**Draft Proposal**

**Problem statement:**

We want to increase the number of sign-ups for the WomenTechWomenYes (WTWY) Gala.

**Preliminary results:**

The solution that we could come up with is to find the top five crowded stations to distribute street teams through MTA stations.

A screenshot of a cell phone

Description automatically generated

We also took into consideration the exits number in rush hours.

Data\_table[‘EXIT’].mean()

[make a table or chart to put here instead of list]

We can also break this down by day:

[chart or table broken down by day]

Can we filter out the tourists?

We excluded the stations that are near the airport to reduce the chance of getting tourists to sign up.

[map picture cropped and highlights stations near airport]

**What else we could do:**

We could utilize street team resources for example street team#1 will take sign-ups for stationA because it’s crowded in the morning. If there is another station near stationA and more crowded in the evening team#1 should be transferred to take signups from stationB.

**Adding more data sources (etc.)**

**Conclusion:**