Optimizing the Effectiveness of Street Team Placement

For:
WomenTechWomenYes (WTWY) Annual Gala

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Project Goals

Goal: optimize the placement of street teams

- Gather the most signatures
- Attendees passionate about and contribute to the cause

Find MTA Subway stations that:

1. Maximize reach to people
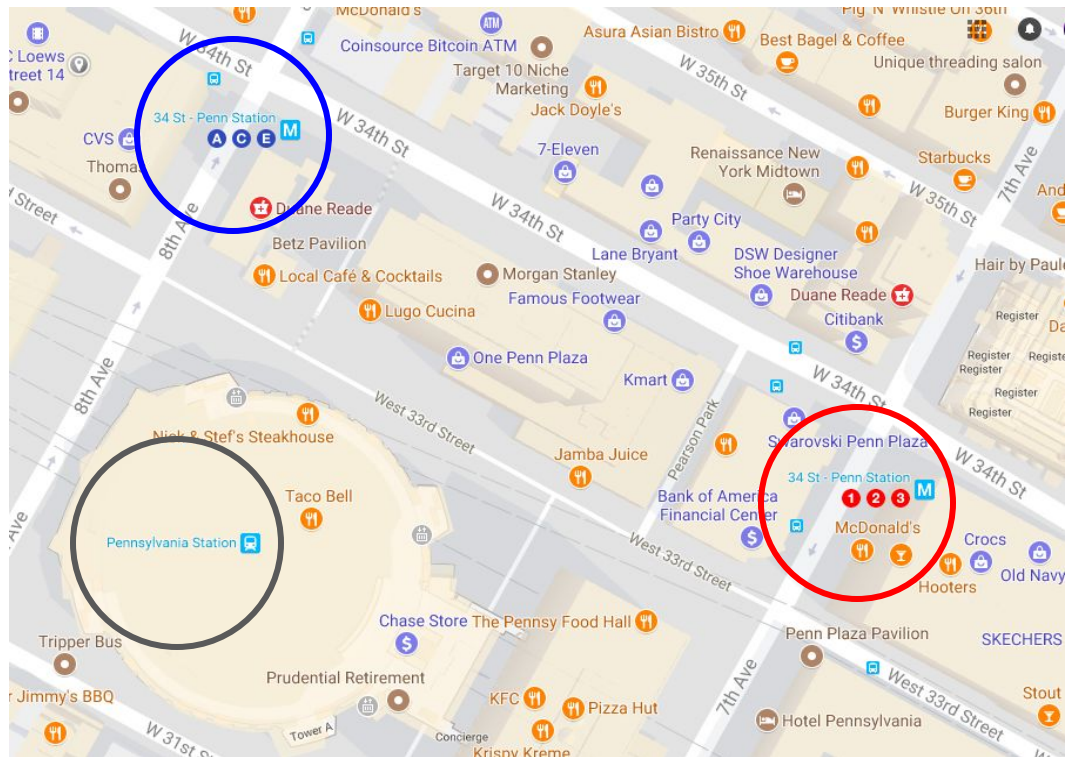2. Close to relevant companies and universities

Data

MTA Subway Station
Turnstiles Datasets
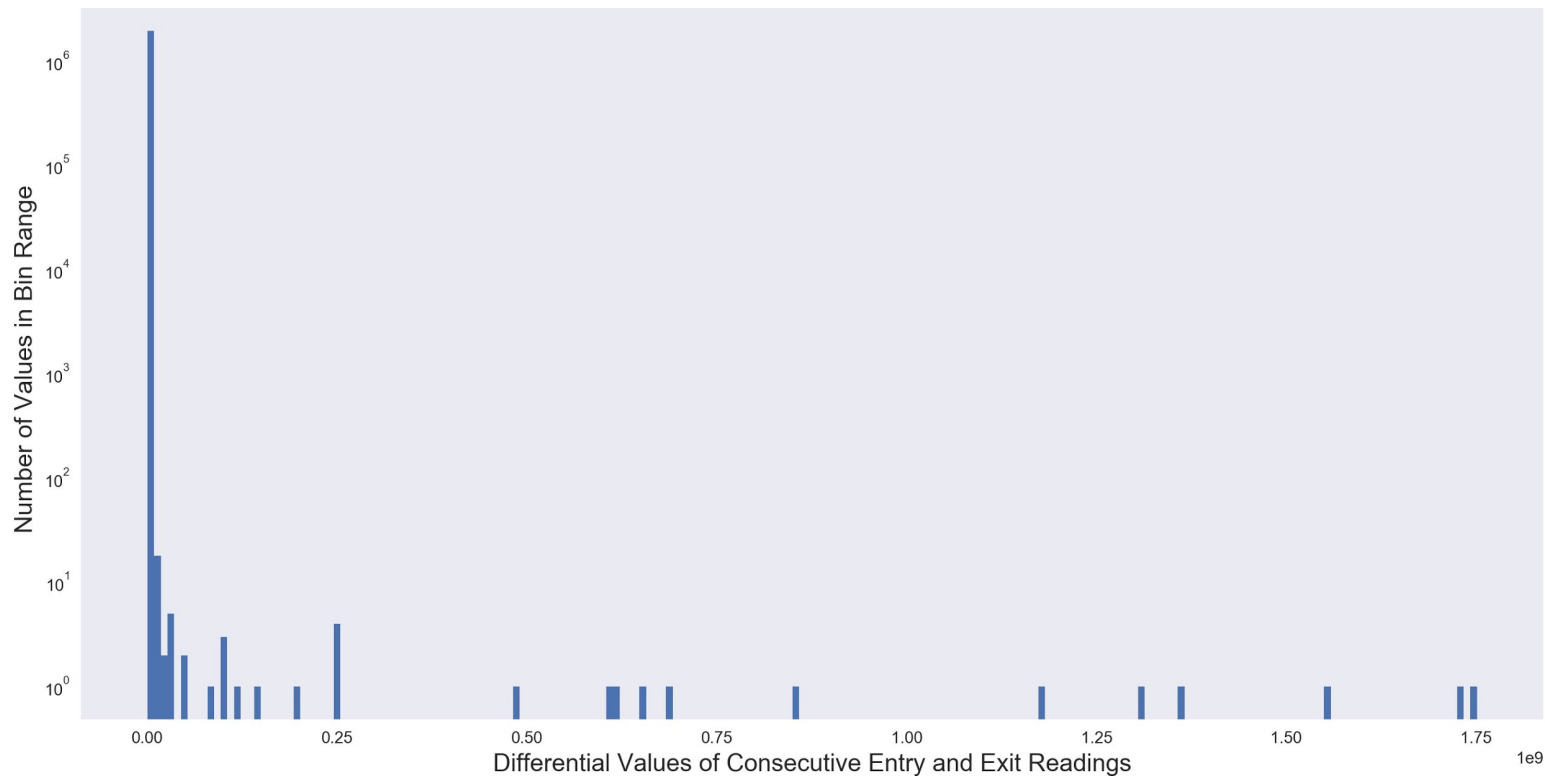
Google Maps API

Subway station traffic during the
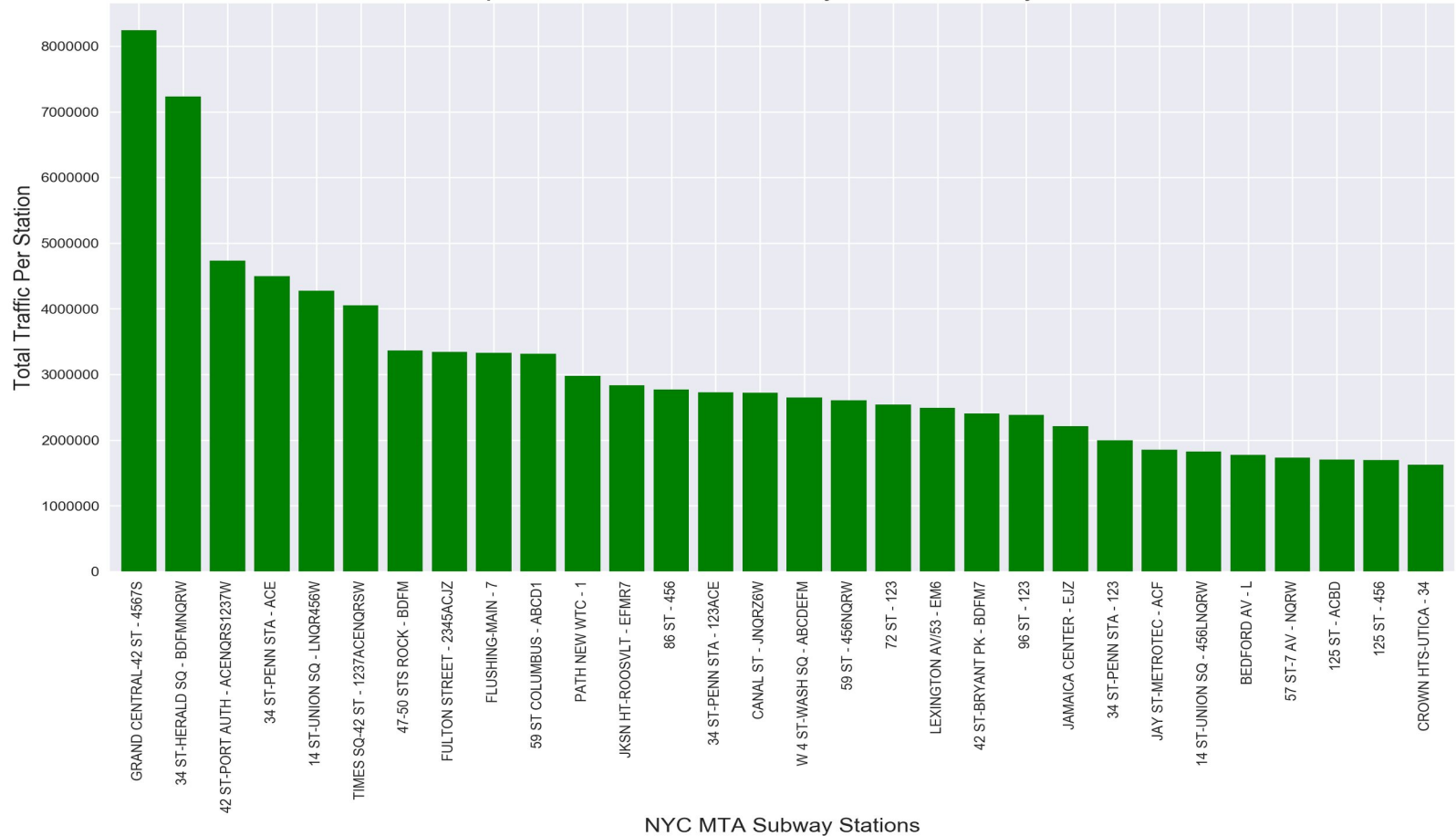month of May

Location, location, location...

Determining Unique Stations
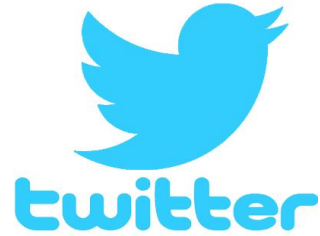
Filtering Invalid Traffic Measurements

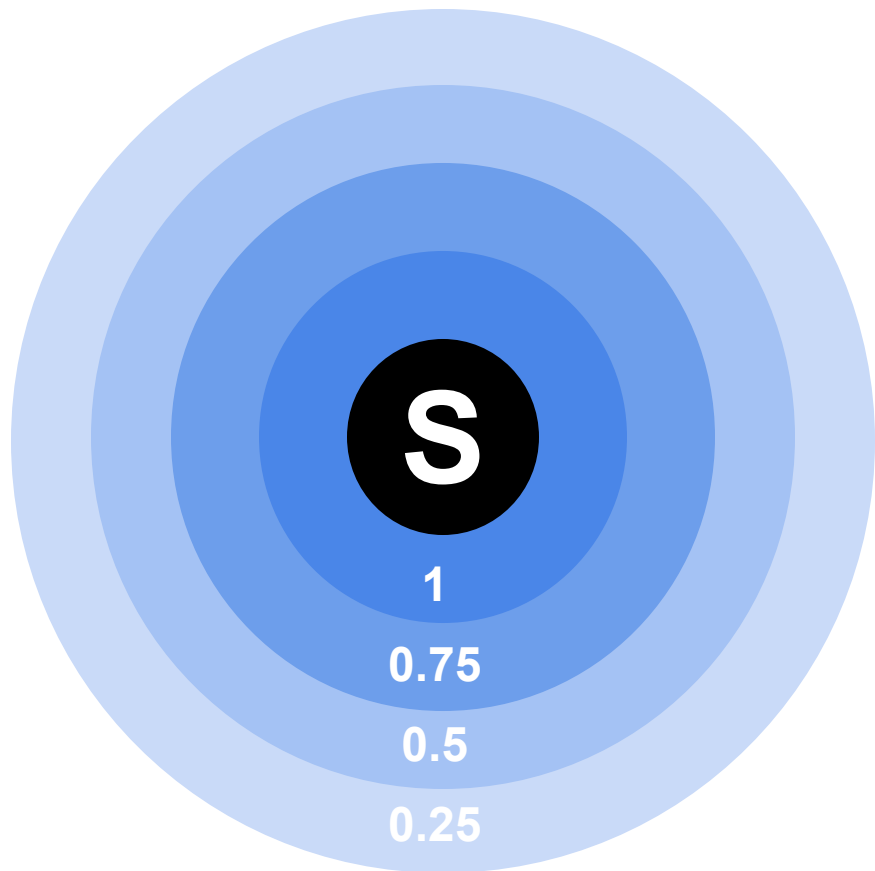Top 30 Busiest MTA Subway Stations - May 2017

Relevant Companies and Colleges
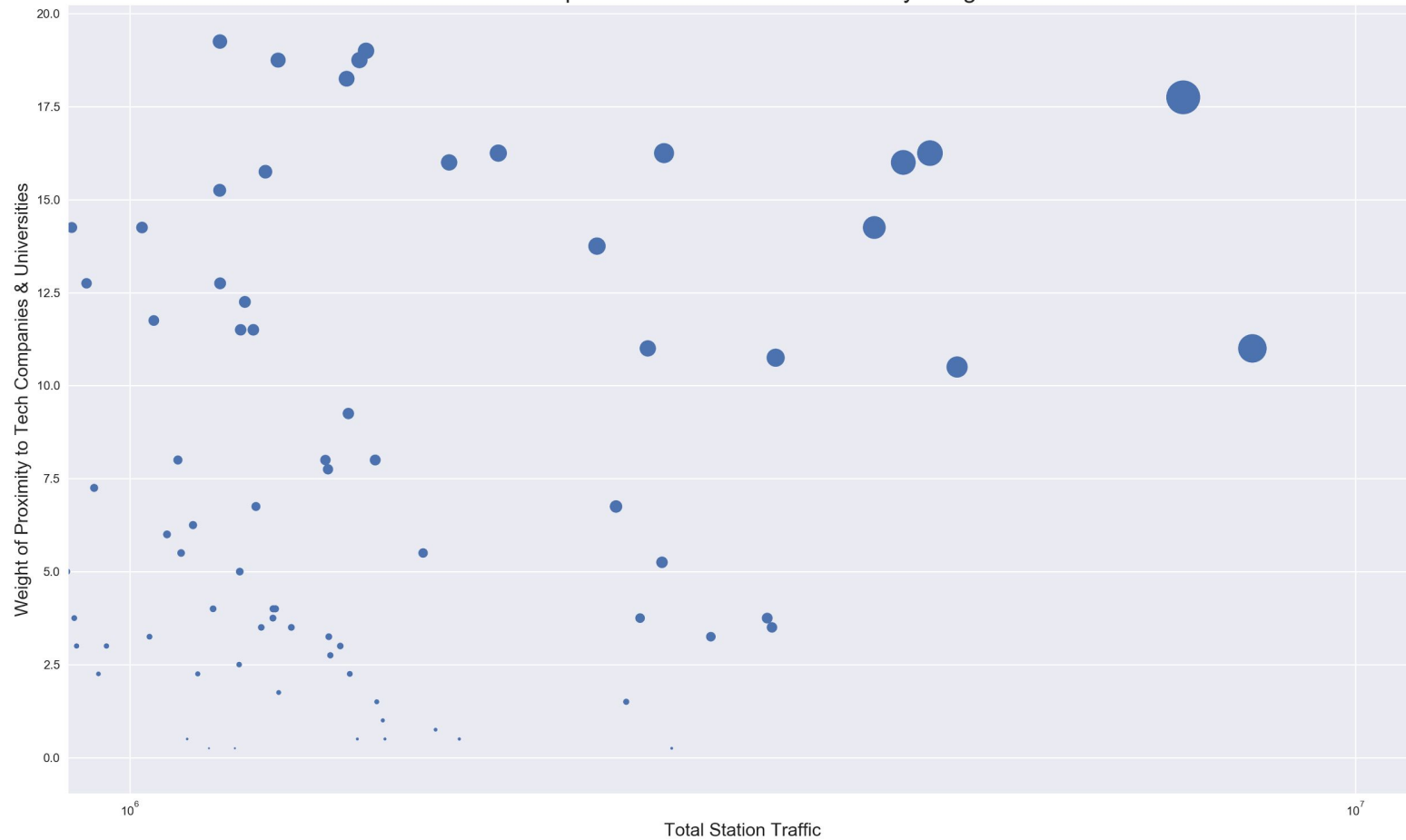
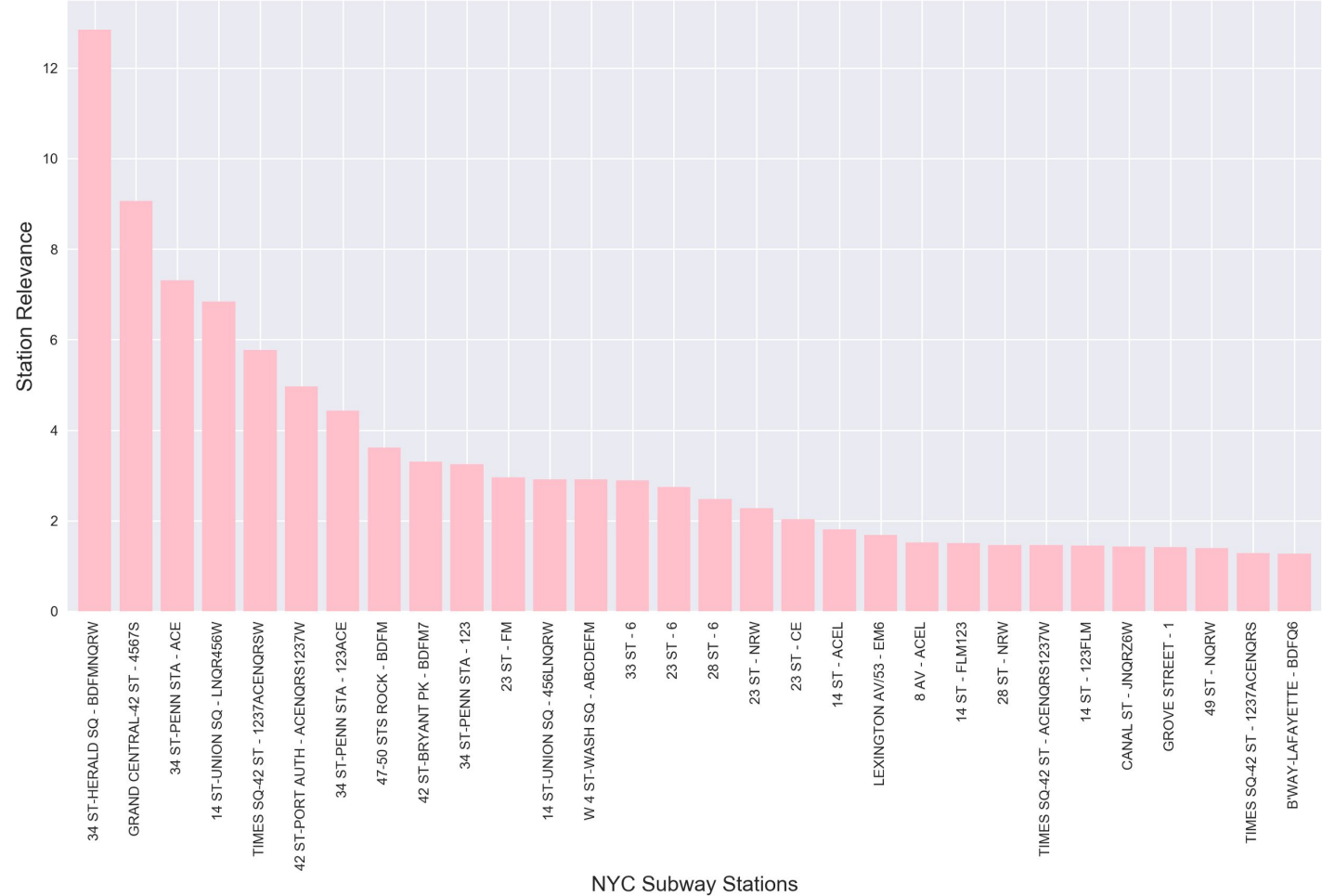# Weighting Stations

Within:
- 0.25 mi
- 0.5 mi
- 0.75 mi
- 1 mi

Scatterplot of Station Traffic & Proximity Weight

30 Most Relevant Subway Stations

Recommendation

Place street teams based on relevance level →

→ Maximize reach and fundraising efforts