

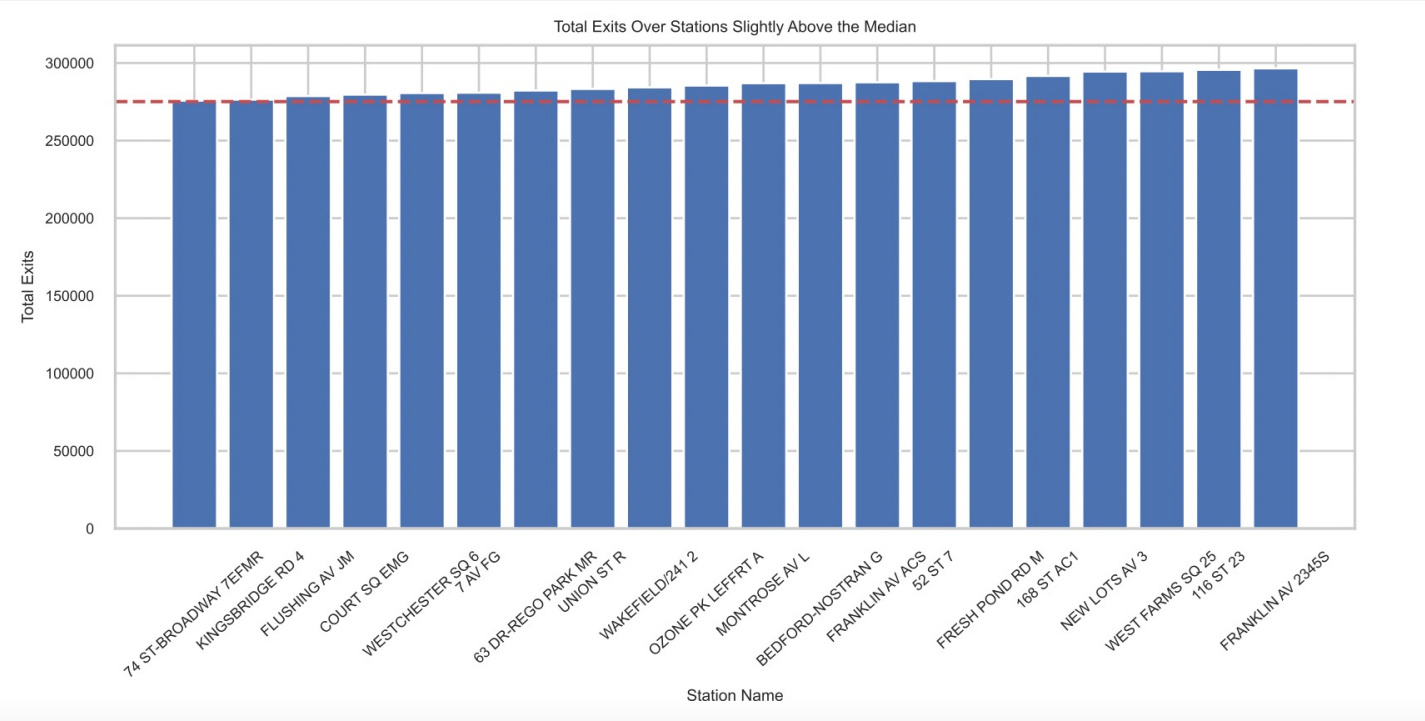
INTRODUCTION

- **Background:** WTWY needs their street team members to collect email addresses in preparation for their upcoming gala.
- **Question:** Which train stations, train station exits and days of the week should the WTWY street team members be placed near to optimize and maximize the number of signatures they receive for their upcoming gala?

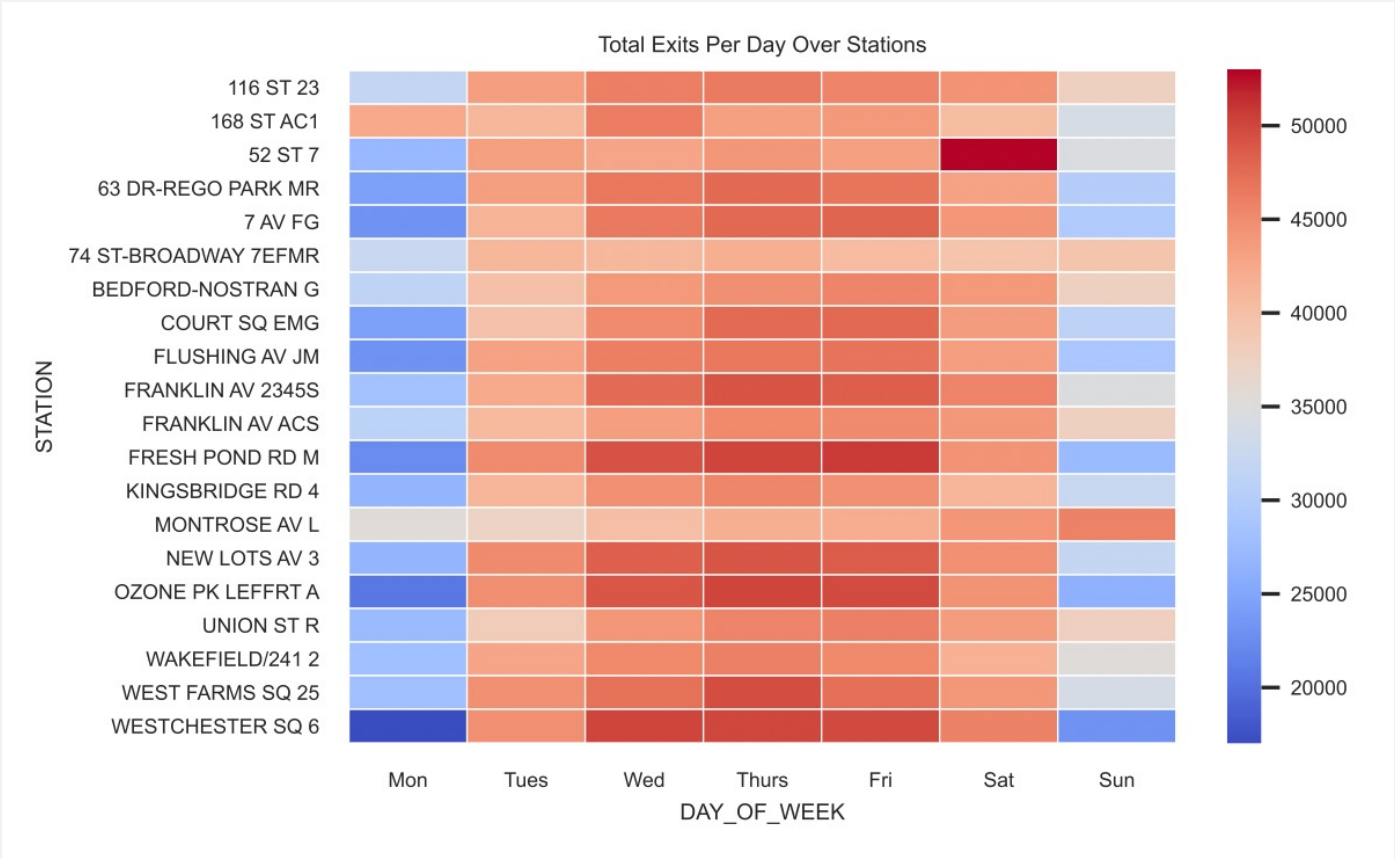
METHODOLOGY

- •Understand data given and formulate the question
- Clean data by removing outliers and inconsistent text
- Aggregate and group data
- Continuously check data through descriptive statistics
- Explore and visualize data

RESULTS #1



RESULTS #2



CONCLUSION

- Optimal Days:
- Wednesday + Thursday + Friday

| | |
|-------------------------------|-----------------------------|
| Franklin Av 2345S (CA = R622) | Court Sq (CA = N400A) |
| West Farms Sq (CA = R323) | Flushing Av (CA = J007) |
| New Lot Av (CA = R634) | Kingsbridge Rd (CA = R290) |
| Fresh Pond Rd (CA = K025) | 74 St Broadway (CA = 525) |
| 52 St (CA = R521) | Bedford-Nostran (CA = N417) |
| Montrose Ave (CA = H017) | 63 Dr-Rego Park (CA = N330) |
| Ozone Pk (CA = N141) | Franklin Av ACS (CA = N114) |
| Wakefield (CA = R336) | 168 St (CA = N013) |
| 7 Av (CA = N539) | Union St (CA = C011) |
| Westchester Sq (CA = R420) | 116 St (CA = R303) |