# WomenTechWomenYes: Optimize Gala Ticket Conversion

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# Problem

- WTWY annual gala outreach
- *Goal*: Optimally allocate volunteers by **time** and **station**

# Methodology

# Methodology - Data

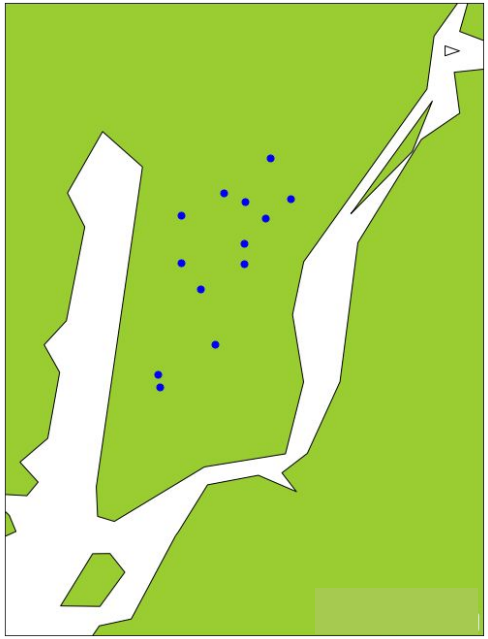
# Methodology - Process

1. Map tech companies' offices with nearest subway stations
2. Rank the stations
3. Suggest ideal times to solicit

# Results

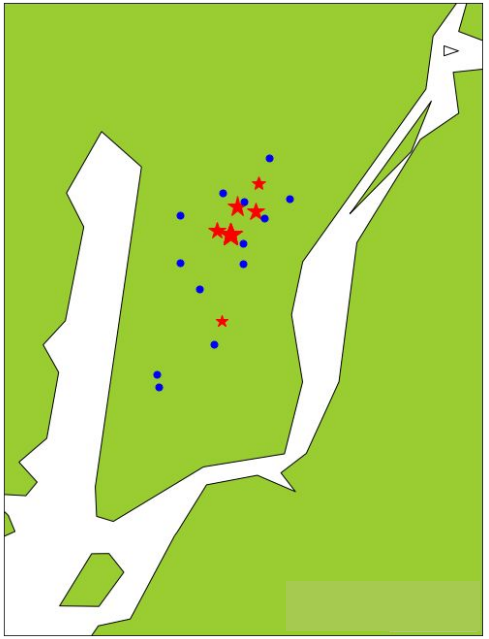
# Results - What stations?

Companies



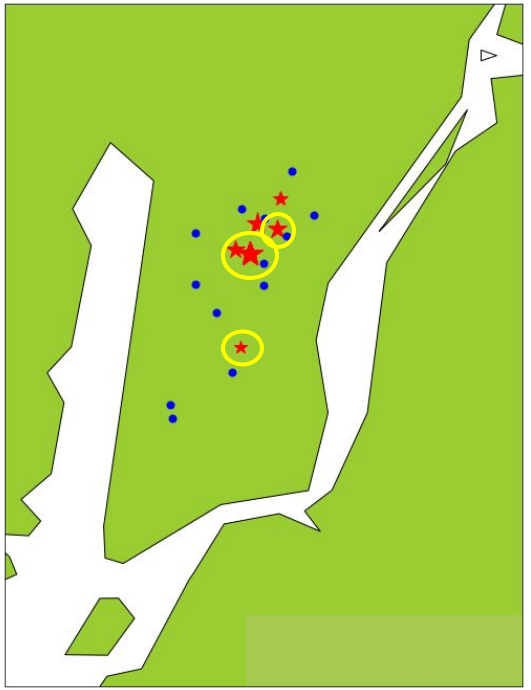
Stations within ½ mile

Best Stations

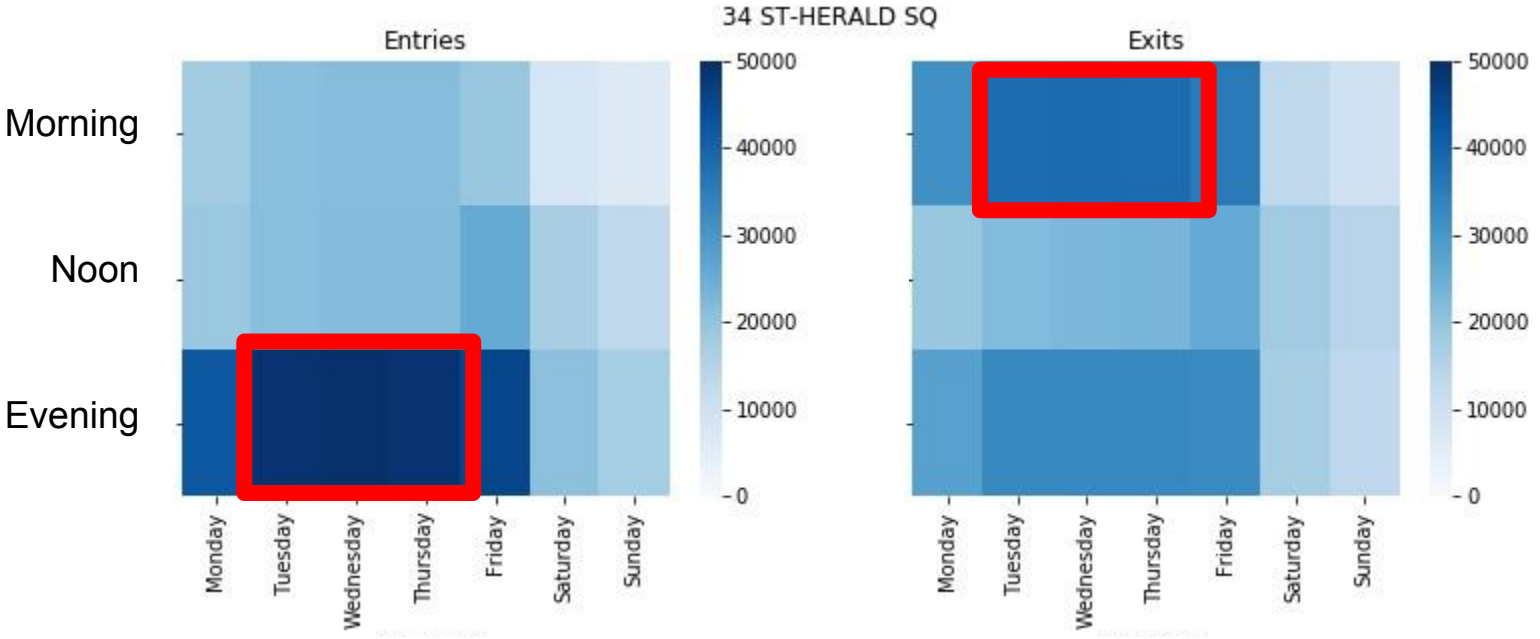


# Results - Stations with highest scores

1) 34th Street - Herald Square
2) 42nd Street - Times Square
3) 42nd Street - Bryant Park
4) 34th Street - Penn Station
5) 47-50th Streets - Rockefeller
6) 14th Street - Union Square

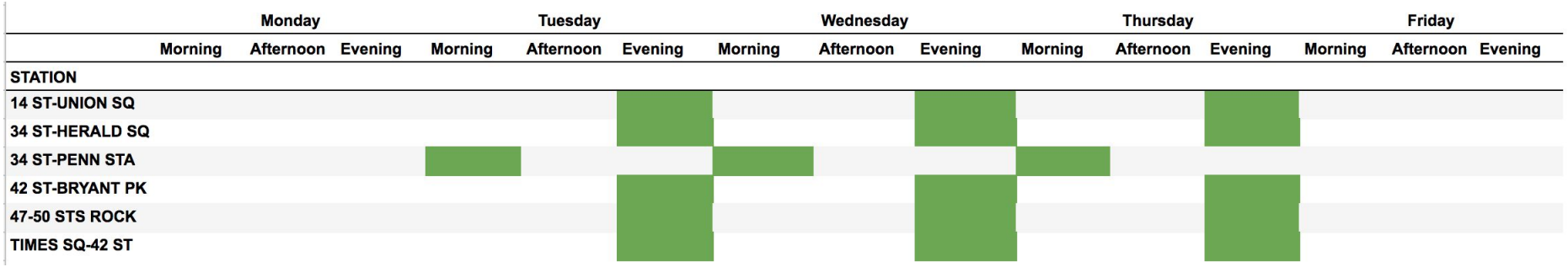


# When to be there?



# Recommendations

# Recommendation



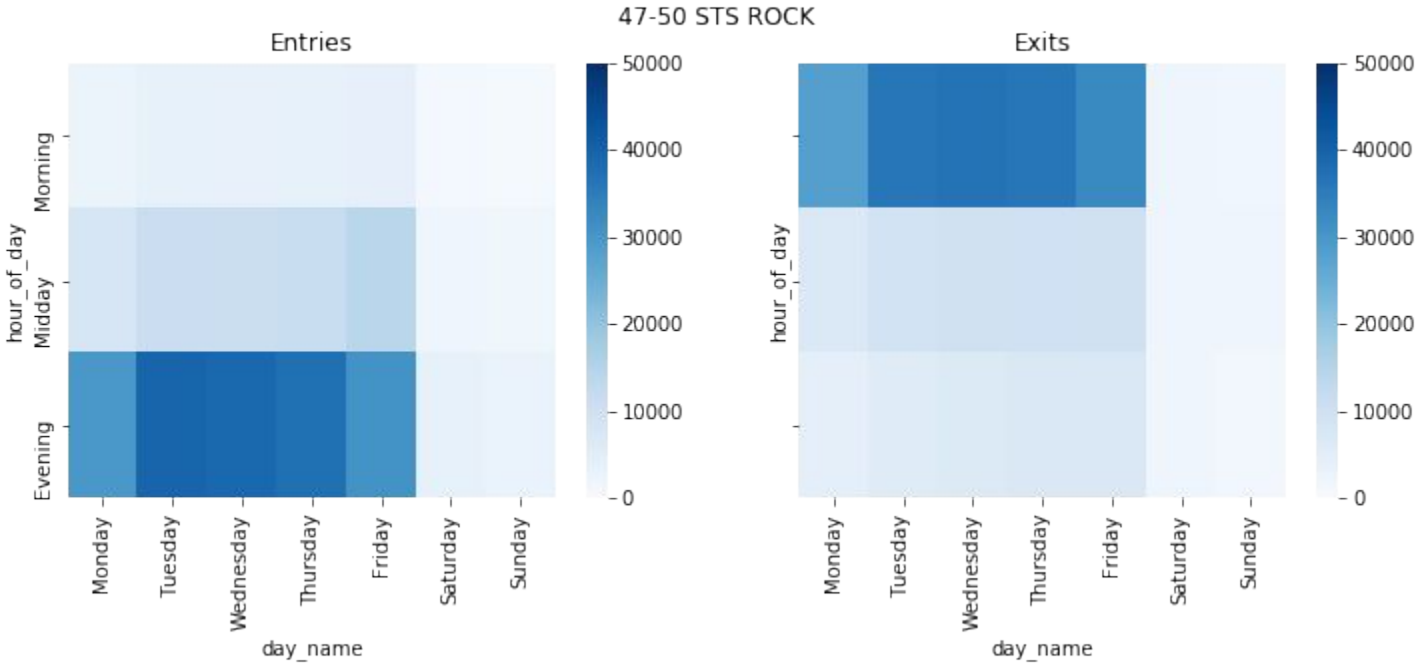
| | Monday | | | Tuesday | | | Wednesday | | | Thursday | | | Friday | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| STATION | Morning | Afternoon | Evening | Morning | Afternoon | Evening | Morning | Afternoon | Evening | Morning | Afternoon | Evening | Morning | Afternoon | Evening |
| 14 ST-UNION SQ | | | | | | ■ | | | ■ | | | ■ | | | |
| 34 ST-HERALD SQ | | | | | | ■ | | | ■ | | | ■ | | | |
| 34 ST-PENN STA | | | | ■ | | | ■ | | | ■ | | | | | |
| 42 ST-BRYANT PK | | | | | | ■ | | | ■ | | | ■ | | | |
| 47-50 STS ROCK | | | | | | ■ | | | ■ | | | ■ | | | |
| TIMES SQ-42 ST | | | | | | ■ | | | ■ | | | ■ | | | |

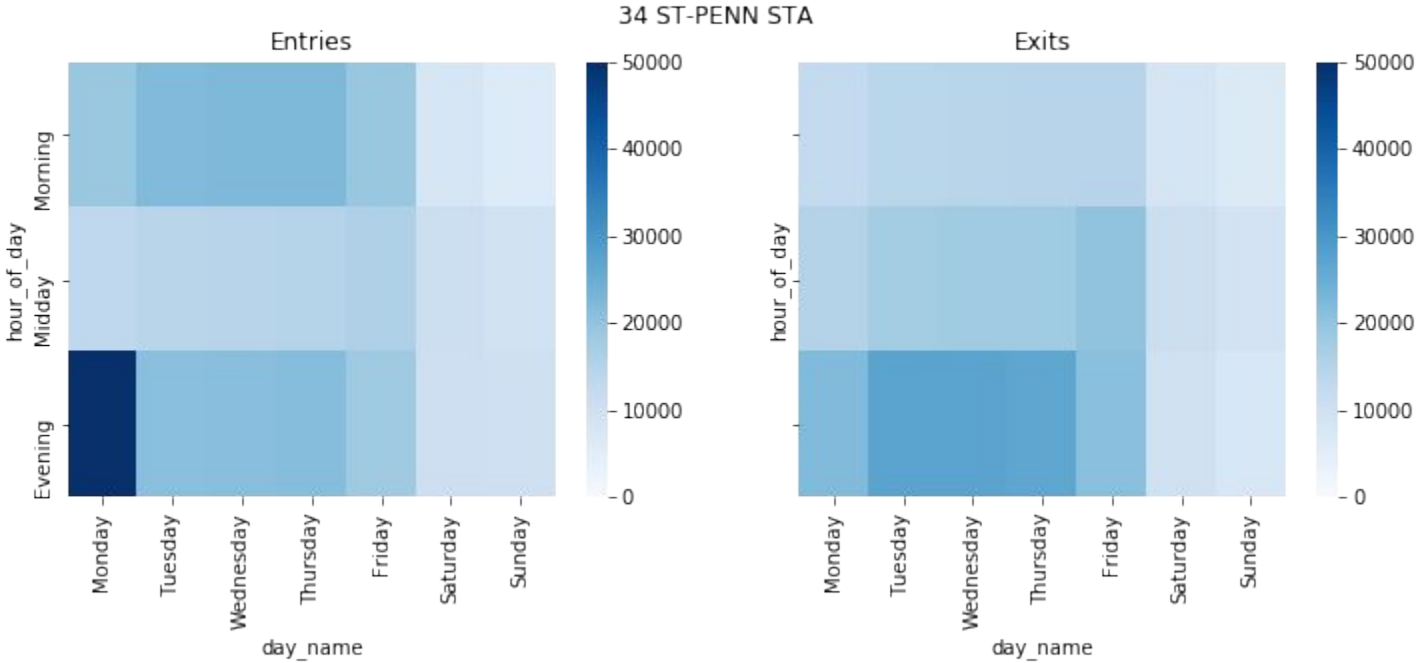
- Need volunteers to fill 18 shifts which is a 80% reduction in shifts needed compared to the shift strategy the previous year.

# Future Work

- Expand company list:
  - More companies
  - Demographics (income, gender)
- Account for number of tech women in the companies in weighted score
- Expand the complexity of the company weighting per station

# Appendix


47-50 STS ROCK
Entries
Exits
hour_of_day
Morning
Midday
Evening
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
day_name
50000
40000
30000
20000
10000
0


34 ST-PENN STA
Entries
Exits
hour_of_day
Morning
Midday
Evening
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
day_name
50000
40000
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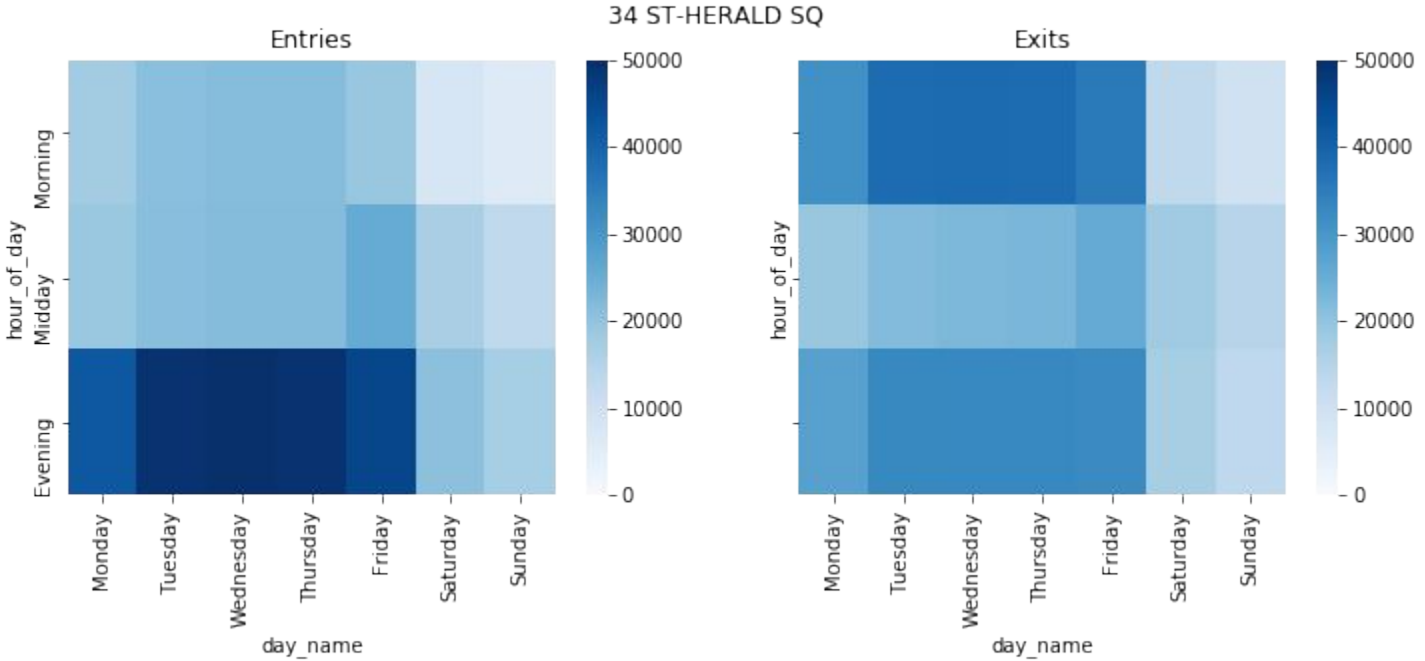
34 ST-HERALD SQ
Entries
Exits
hour_of_day
Morning
Midday
Evening
Monday
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Thursday
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Saturday
Sunday
day_name
50000
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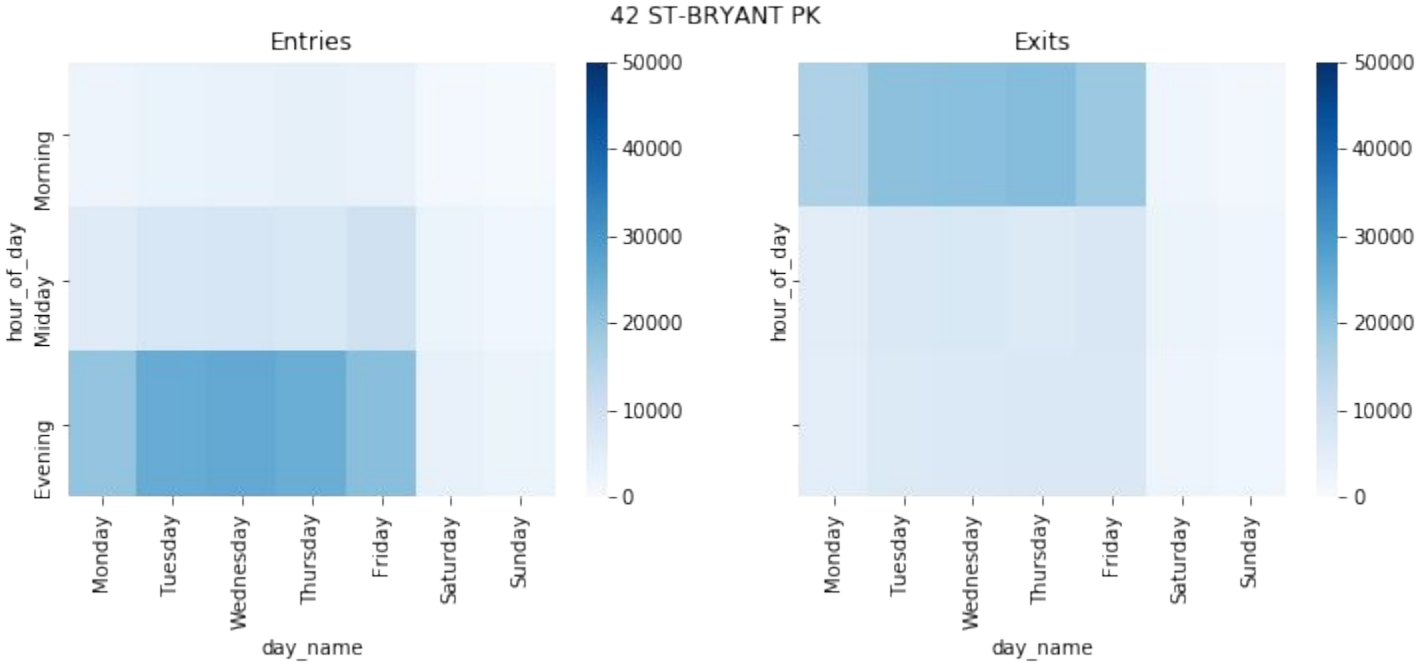
42 ST-BRYANT PK
Entries
Exits
hour_of_day
Morning
Midday
Evening
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
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day_name
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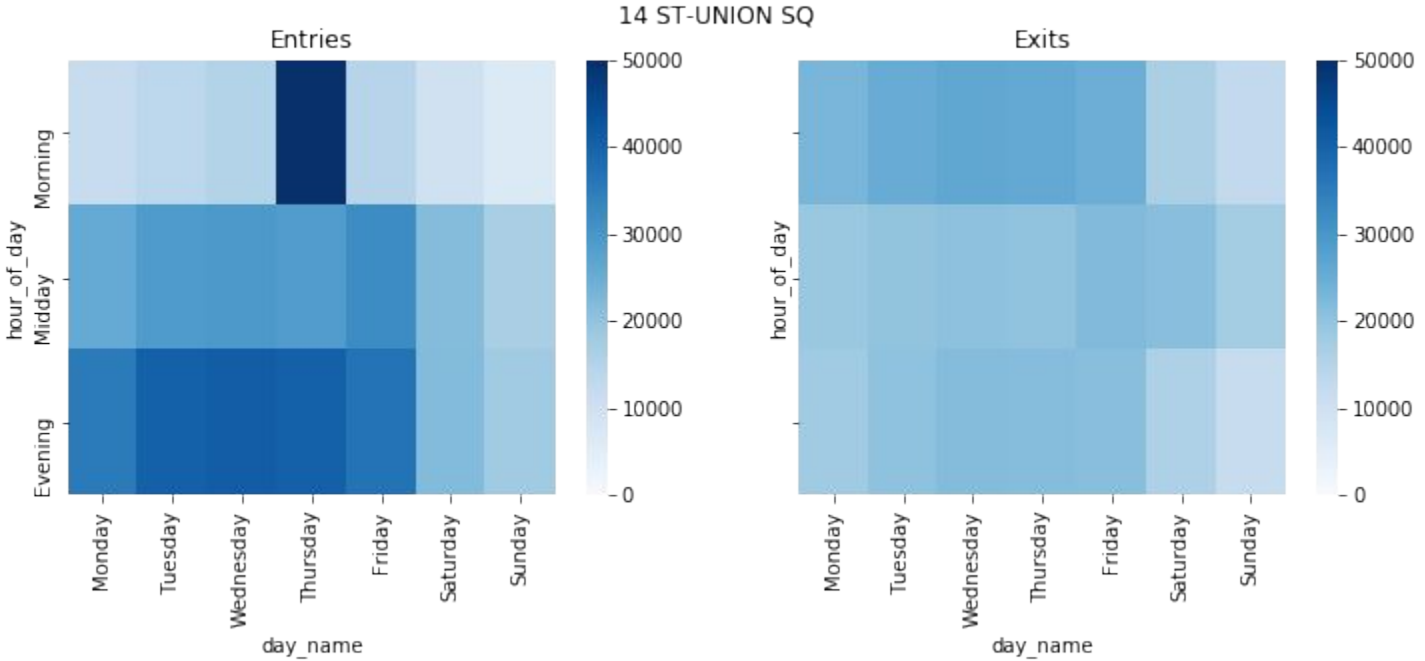
14 ST-UNION SQ
Entries
Exits
hour_of_day
Morning
Midday
Evening
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
day_name
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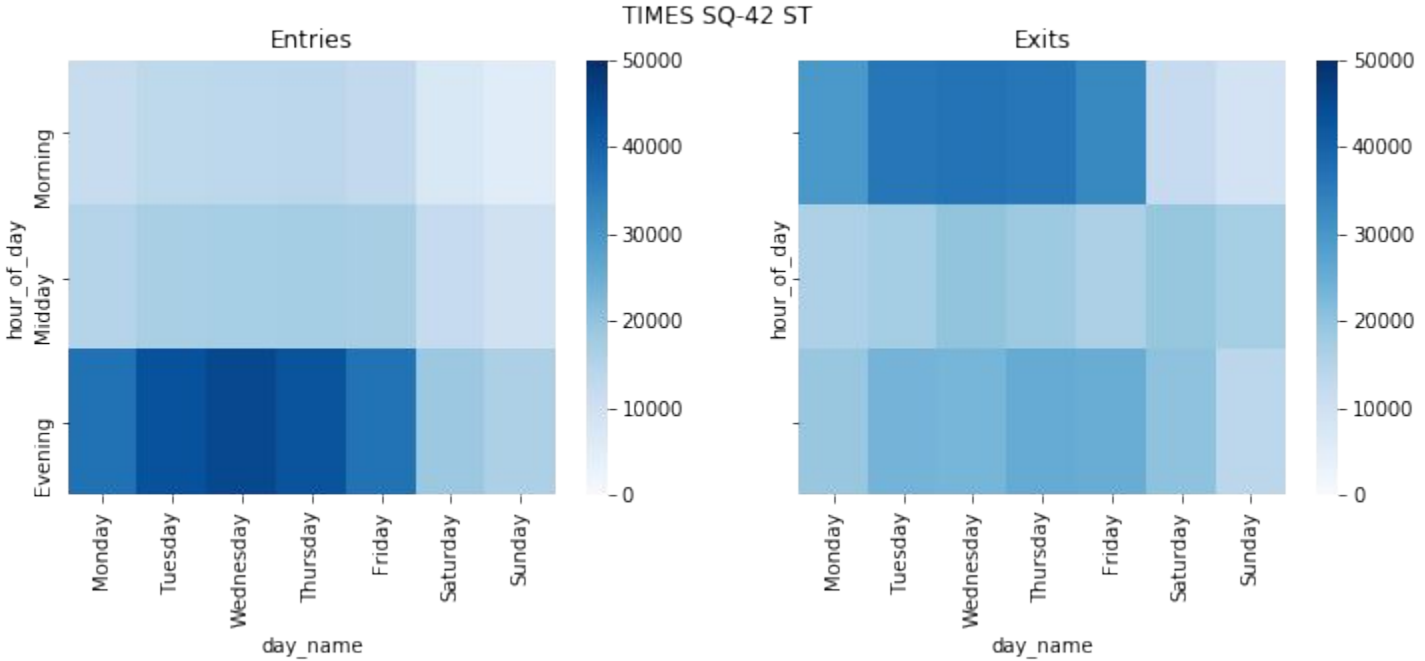
TIMES SQ-42 ST
Entries
Exits
hour_of_day
Morning
Midday
Evening
Monday
Tuesday
Wednesday
Thursday
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Saturday
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day_name
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