

Maximizing Awareness for WTWY

September 23, 2016

OBJECTIVES

Provide data-driven recommendations for when and where to position staff to best collect emails and fundraise

Focus on stations that have the highest volume of traffic and are within areas where WTWY's target demographic lives

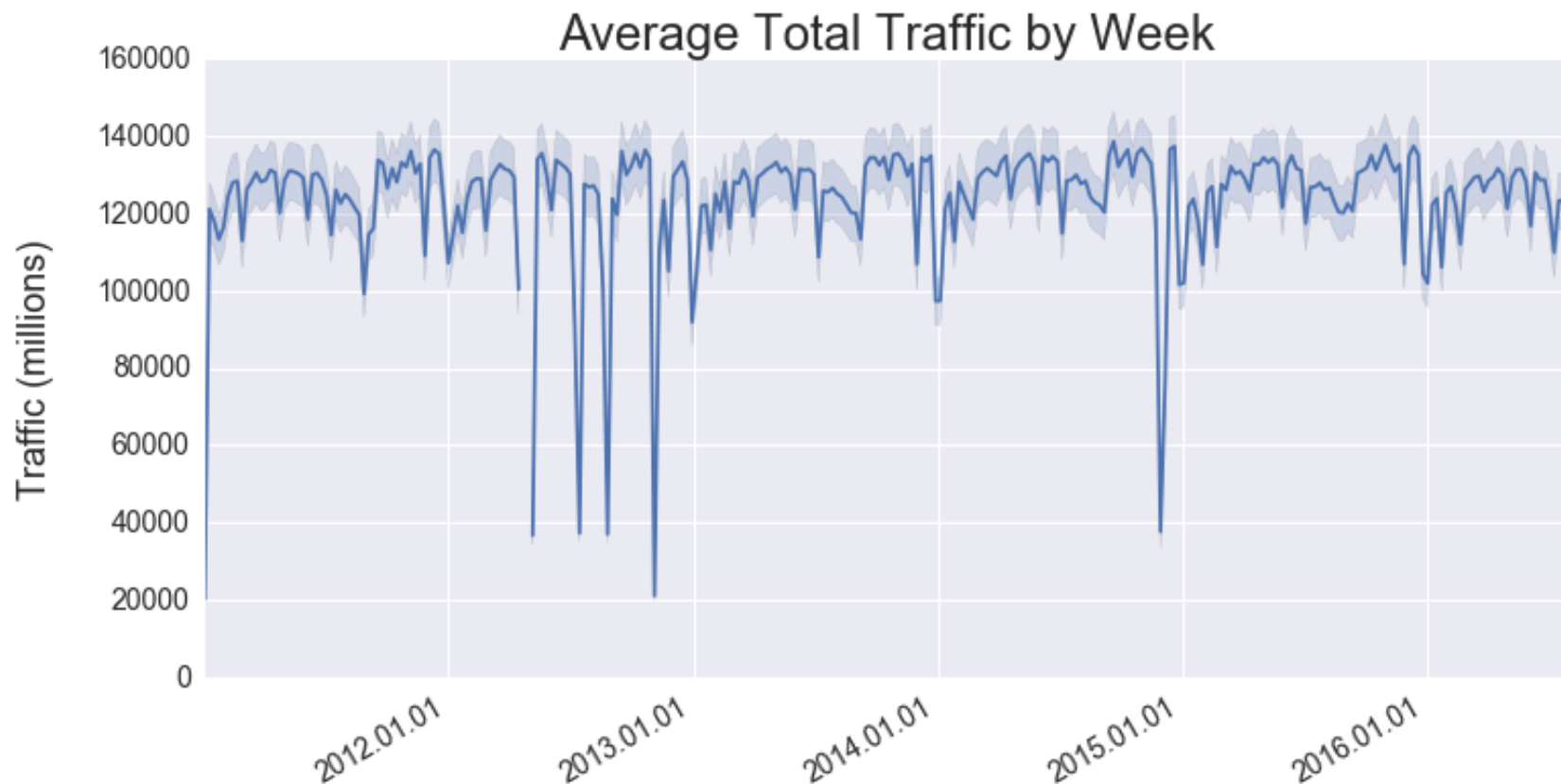
MTA turnstile data (January 2011 - July 2016)

Census data (2010)

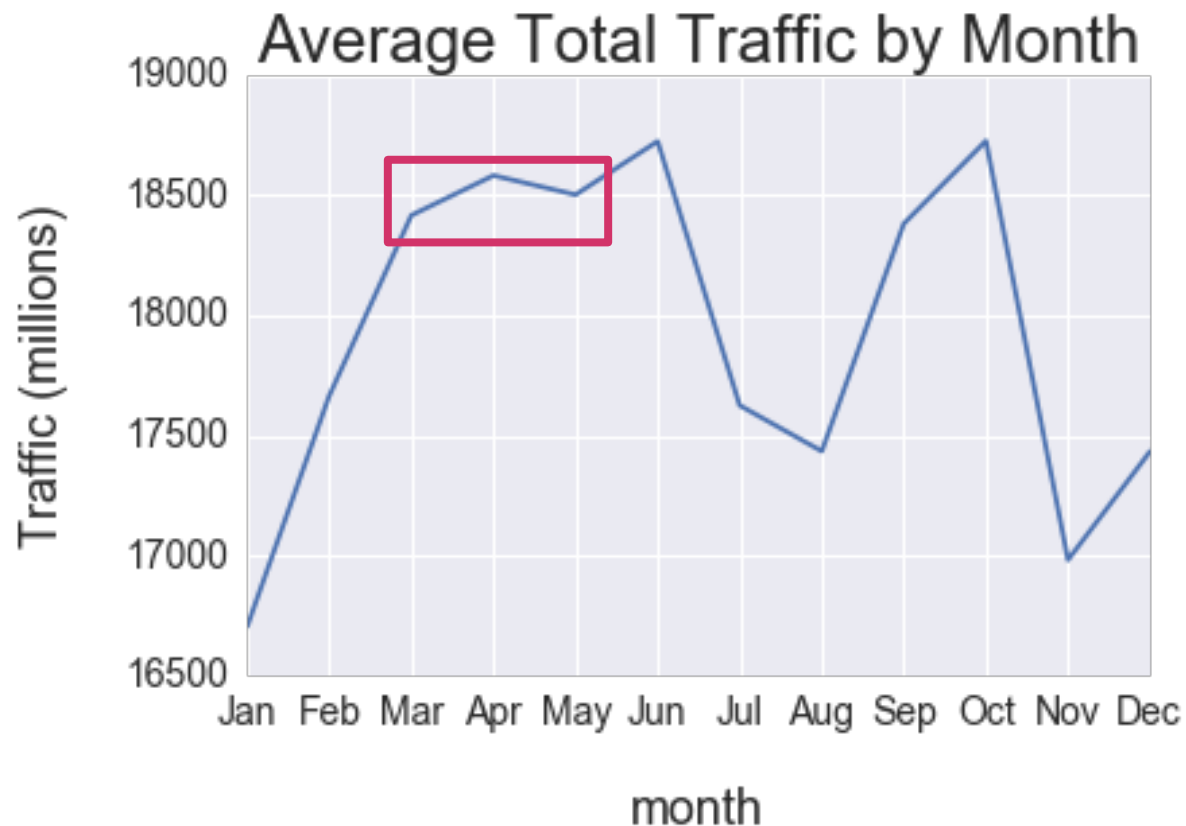
OpenSecrets

Use Python and pandas for data analysis, and Carto and Seaborn for data visualization

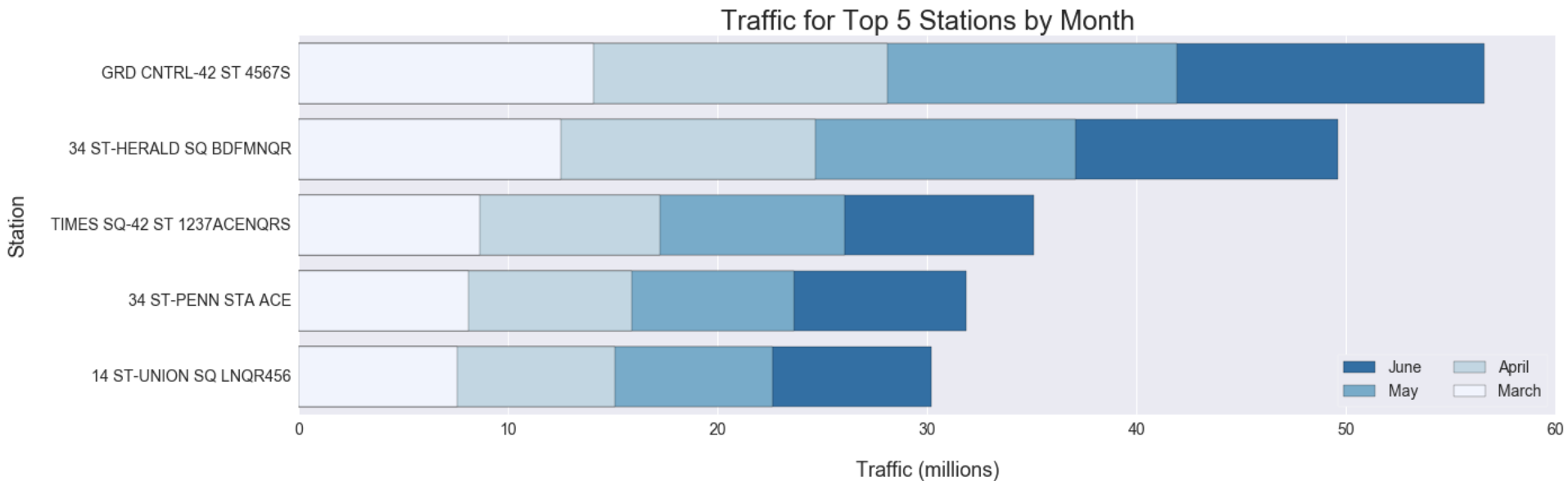
WHEN TO BEGIN?



WHICH MONTHS TO TARGET?



WHERE TO DEPLOY?



WHERE TO DEPLOY?

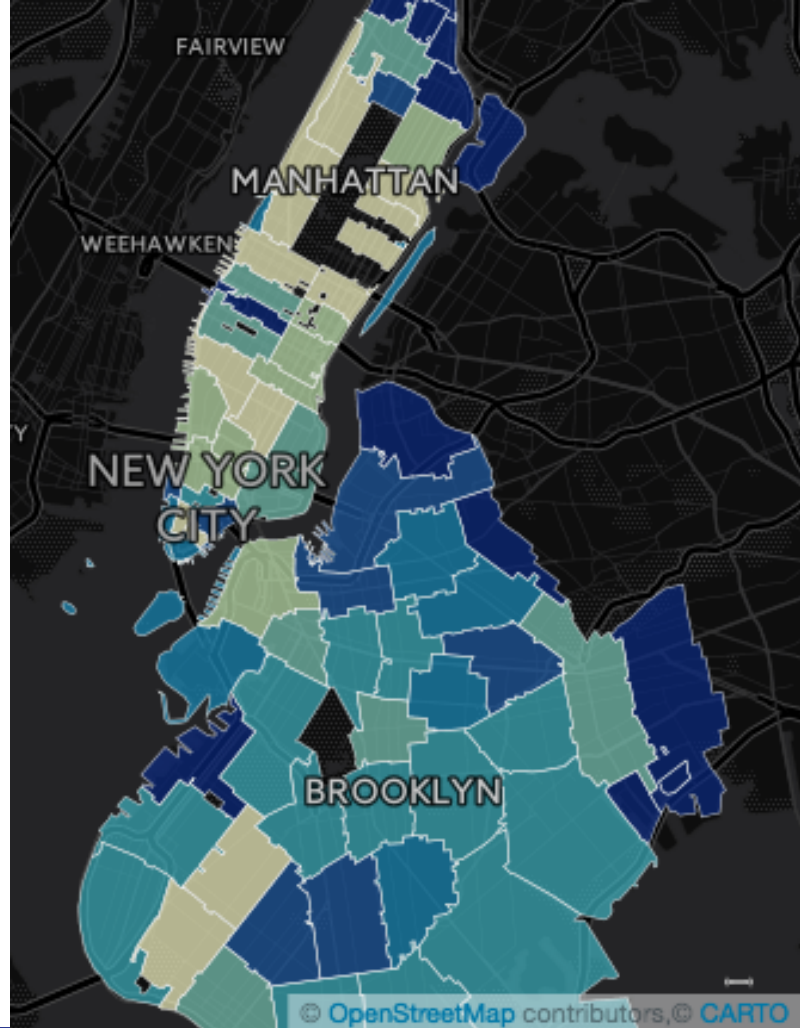
Target areas that have a high...

Female-male ratio

Proportion of commuters taking public
transportation

Income level

Political donation from female tech workers



STATIONS TO TARGET

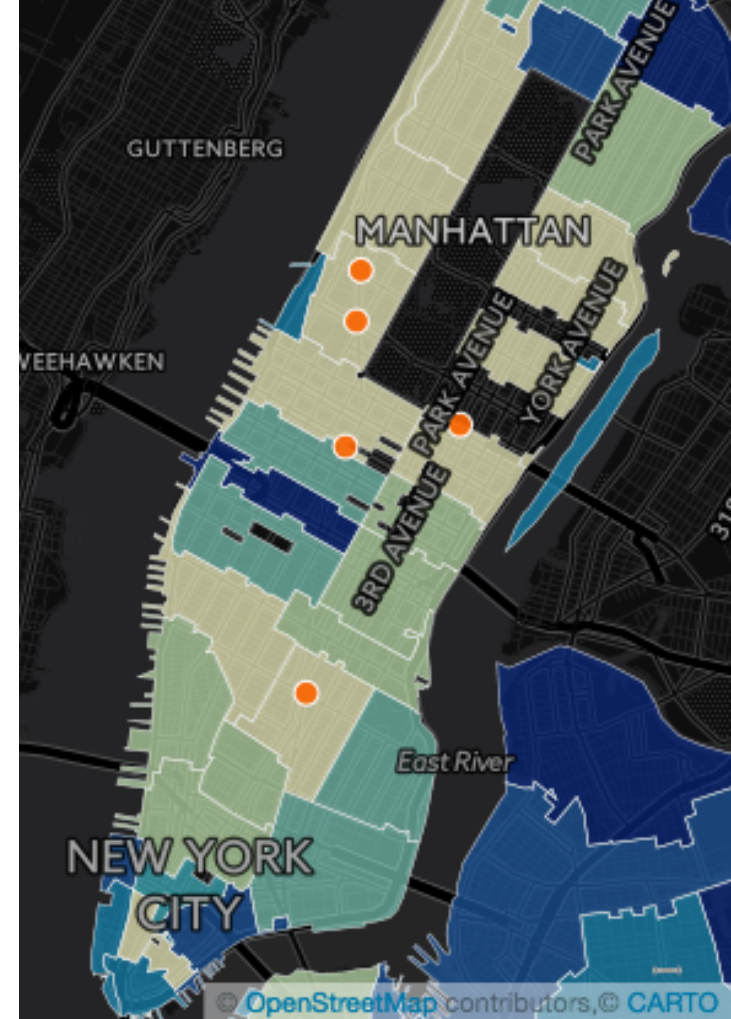
14th Street Union Square

59th Street 456QNR

72nd Street 123

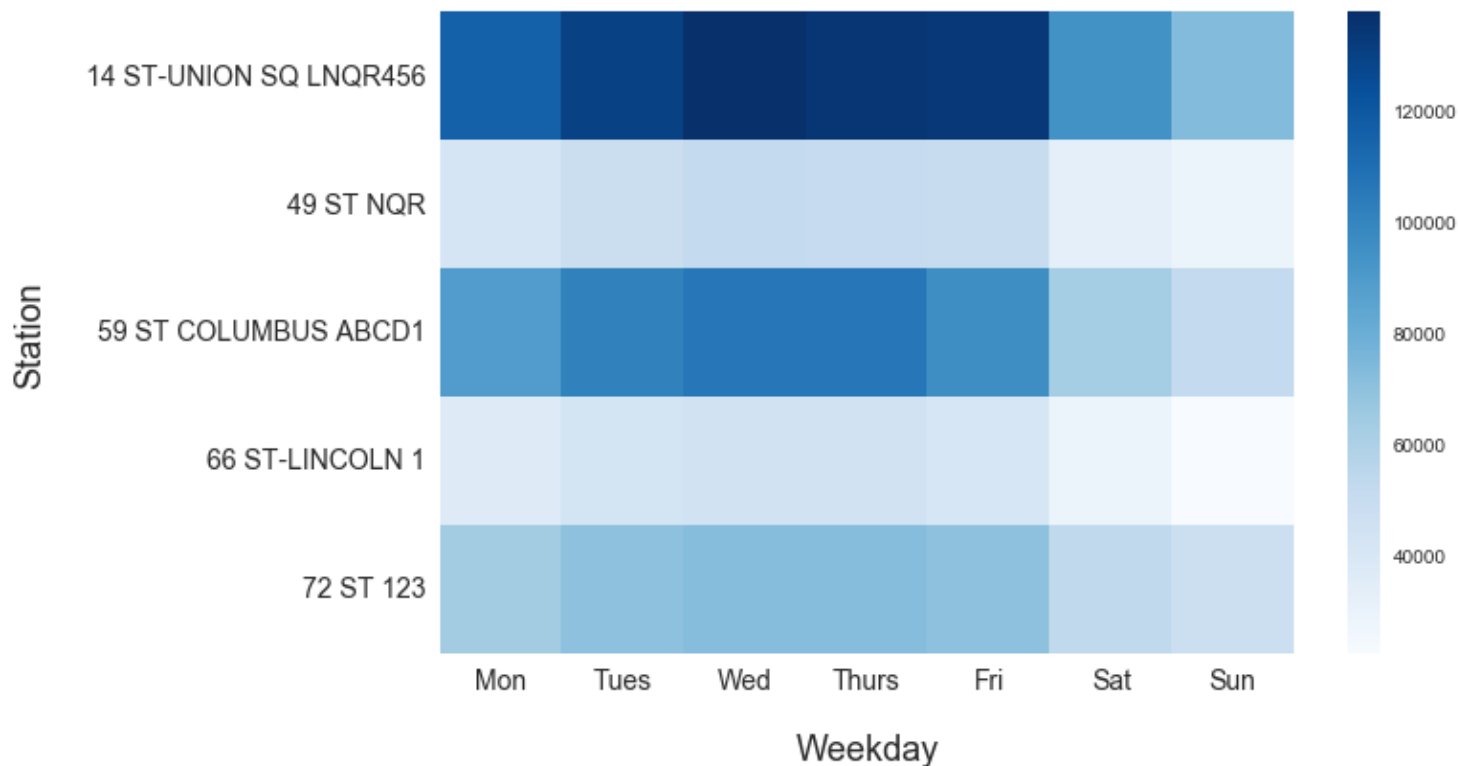
66th Street Lincoln Square

49th Street - 7th Ave

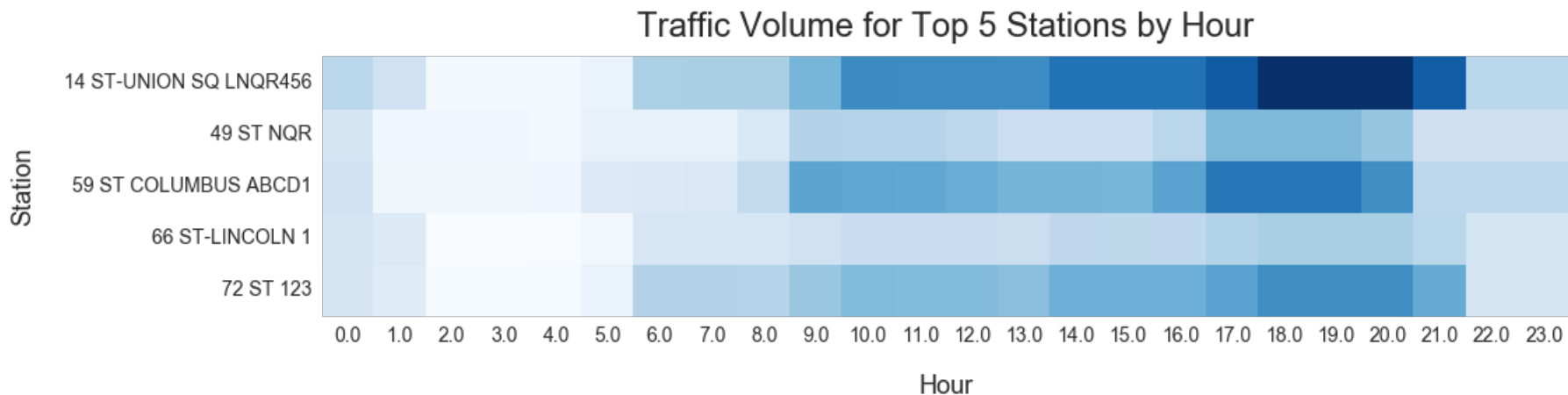


WHEN TO SET UP AT THESE STATIONS?

Traffic Volume for Top 5 Stations by Day



WHEN TO SET UP AT THESE STATIONS?



FURTHER WORK

Fix edge cases within dataset (e.g. missing turnstiles and weeks)

Add in additional key fields for target demographics (e.g. students)

Target most popular subway lines along routes passing through tech savvy zip codes and universities

Identify the size of team required for each station

TEAM

Dave Gutman

Megha Jain

Jonathan Toro

Yao Wu