

PROJECT GOALS

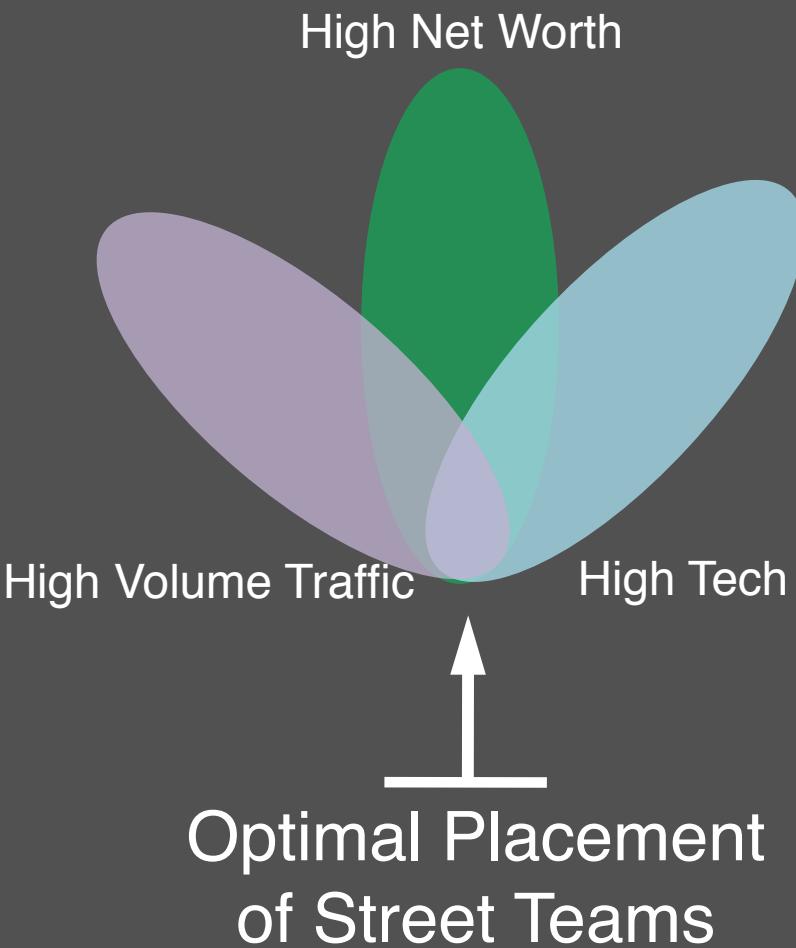


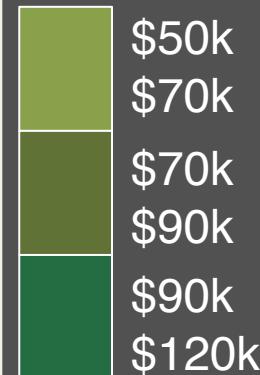
MAXIMIZE

Awareness of WTWY
Contributions to WTWY
Attendance at annual gala

OPTIMIZE

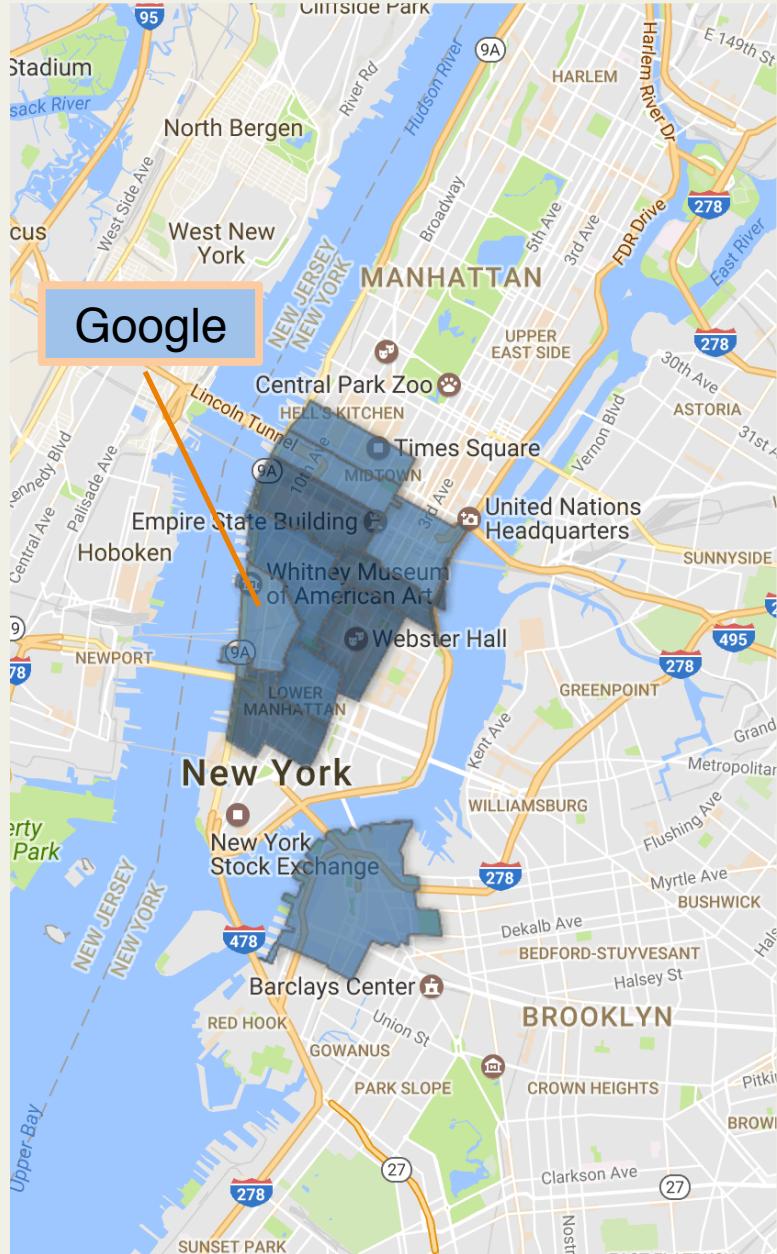
Street team placement
Contact with potential
members





High Income Neighborhoods

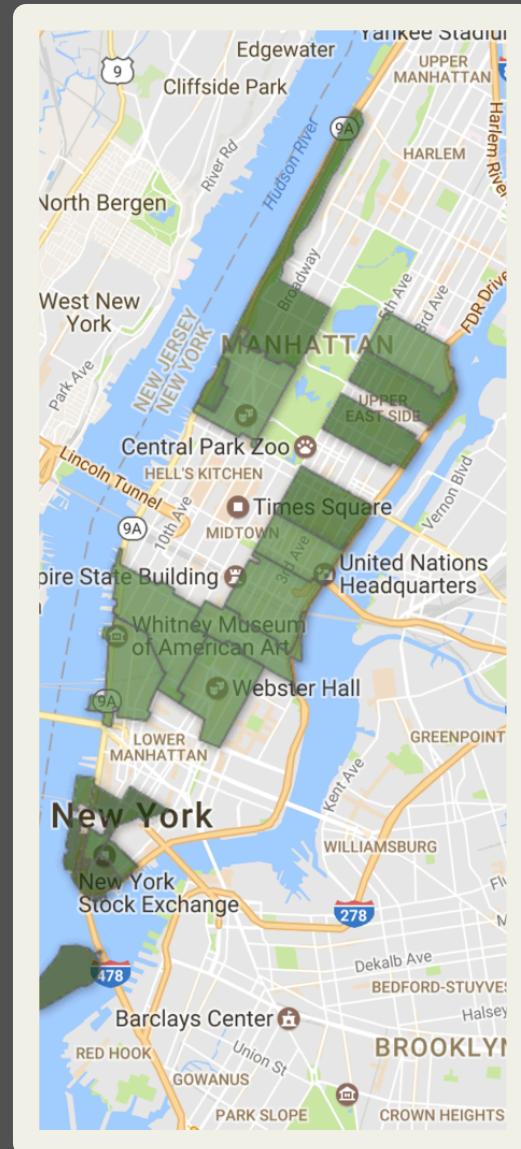
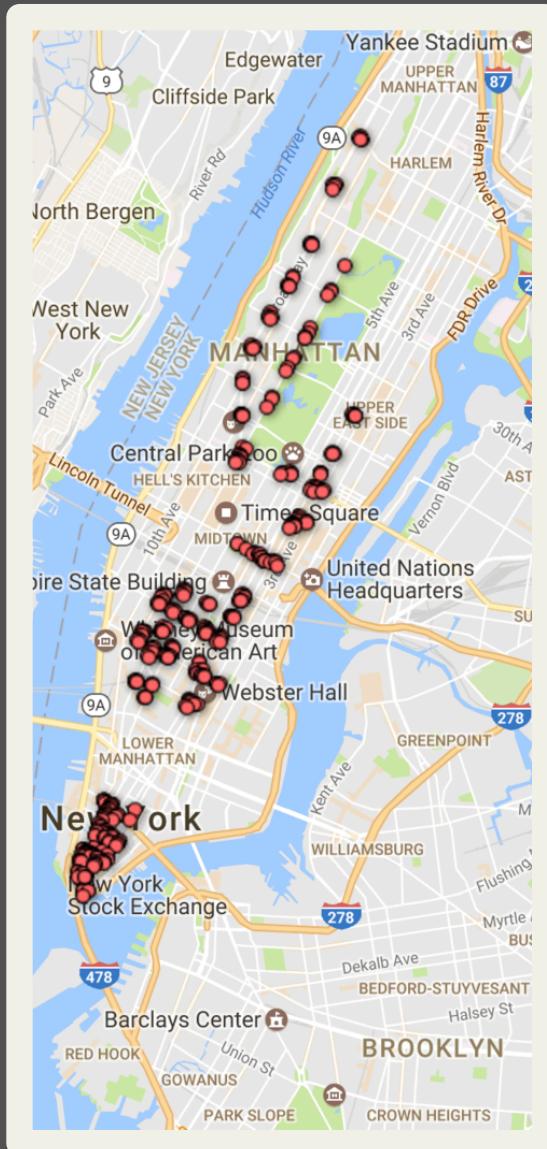
- People leaving in the morning
- Returning in the evening
- Ideal for targeting potential donors
- Highest charitable contributions



High Tech Neighborhoods

- People arriving in the morning
- Leaving in the evening
- Ideal location for raising awareness in the tech sectors

How many subway stations are in high income areas?



How many subway stations are in high tech areas?



Gathering MTA Data



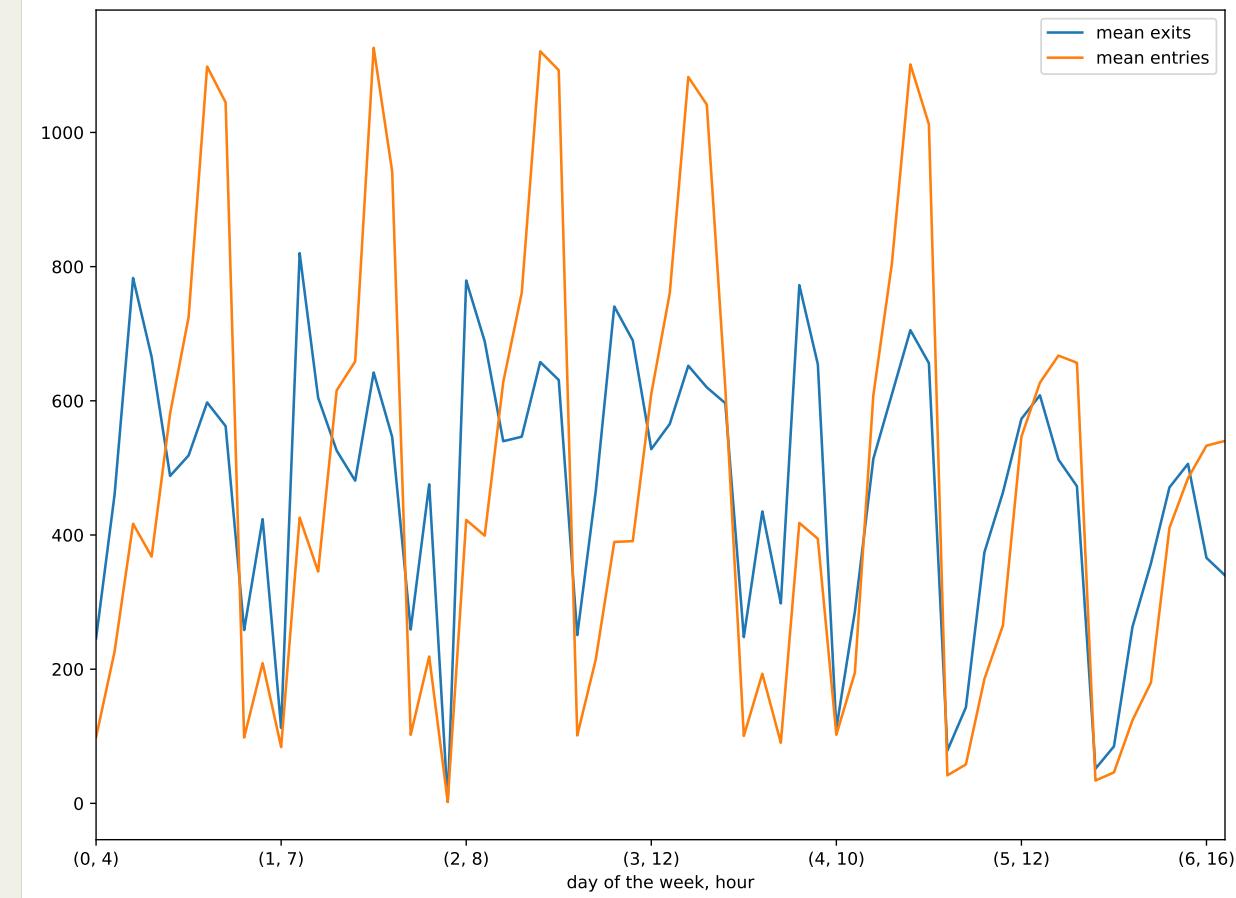
Subway stations in
NYC with highest
traffic

PIPELINE

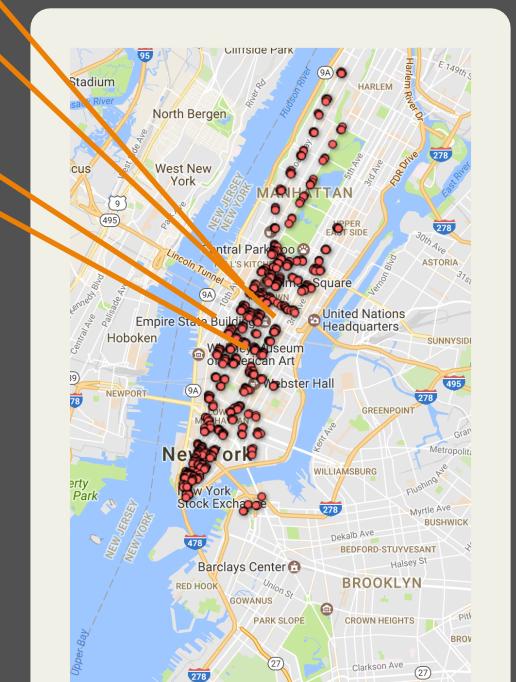
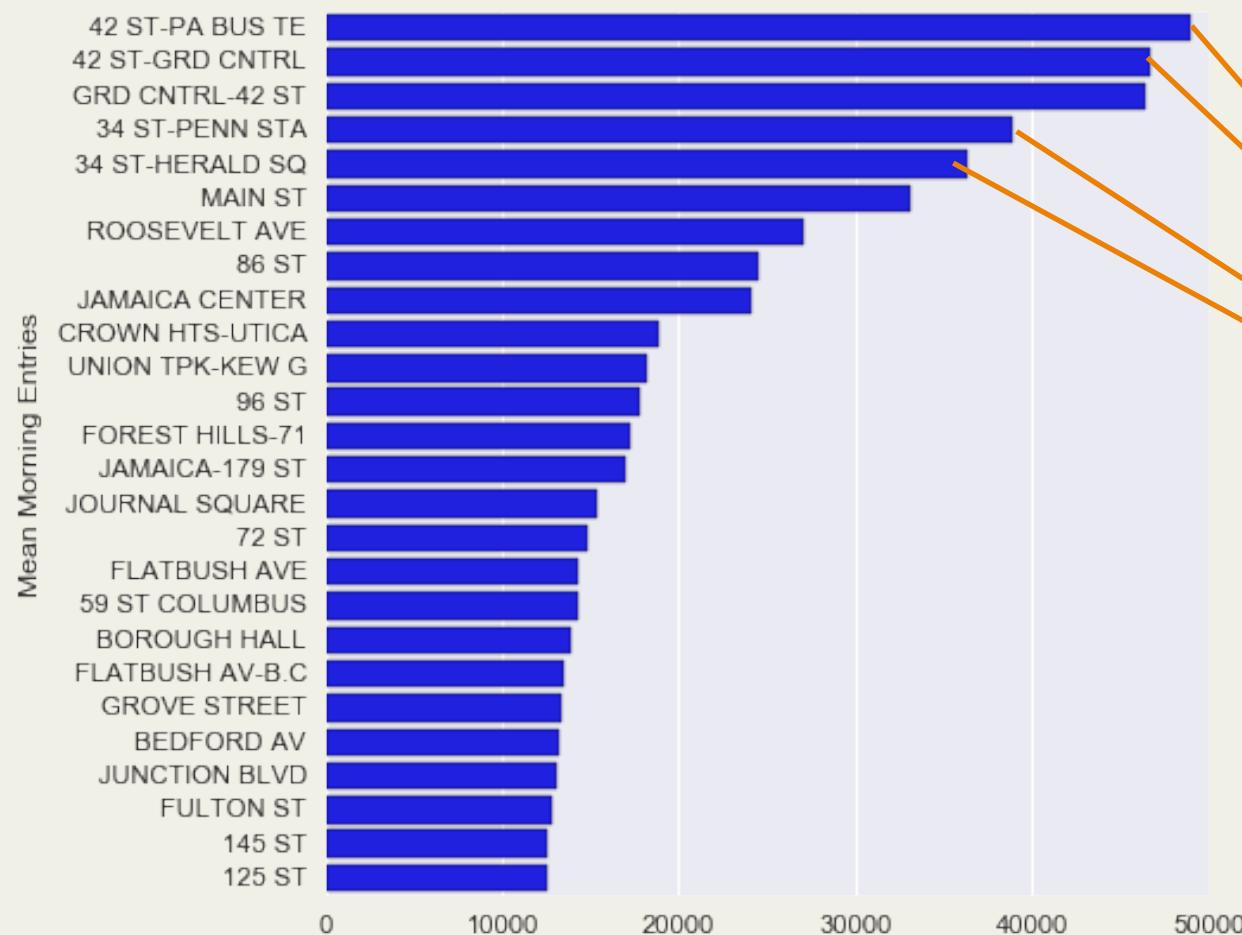
Data Cleaning
and Processing

3 Years of MTA
Traffic Data

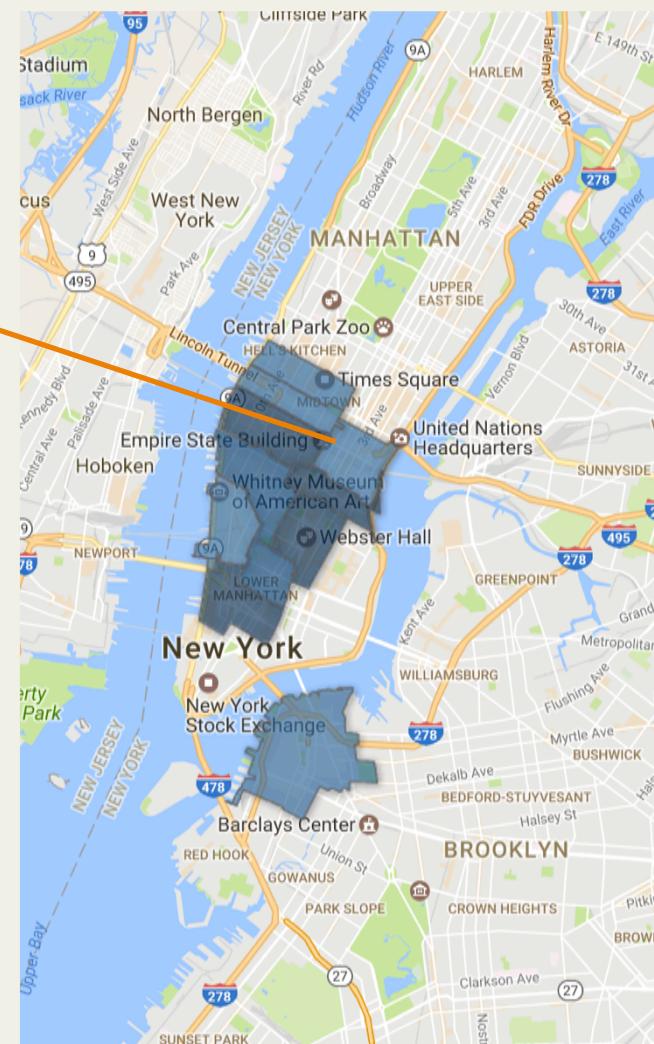
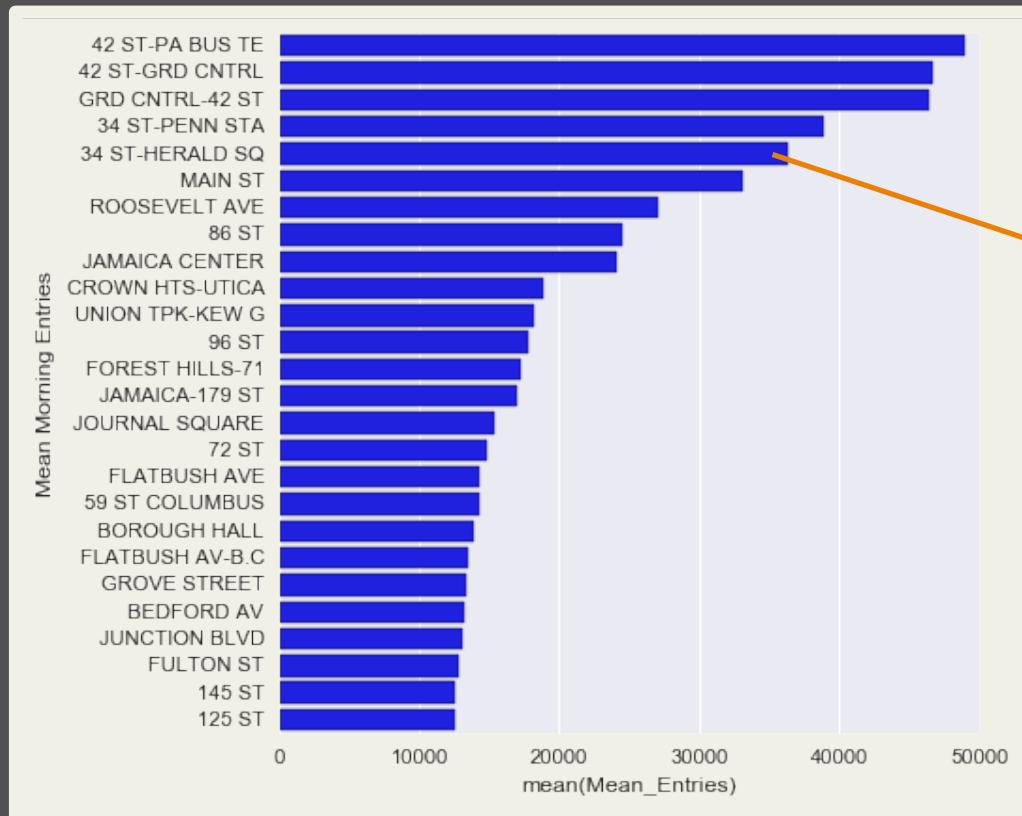
Average entries and exits for Union Square



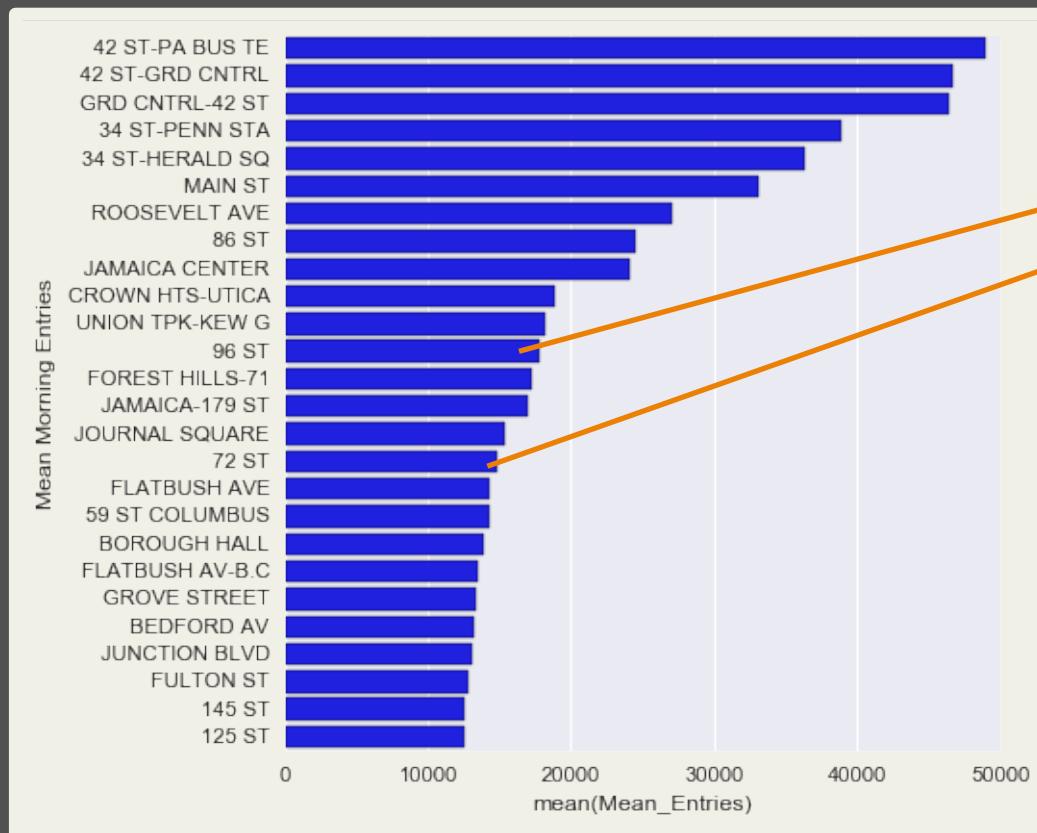
Weekday mornings: Where are people getting on?



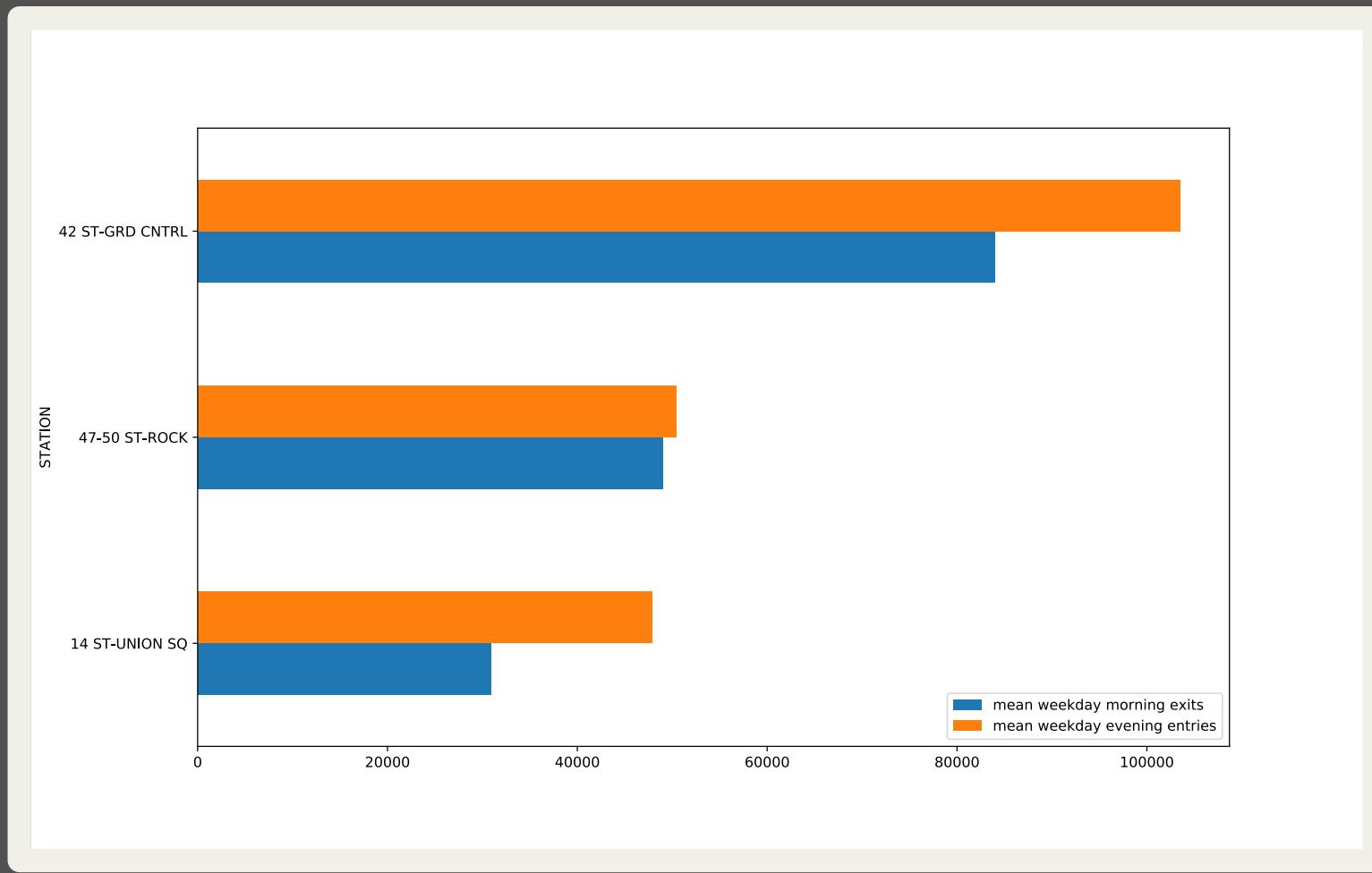
Highest traffic in high tech areas



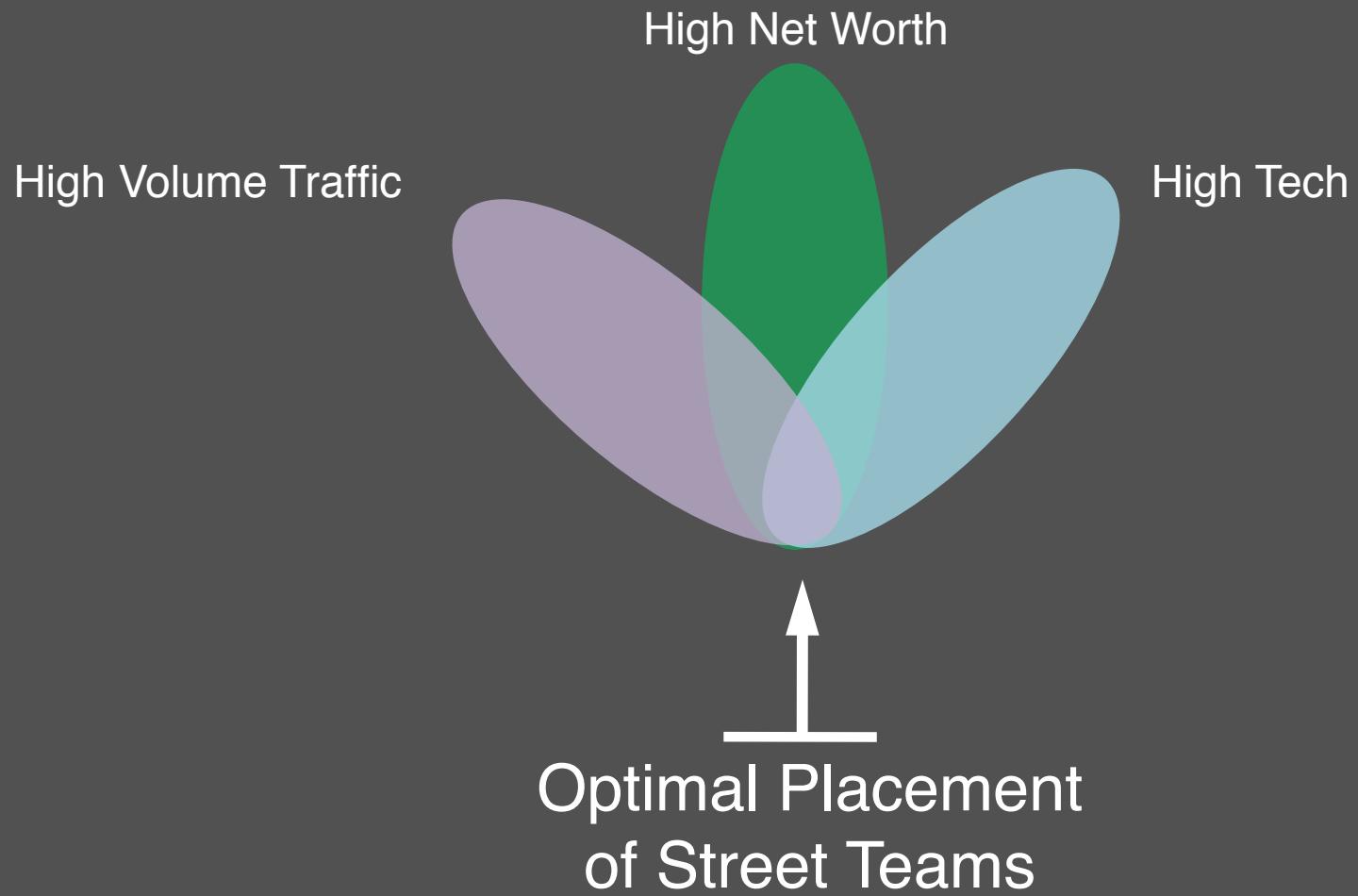
Highest traffic in high income areas



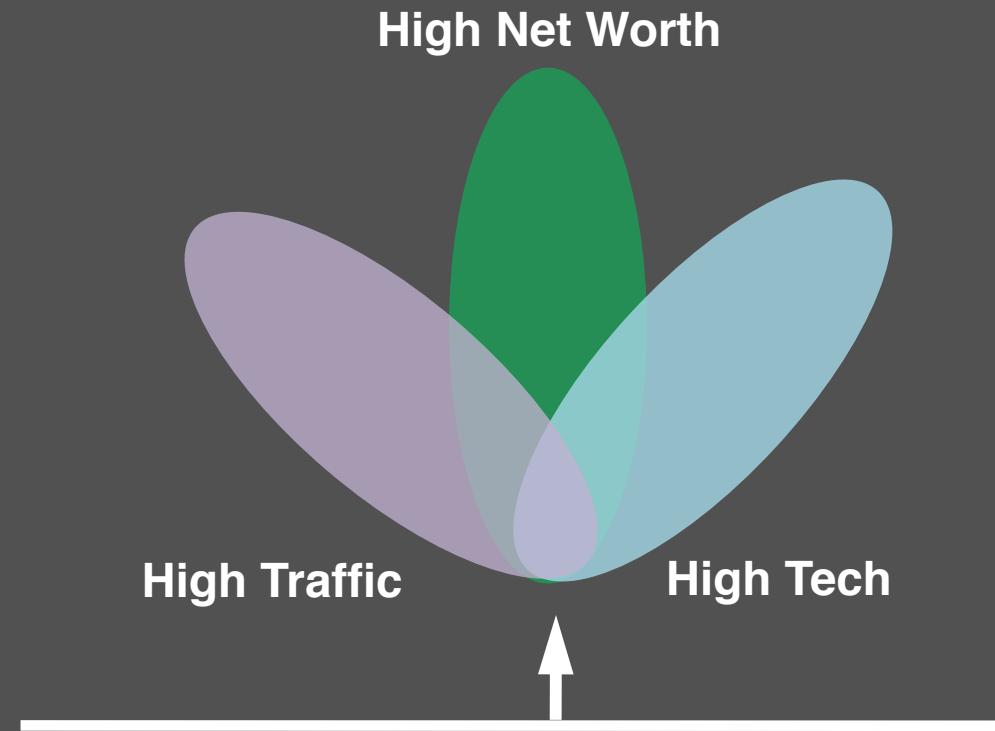
Top 3 Stations with high tech, high income, high traffic



Recommended Street Team Placement



Recommended Street Team Placement



42nd St. Times Square
34th St. Herald Square
34th St. Penn Station
42nd St. Bryant Park
14th St. 8th Ave

W 4th
Canal St

Hunter College
Lexington Av 53rd
47-50th Rockefeller
14th St. Union Square
Columbus Circle