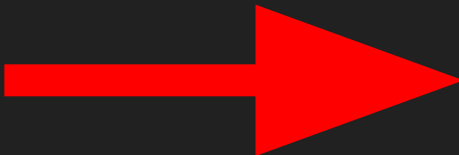# WTWY Gala Promotion

Maximizing our Outreach

Goal

Optimize placement of street teams

Approach

Where and when to place street team?

- Busiest subway entrances
- Busiest days and times
- Areas where people are more likely to donate

Approach

Where and when to place street team?

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Approach

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- **Busiest days**
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Approach

Where and when to place street team?

- Busiest subway entrances
- Busiest days
- Areas where people are more likely to donate

Methodology

Data:

- MTA Turnstile Data
- IRS Individual Income Tax
- Compare Using Common Zip Codes

Tools:

- EDA: Pandas
- Visualization: Matplotlib, Plotly

Methodology

Data:

- MTA Turnstile Data
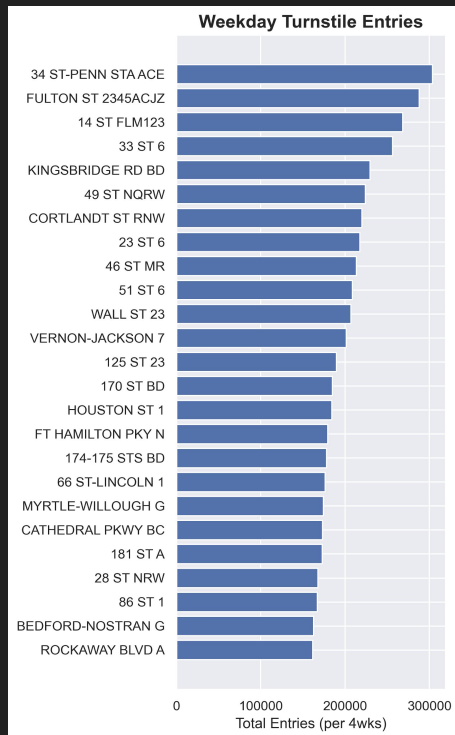- IRS Individual Income Tax
- Compare Using Common Zip Codes

Tools:

- EDA: Pandas
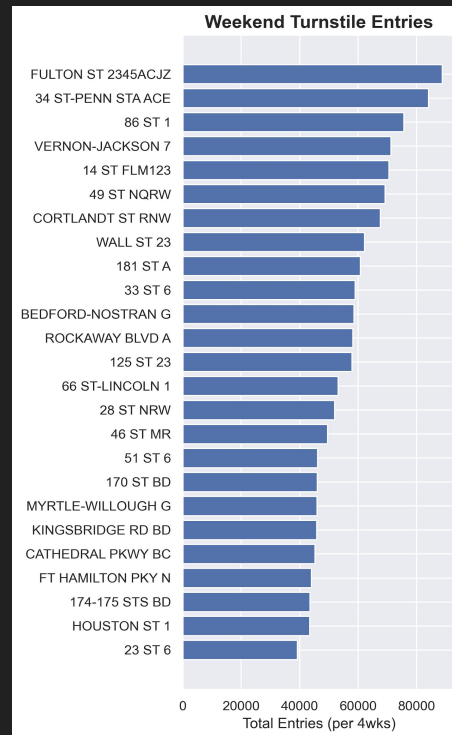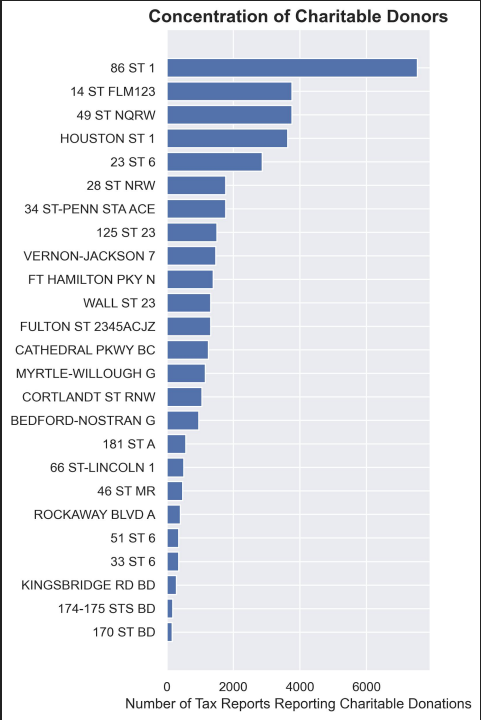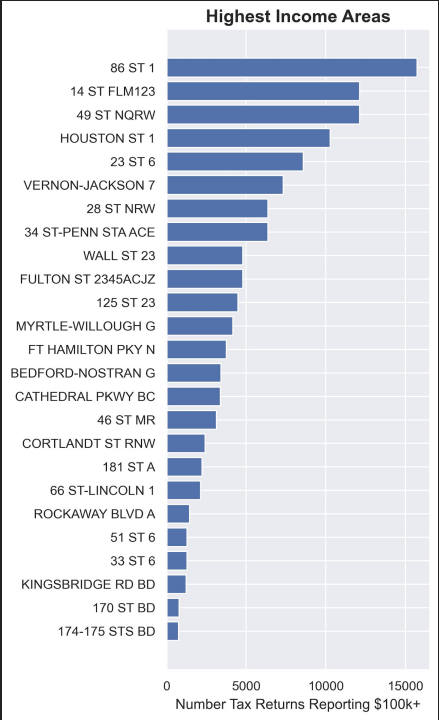- Visualization: Matplotlib, Plotly

Turnstile Dataset

Weekday

Weekend

IRS Data

Highest Income Areas

Area	Number Tax Returns Reporting $100k+
86 ST 1	
14 ST FLM123	
49 ST NQRW	
HOUSTON ST 1	
23 ST 6	
VERNON-JACKSON 7	
28 ST NRW	
34 ST-PENN STA ACE	
WALL ST 23	
FULTON ST 2345ACJZ	
125 ST 23	
MYRTLE-WILLOUGH G	
FT HAMILTON PKY N	
BEDFORD-NOSTRAN G	
CATHEDRAL PKWY BC	
46 ST MR	
CORTLANDT ST RNW	
181 ST A	
66 ST-LINCOLN 1	
ROCKAWAY BLVD A	
51 ST 6	
33 ST 6	
KINGSBRIDGE RD BD	
170 ST BD	
174-175 STS BD	

Concentration of Charitable Donors

Area	Number of Tax Reports Reporting Charitable Donations
86 ST 1	
14 ST FLM123	
49 ST NQRW	
HOUSTON ST 1	
23 ST 6	
28 ST NRW	
34 ST-PENN STA ACE	
125 ST 23	
VERNON-JACKSON 7	
FT HAMILTON PKY N	
WALL ST 23	
FULTON ST 2345ACJZ	
CATHEDRAL PKWY BC	
MYRTLE-WILLOUGH G	
CORTLANDT ST RNW	
BEDFORD-NOSTRAN G	
181 ST A	
66 ST-LINCOLN 1	
46 ST MR	
ROCKAWAY BLVD A	
51 ST 6	
33 ST 6	
KINGSBRIDGE RD BD	
174-175 STS BD	
170 ST BD	

Recommendations:

Weekday				Weekend		
High	**Medium**	**Low**		**High**	**Medium**	**Low**
FULTON ST 2345ACJZ	28 ST NRW	170 ST BD		FULTON ST 2345ACJZ	23 ST 6	170 ST BD
WALL ST 23	86 ST 1	174-175 STS BD		WALL ST 23	HOUSTON ST 1	174-175 STS BD
VERNON-JACKSON 7		KINGSBRIDGE RD BD		VERNON-JACKSON 7		KINGSBRIDGE RD BD
125 ST 23		33 ST 6		125 ST 23		33 ST 6
34 ST-PENN STA ACE		51 ST 6		34 ST-PENN STA ACE		51 ST 6
23 ST 6		ROCKAWAY BLVD A		28 ST NRW		ROCKAWAY BLVD A
HOUSTON ST 1		46 ST MR		14 ST FLM123		46 ST MR
14 ST FLM123		66 ST-LINCOLN 1		49 ST NQRW		66 ST-LINCOLN 1
49 ST NQRW		181 ST A		86 ST 1		181 ST A
		BEDFORD-NOSTRAN G				BEDFORD-NOSTRAN G
		CORTLANDT ST RNW				CORTLANDT ST RNW
		MYRTLE-WILLOUGH G				MYRTLE-WILLOUGH G
		CATHEDRAL PKWY BC				CATHEDRAL PKWY BC
		FT HAMILTON PKY N				FT HAMILTON PKY N

Recommendations:

Weekdays
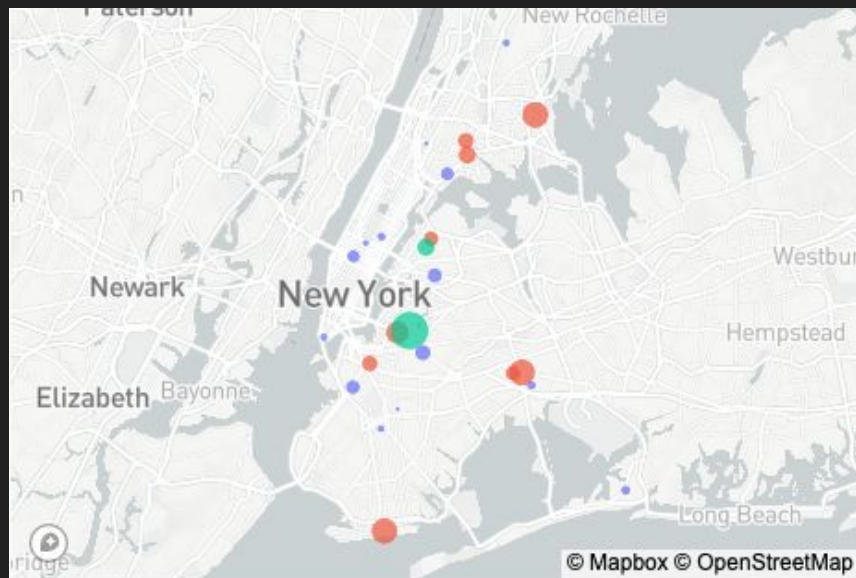
Weekends
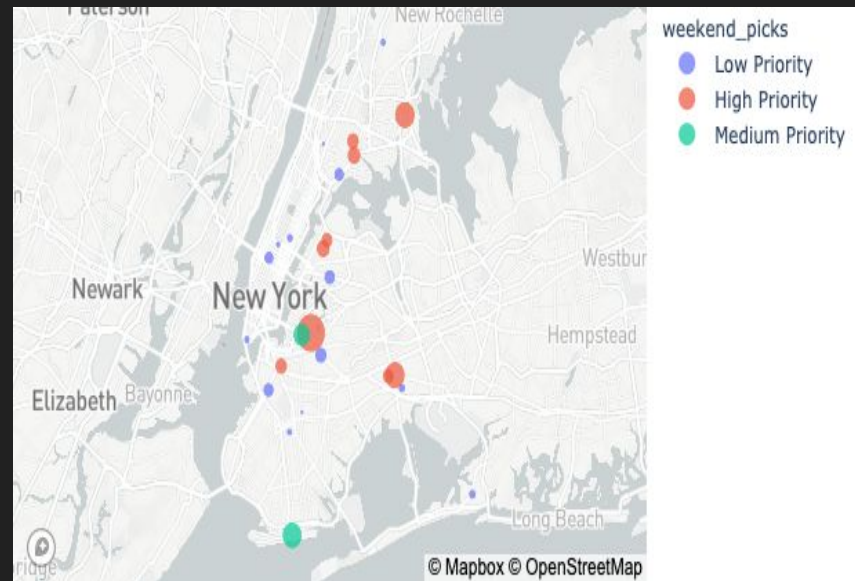
Created Using: Plotly, Mapbox, OpenStreetMap

Future Work

- Create Subway Station Usage Forecast
- Focus on Tech-centric Neighborhoods
- Study COVID-19's Impact on Station Usage

Resources

[Individual Income Tax Statistics](#)

[MTA Turnstile Data](#)

Questions?