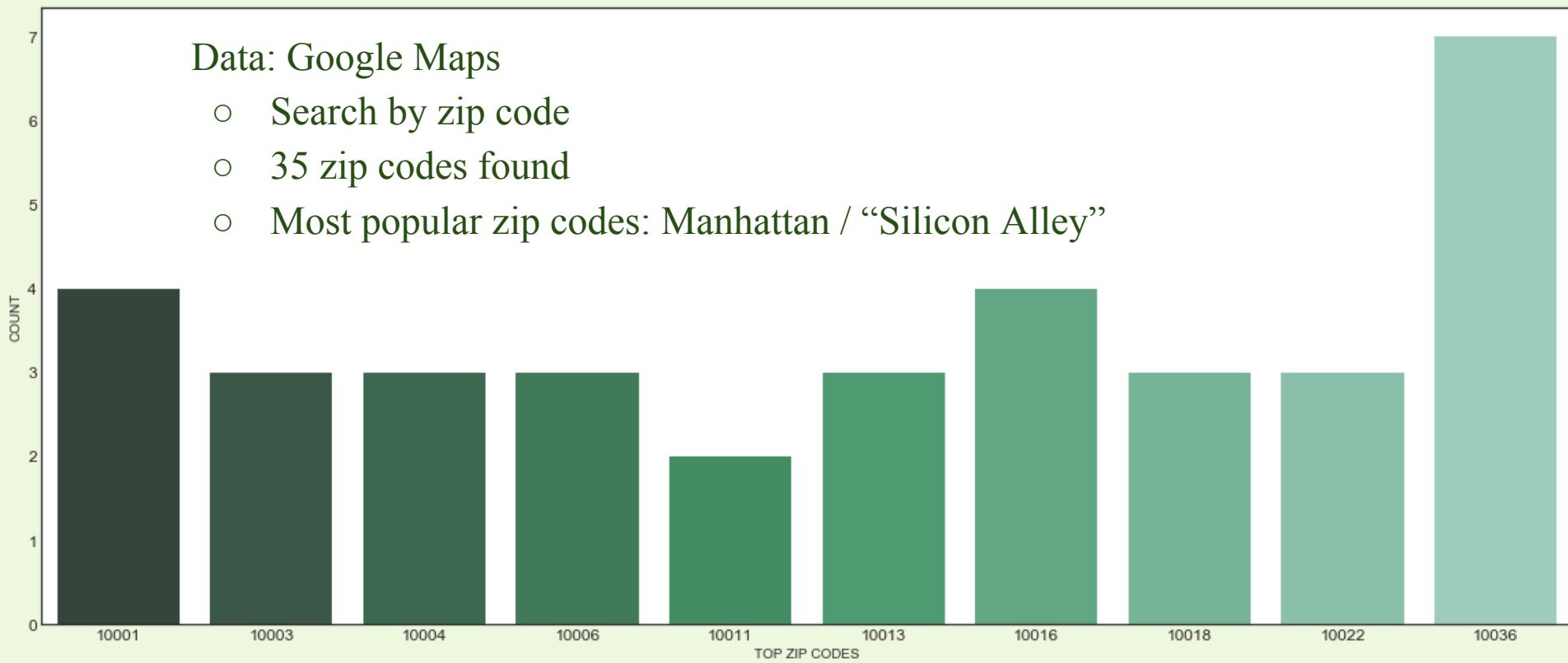


Top Stations by Traffic

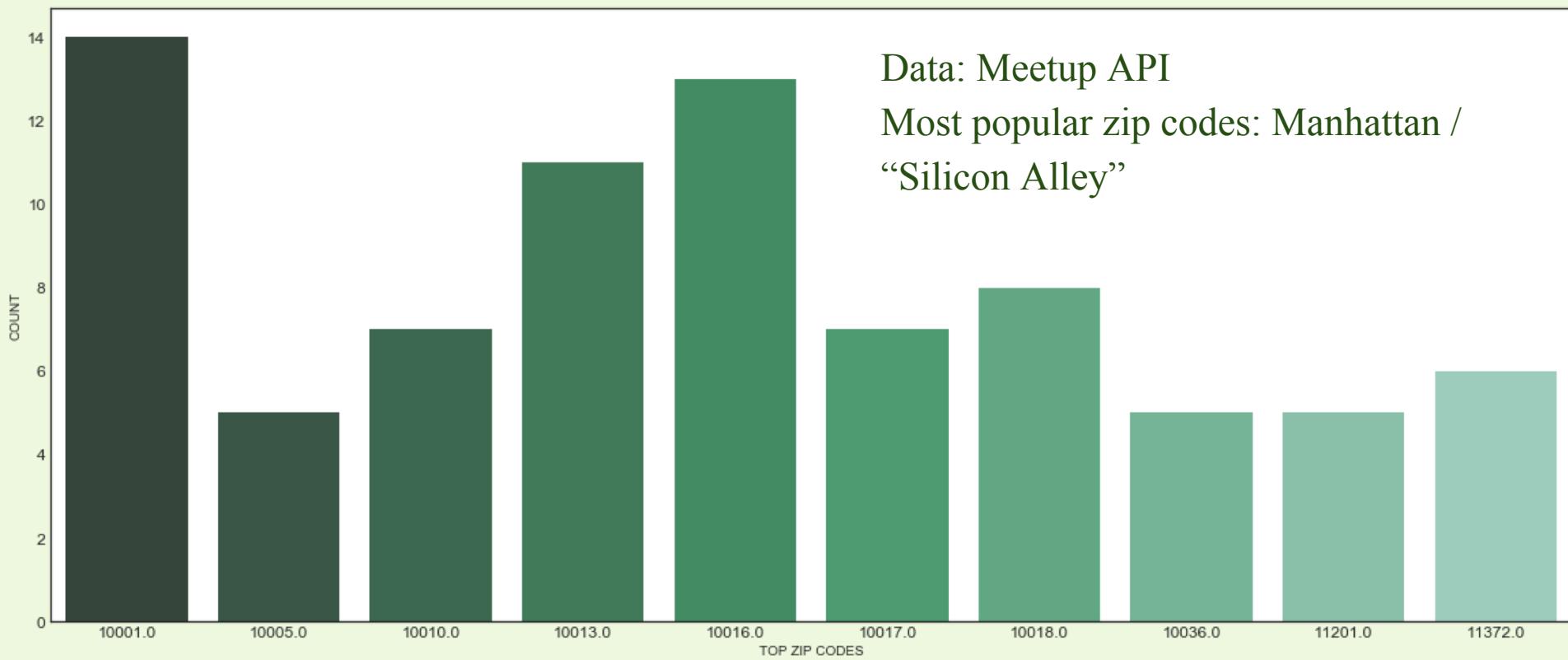
Measuring Interest: Tech Companies / School Density

Data: Google Maps

- Search by zip code
- 35 zip codes found
- Most popular zip codes: Manhattan / “Silicon Alley”



Measuring Interest: Upcoming Meetup Event Locations

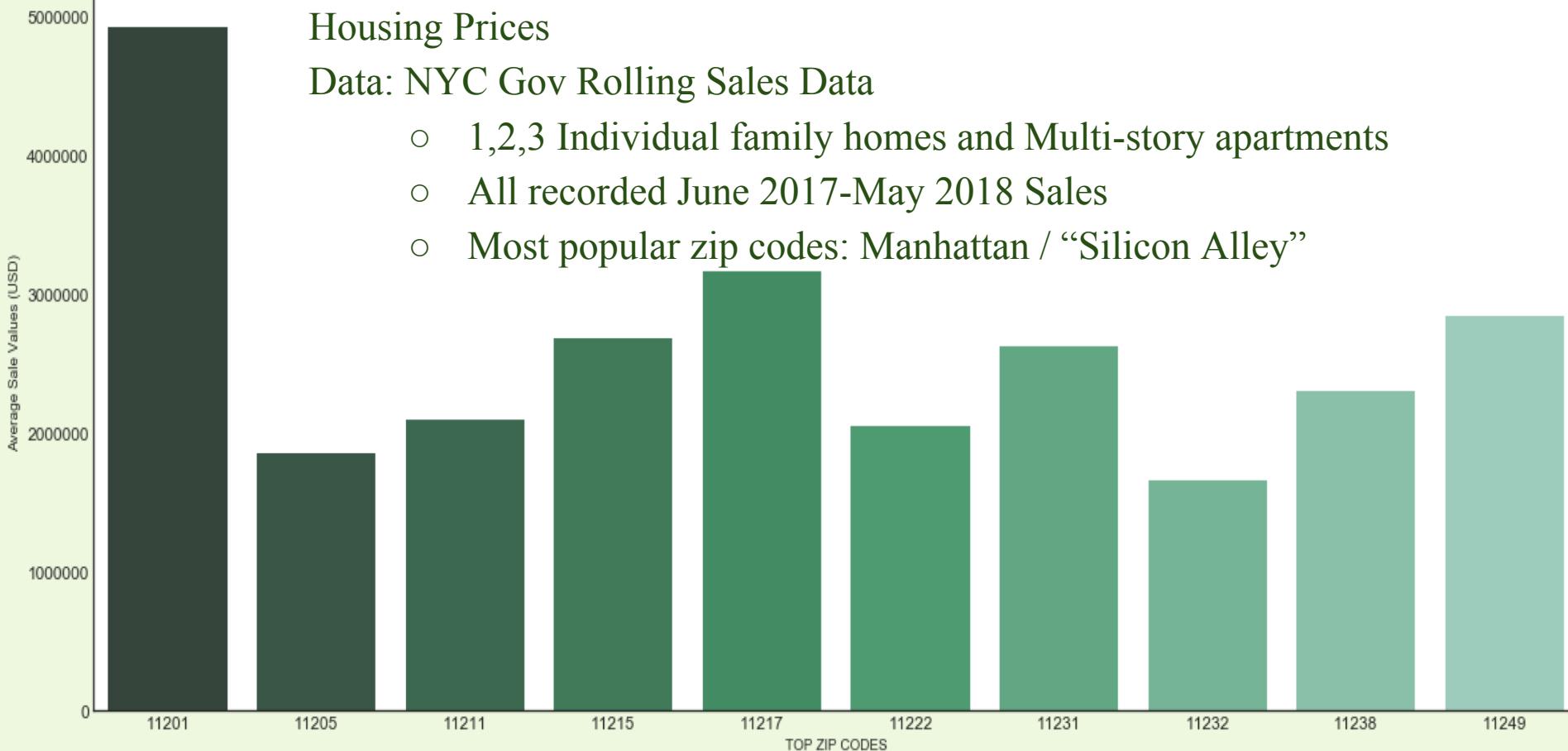


Measuring Wealth

Housing Prices

Data: NYC Gov Rolling Sales Data

- 1,2,3 Individual family homes and Multi-story apartments
- All recorded June 2017-May 2018 Sales
- Most popular zip codes: Manhattan / “Silicon Alley”



Our Algorithm

Galability = f(Exposure Value, Tech Interest, Wealth)
of each station by proxies

Top 15 Stations by Score

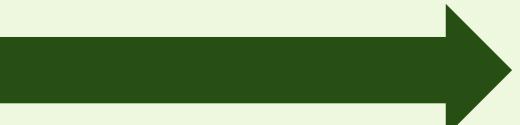
WTWY organization exposure



Individuals who will sign up and attend



Individuals who will donate



STATION	aGALABILITY	
102	YORK ST	10.000
103	BROOKLYN BRIDGE	8.148
100	BOROUGH HALL	7.731
33	PATH WTC 2	7.453
104	CLARK ST	7.384
9	TIMES SQ-42 ST	7.251
101	JAY ST-METROTEC	7.199
16	14 ST-UNION SQ	7.049
105	HOYT ST	6.948
374	34 ST-HUDSON YD	6.946
109	HOYT-SCHER	6.058
10	42 ST-PORT AUTH	5.983
11	34 ST-HERALD SQ	5.951
328	GRD CNTRL-42 ST	5.818
142	BEDFORD AV	5.811

Recommendations

- Deploy street teams to highest priority stations
- Manage deployment of street teams by time of day based on MTA volume data
 - Times with highest volume for prioritized stations
 - Late Morning: 9AM-12PM
 - Evening: 5PM-8PM
- Spend most resources on high priority stations
- Distribute remainder as by score

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Next steps...

- Gather more data points
- Ensure samples are representative of population
 - Conduct simple random sampling surveys
- Explore which exits within stations are optimal
- Extend features explored:
 - Gender Data
 - Tourism Data
 - Income Levels



NYC OpenData

Thank you~!



Datasets