

# WTWY Street Team Strategy

Suliman Bin Deri  
Ali Alabdlmohsen  
Rayan Althonian  
Yousef Alotaibi



# OUTLINE

- INTRODUCTION
- PROJECT APPROACH
- ASSUMPTIONS
- ANALYSIS
- RECOMMENDATIONS & CONCLUSION



# INTRODUCTION

- Who is the client?
- What are the client's needs?

# PROJECT APPROACH



## Phase 1

- Understanding the problem
- Brainstorming
- Understanding what the data represent
- Making assumptions

## Phase 2

- Extracting and filtering the Data
- Creating visuals
- Interpreting the figures
- Making recommendations

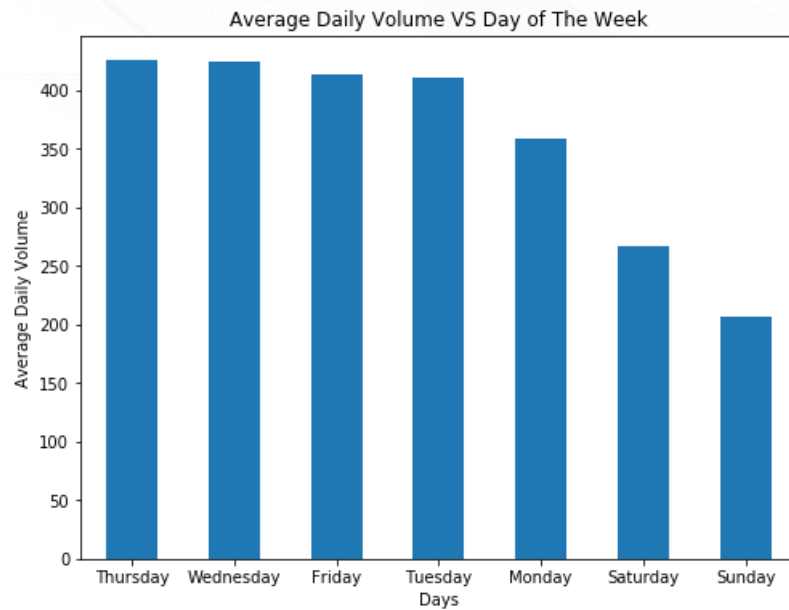
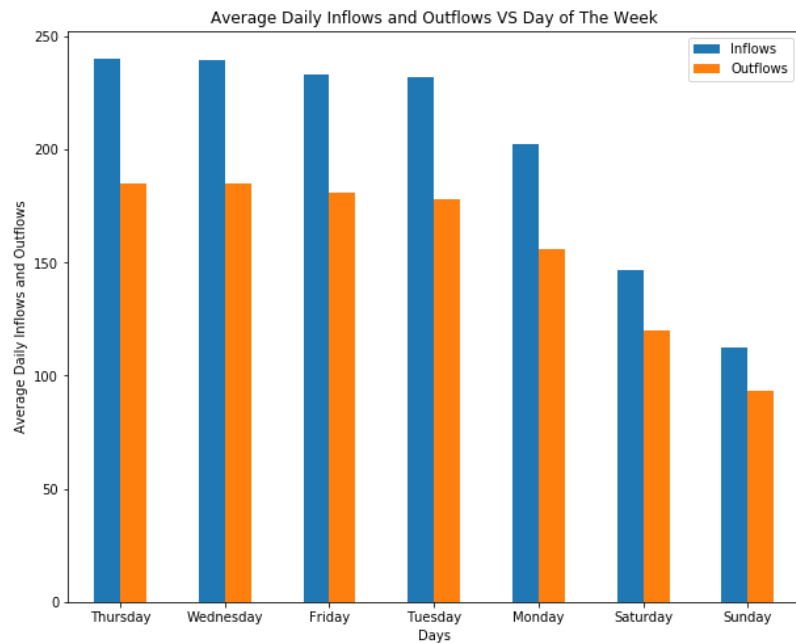


# ASSUMPTIONS



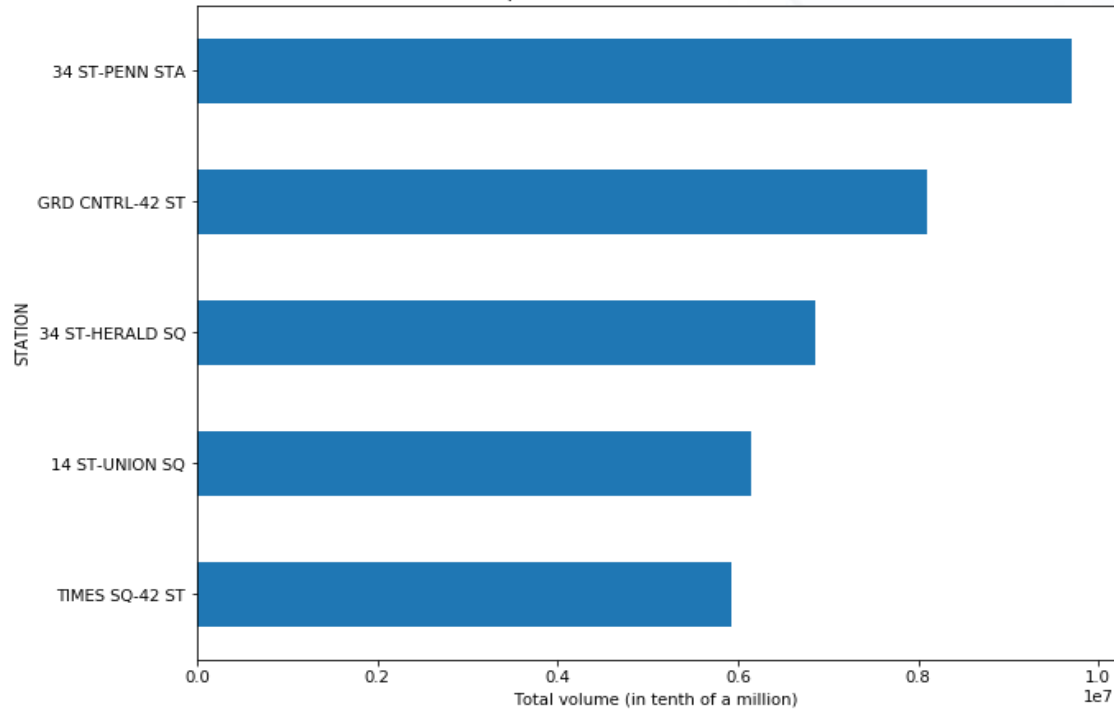
- Max traffic will result in max sign ups
- The maximum people who can pass one turnstile is 15000
- Details about the client's resources:
  - Assumptions
  - Conditional recommendations

# ANALYSIS

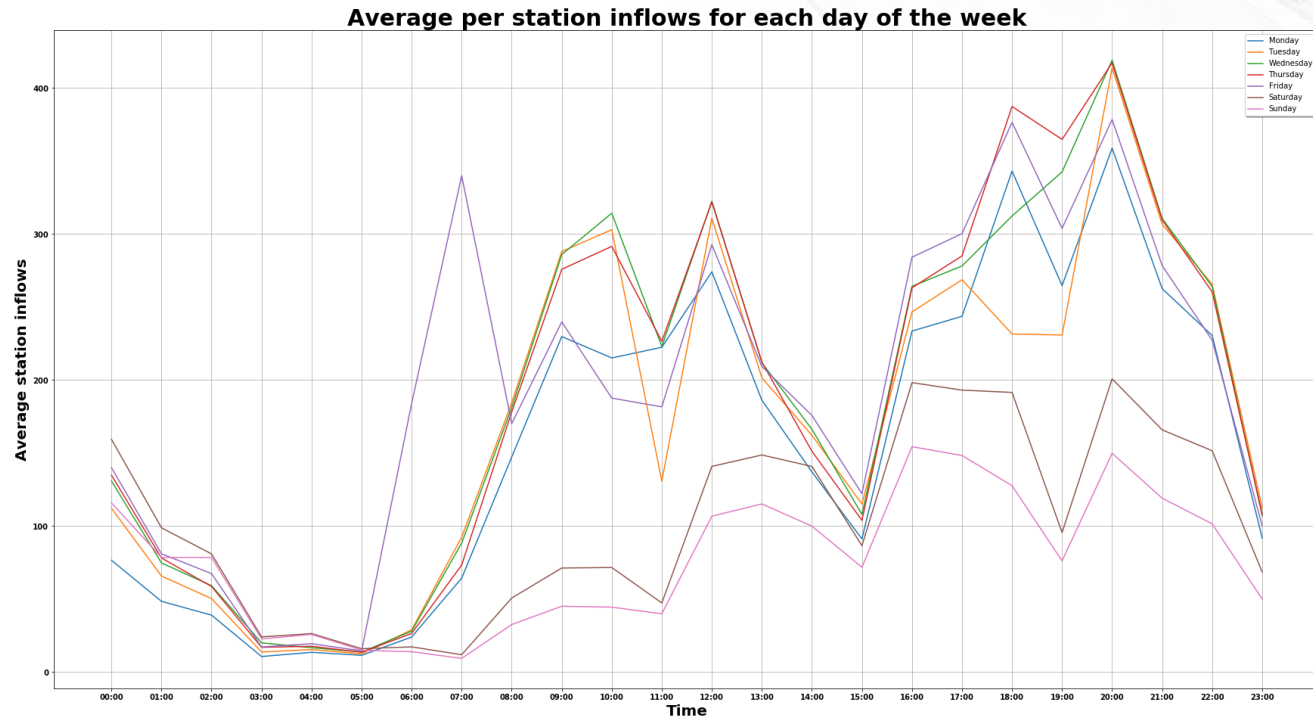


# ANALYSIS

Top 5 Stations in terms of Volume



# ANALYSIS





# RECOMMENDATIONS & CONCLUSION



## Best Days

- Thursday
- Wednesday
- Friday

## Best stations

- 34 ST-PEEN STA
- GRD CNTRL-42 ST
- 34 ST-HERALD SQ



ANY  
QUESTIONS





Thank you!

