FUELING WTWY THROUGH DATA ANALYTICS

OPTIMIZING DEPLOYMENT OF STREET TEAMS

Singapore, January 17, 2020

WTWY'S GOALS

› **Build awareness** of WTWY and fill gala event

› **Optimize placement** of street teams at NYC subway entrances

› **Use data analytics** to develop placement strategy

Goal of today's meeting:
First insights from MTA data and discussion of next steps

TO IDENTIFY HOTSPOTS FOR STREET TEAMS 2019 MTA RIDERSHIP DATA WERE ANALYSED

- Analysis of 2019 MTA rider data captured at turnstile level

- Data cleaning, including
  - Remove outliers
  - Disaggregate cumulative entries and exits

- Descriptive statistics and development of intuitive KPIs to identify hotspots (e.g., filter out tourist areas)

TOP TEN STATIONS TO FOR STREET TEAMS REACH LOCALS DURING WEEKDAYS AND WEEKENDS
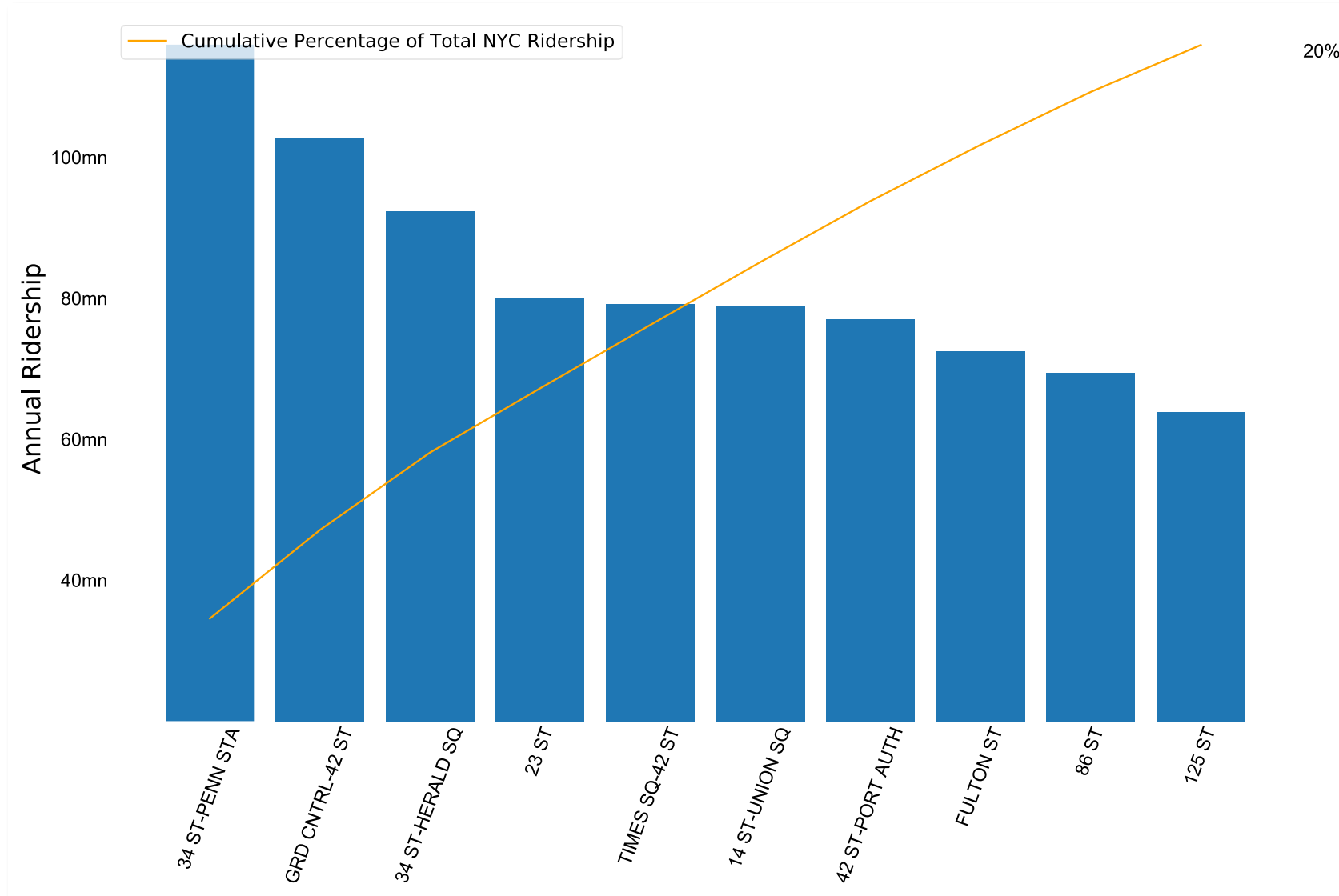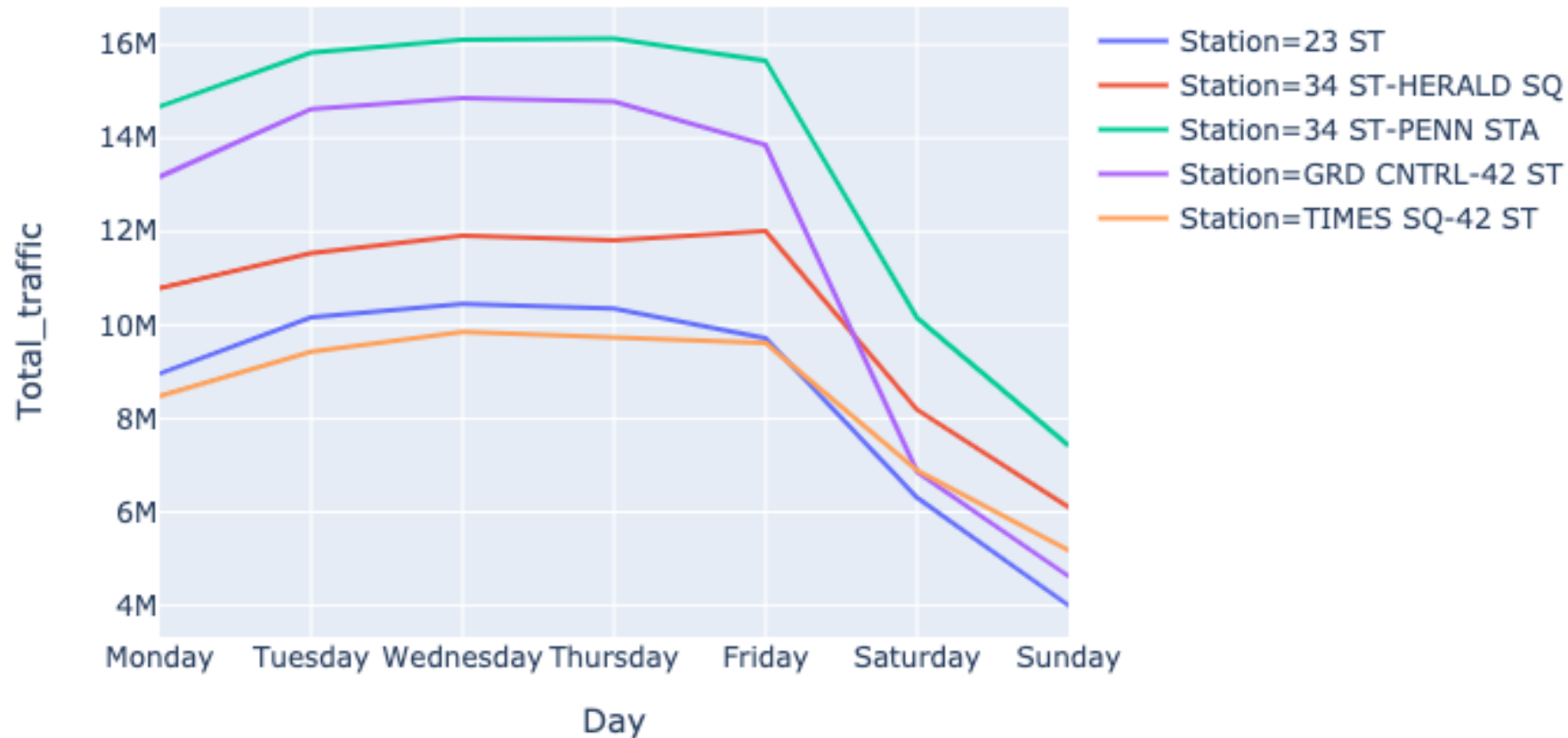

Hot spots for WTWY's street teams:

The top 10 subway stations (out of 379) are used by 20% of all riders in NYC
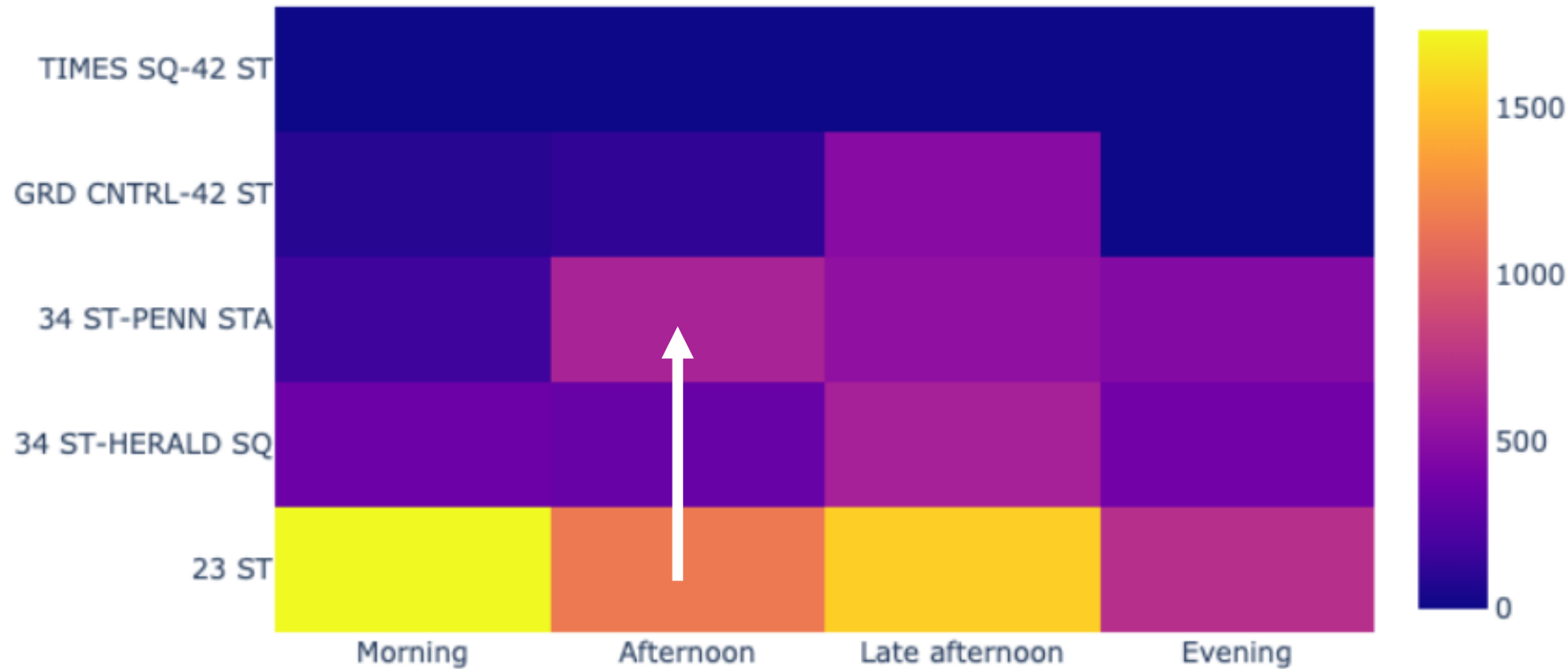
WEEKENDS ARE SIGNIFICANTLY LESS BUSY THAN WEEKDAYS – BUT TOP STATIONS MAINTAIN MOST TRAFFIC

Total traffic per day of the week

STATIONS EXPERIENCE LESS TRAFFIC DURING CERTAIN DAY TIMES INDICATING A REALLOCATION OF RESOURCES
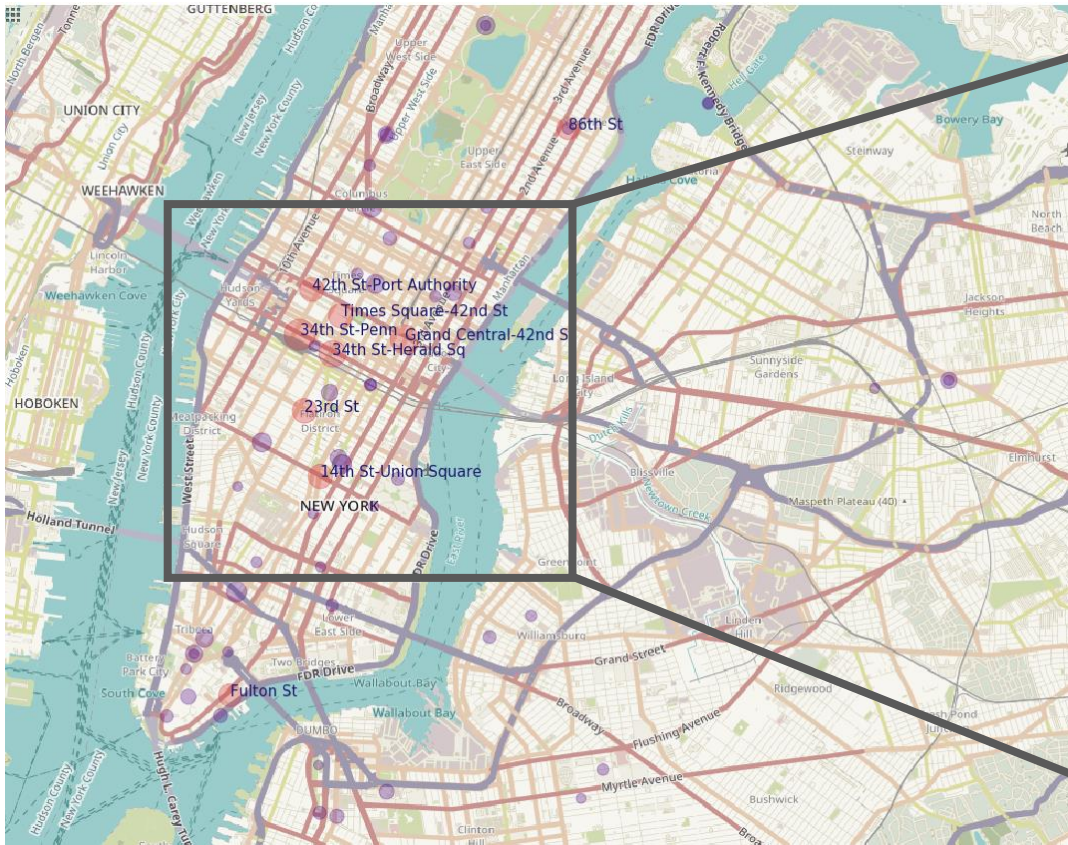

Passenger volume by day time (in '000)

Based on **traffic intensity** at stations, a systematic **team allocation plan** can be developed

HOT SPOTS ARE IN PROXIMITY ALLOWING FOR SHIFT OF TEAM RESOURCES THROUGHOUT THE DAY

POTENTIAL NEXT STEPS

1 **Optimize street team allocation**

- Fine tune analyses (e.g. add further data, better profiling)

- Develop schedule based on available budget

- Life testing on outreach/ signature conversion

2 **Extend outreach strategy**

- Use data analytics to develop social media campaign

THANK YOU!

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UNLEASHING THE POTENTIAL OF NYC SUBWAY RIDERS

NYC subway: Platform with large reach[1]

XY   Riders per year

XY   Total number of stations

XY   Average daily riders per station

XY   Daily riders of top station (avg.)

XY   Daily riders of least frequented station (avg.)

1 All KPIs based on MTA 2019 data