

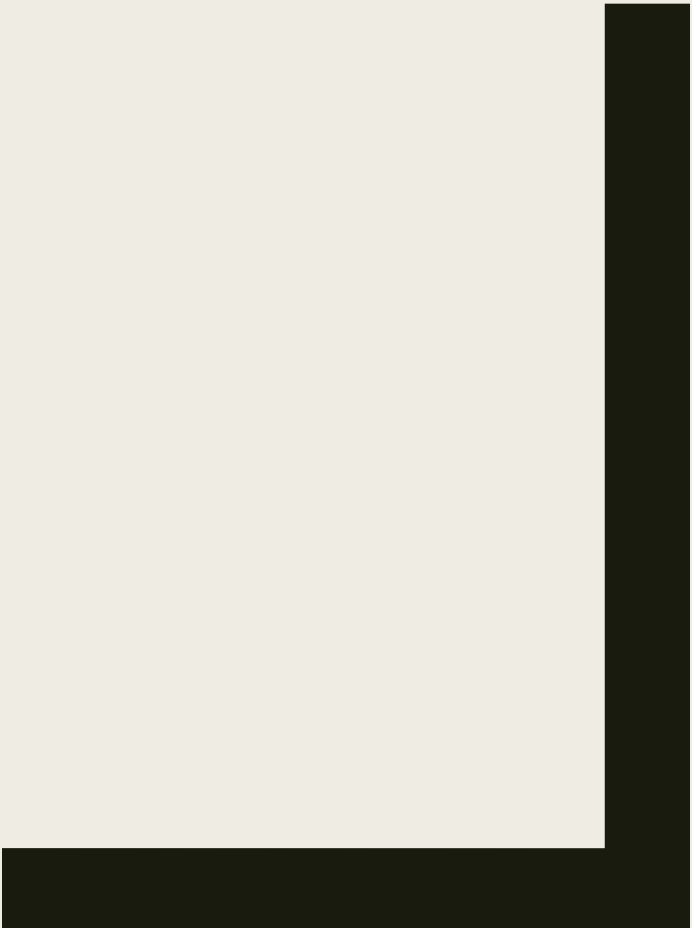


# BSKR

An NYSE Company

Revolutionizing Street Performing

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# What is Busking?

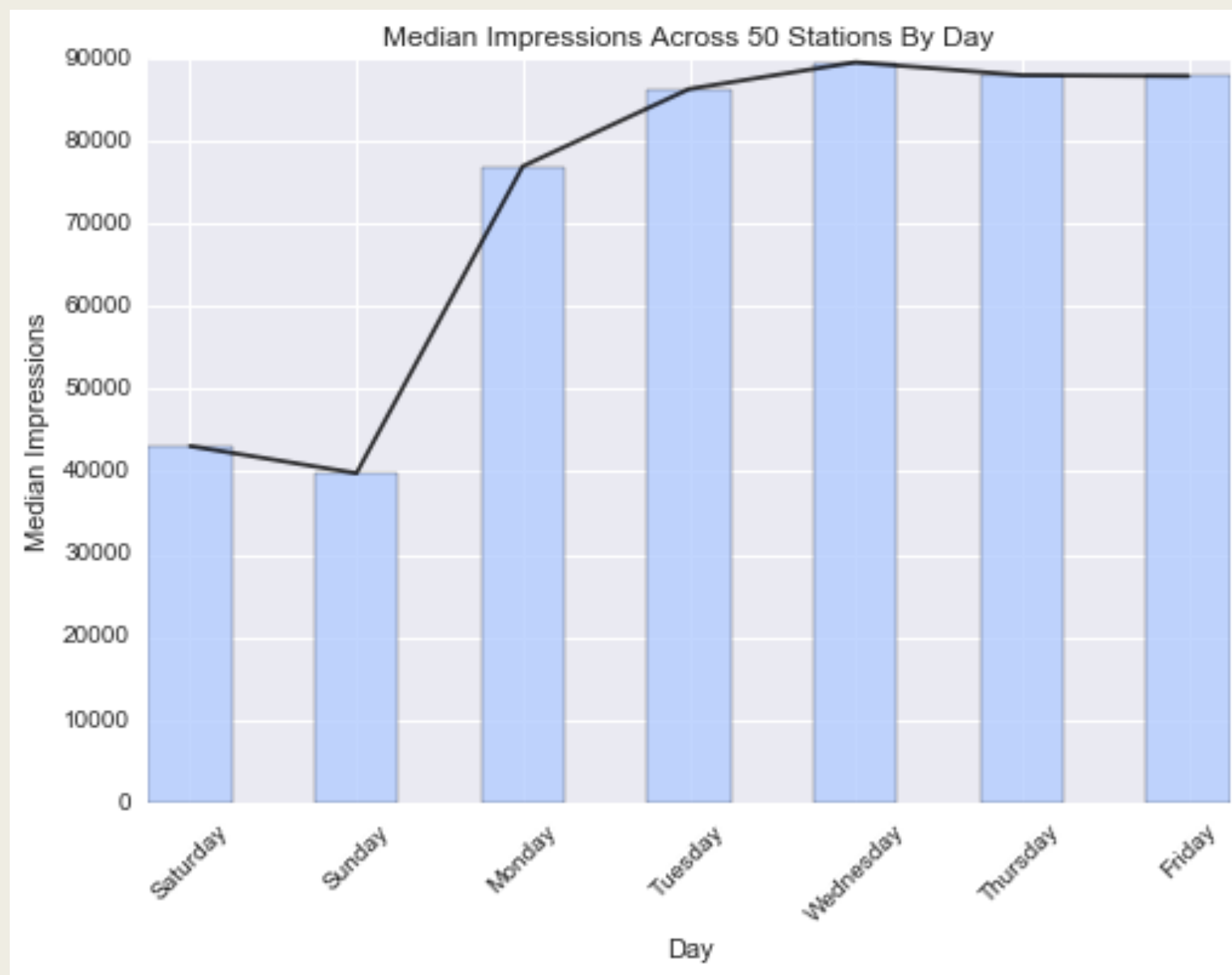
- Street performance or **busking** is the act of performing in public places for gratuities.
- Viable employment option for many individuals
- Adds to a city's cultural capital

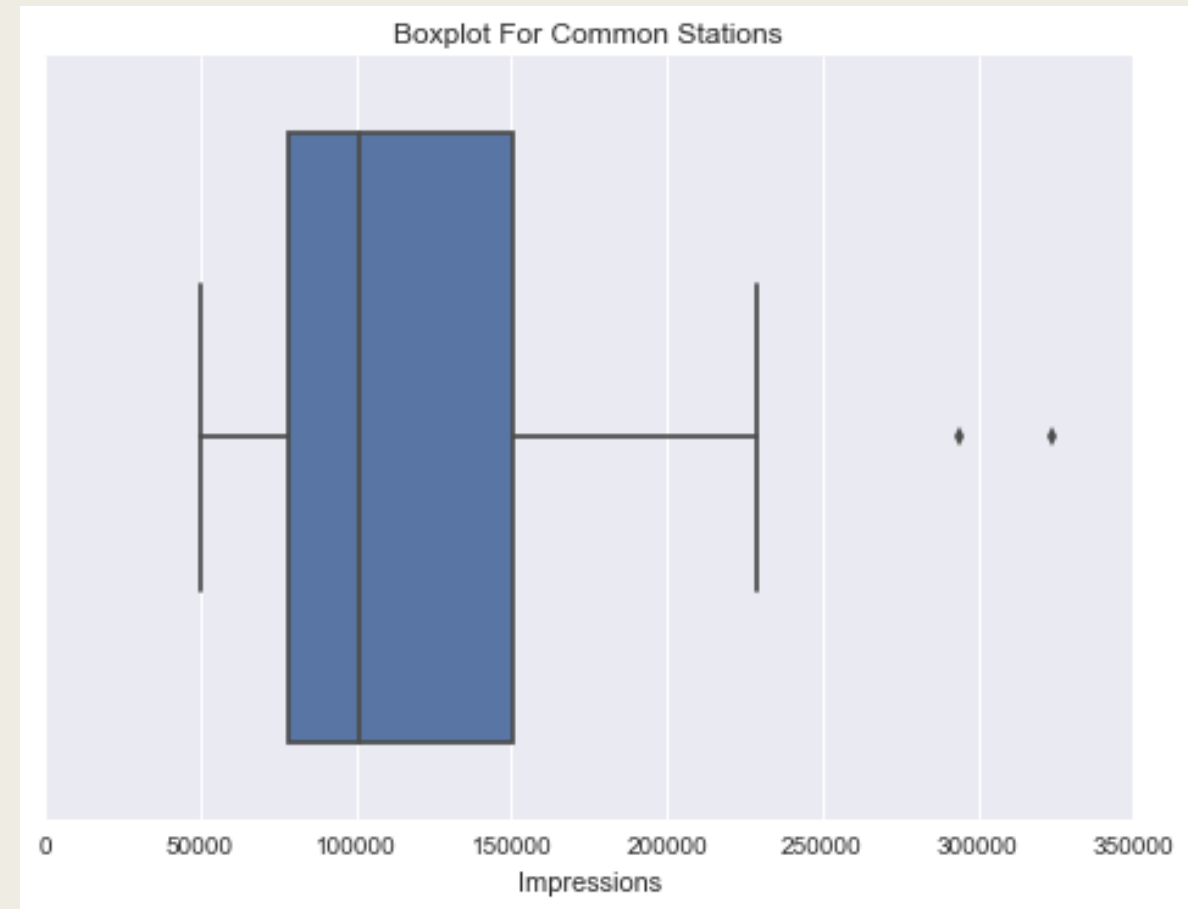
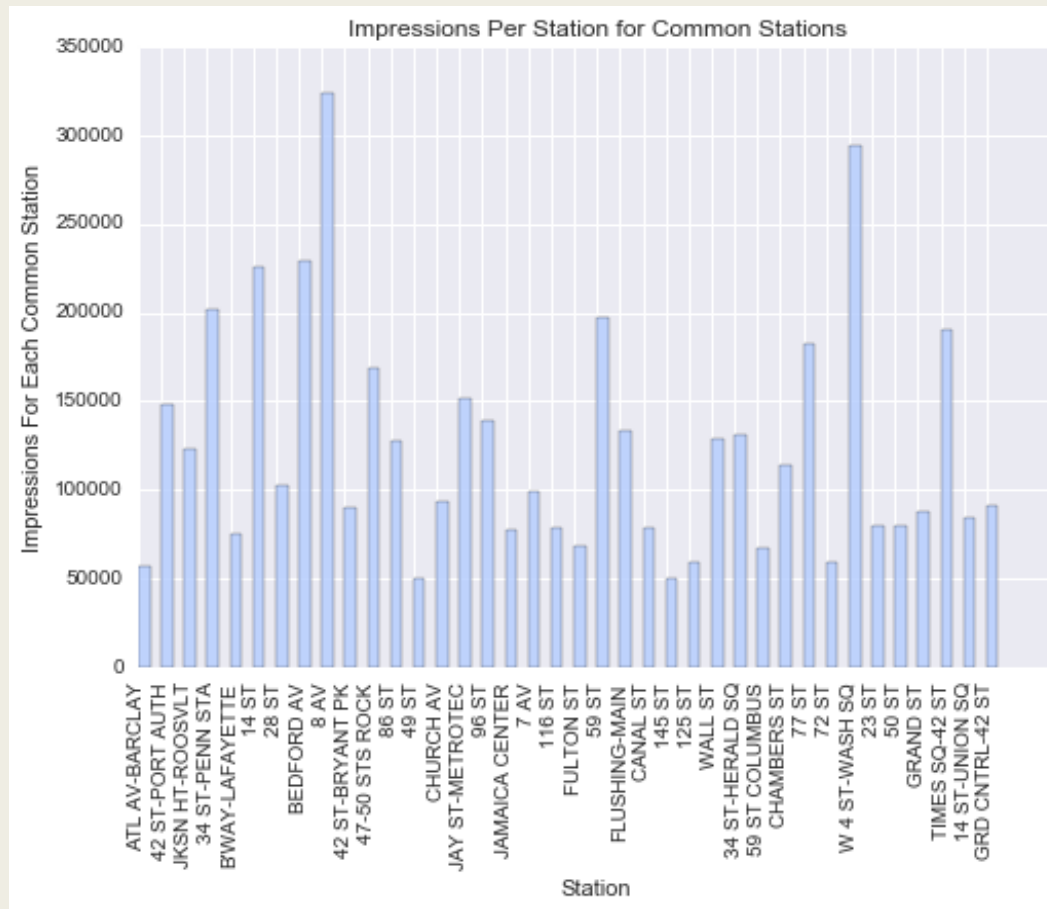
# Where do we come in?

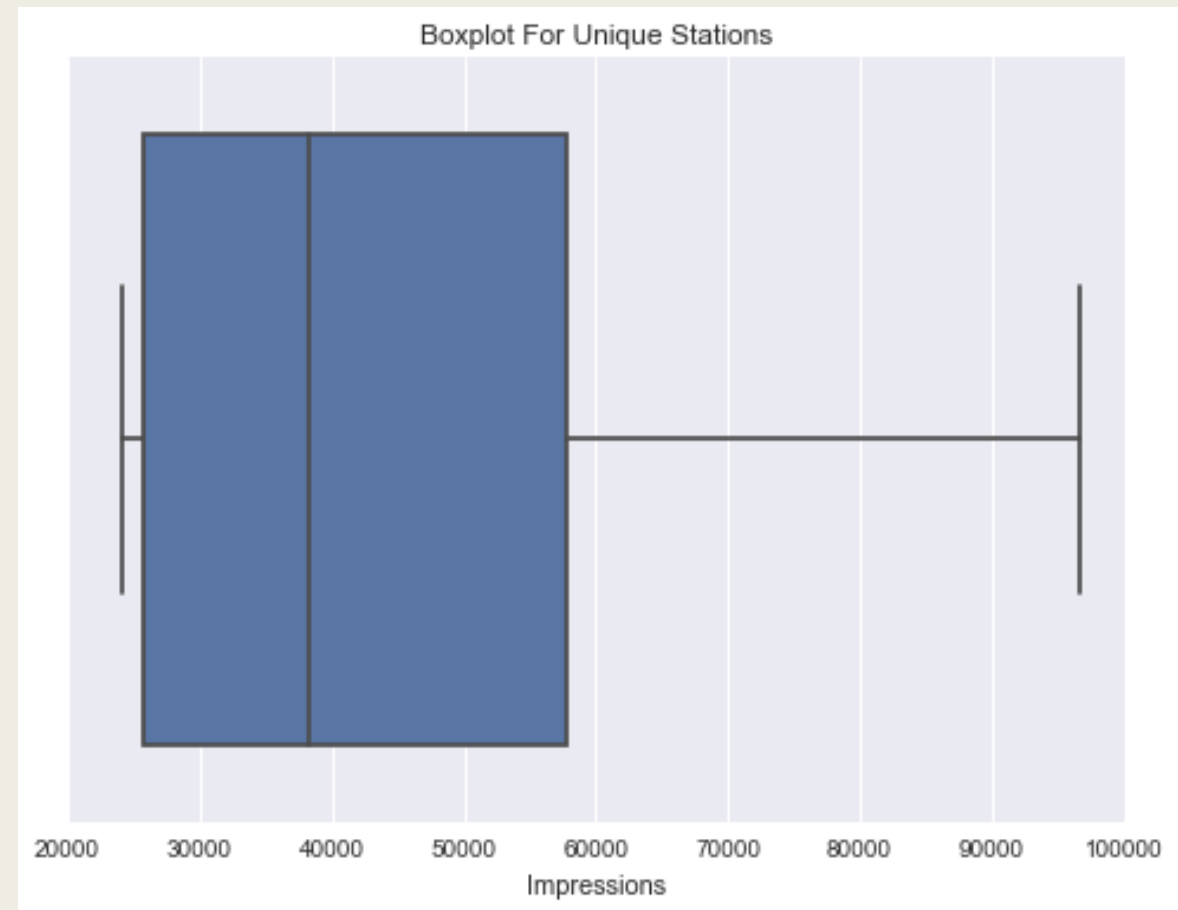
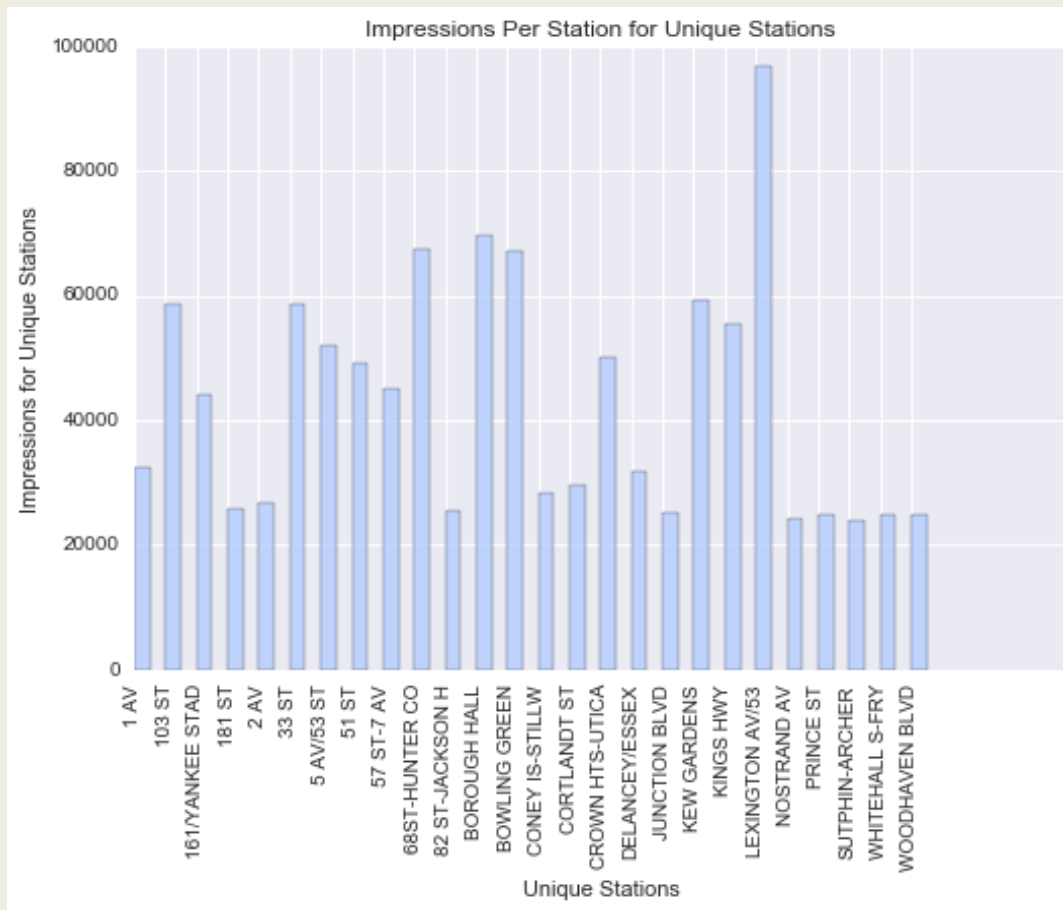
- BSKR runs a ubiquitous busking scheduling platform, helping performers reach their true potential without stepping on each others toes
- Maximize public's exposure to company's clients
- Provide optimized strategy for location selection
- Distribute viewership equitably amongst clients

# The Data

- Limited our data set to the week of 9/10/2016 to 9/16/2016
- Generated entries and exits for each time period
  - *Cutoff range of 3000 entries per period*
  - *Based on a proxy ceiling number of an observed station entry value*
  - *Counted an impression as a combination of entries and exits*
- Focused our efforts on the 50 busiest stations per day







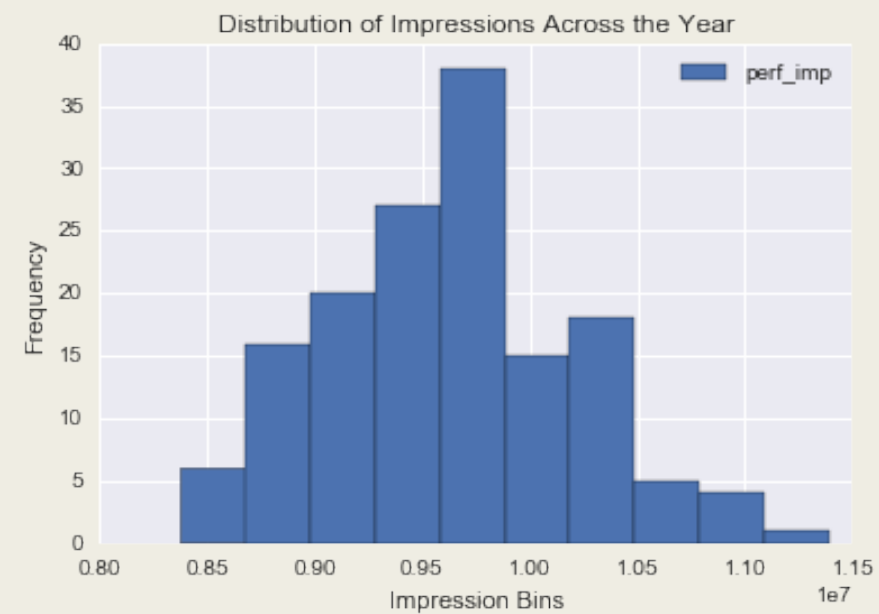
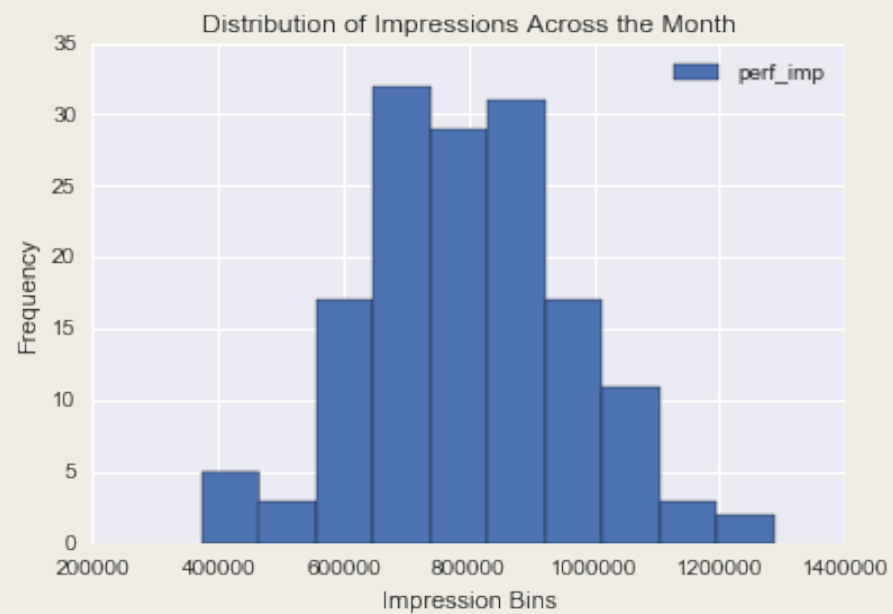
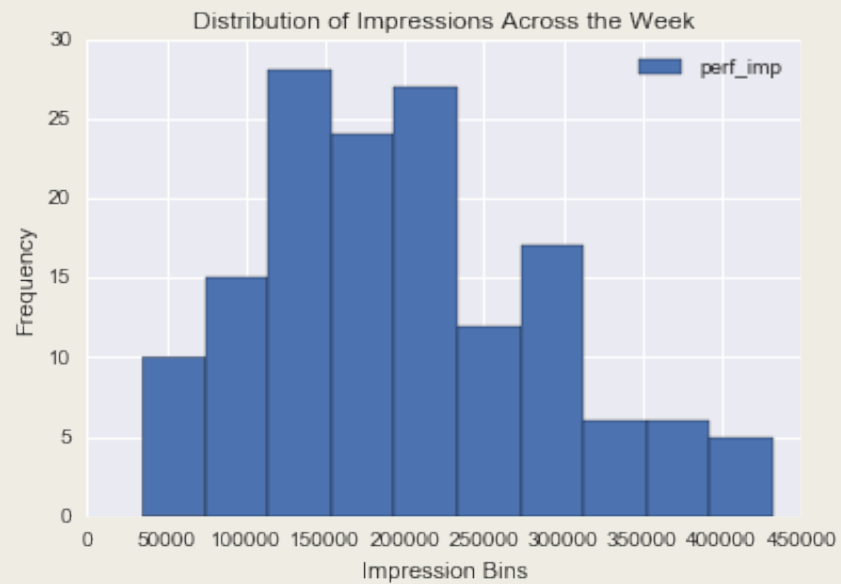
# Exploring the Data

- Foot traffic varies depending on day of the week
- Different stations experience different volumes of traffic
- Subset of top 50 stations is not uniform over the week



# Distributing Performers Through Stations

- Assigned performer spaces to stations as a function of traffic density
- Randomly assigned performers to spaces
- Simulated Impression Count per artist as function of artists per station
- Ran simulation for one week, one month, and one year



# Future Possibilities

- Add more historical ridership data to improve allocation model
- Take more factors as parameters
  - *Artist's home location*
  - *Artist's specialization*
  - *Demographic features of station neighborhood*