

# WomenTechWomenYes

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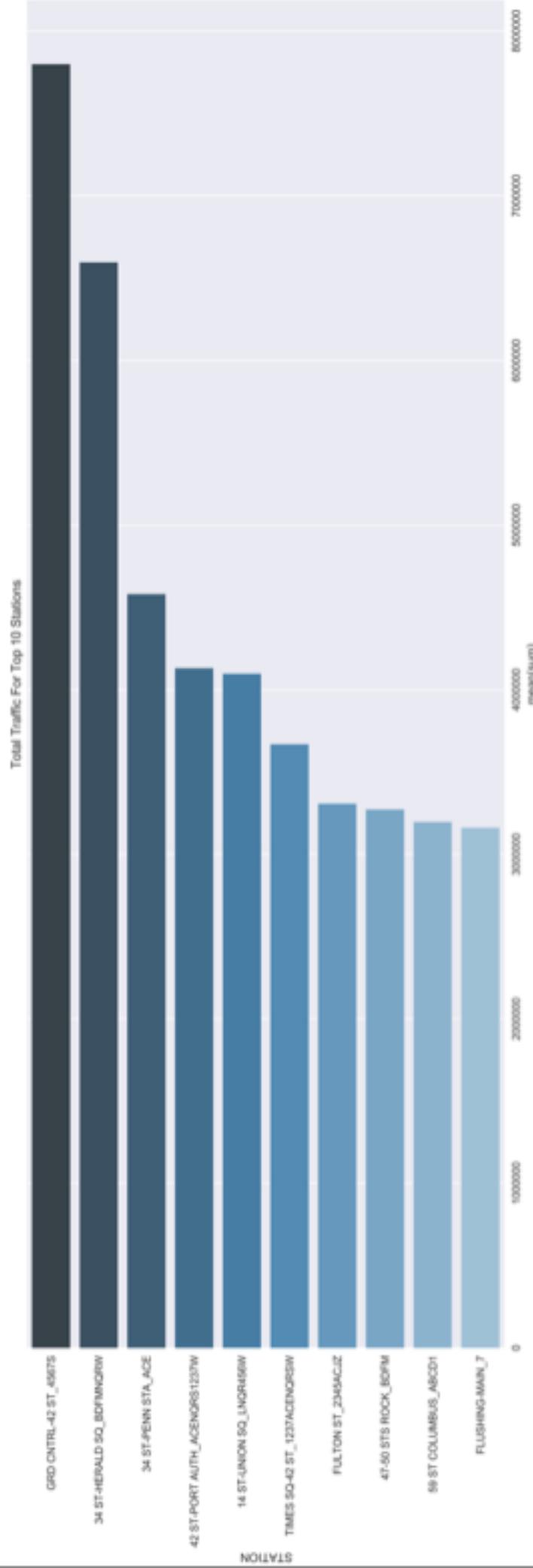
# Challenge

- Help WomenTechWomenYes to:
  - collect as many emails as possible
  - collect emails from target audience

# Approach

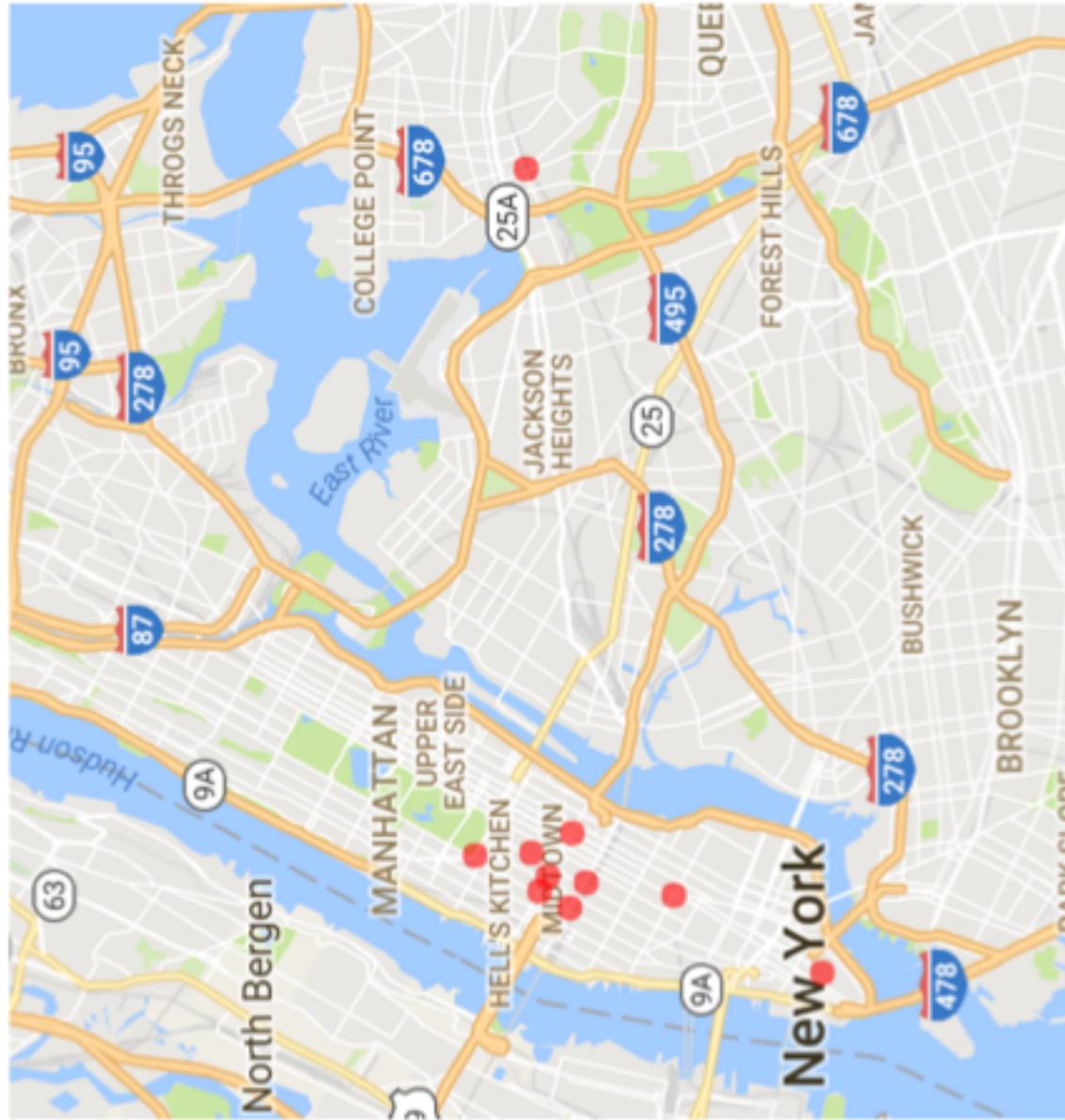
- Analyze MTA traffic data recommend
  - Stations
  - Days of the week
- Hours of the day to deploy teams to collect email addresses from passengers

# 10 Top Busiest MTA Stations total traffic



# Map Business MTA Stations

Station	Total foot traffic
GRD CNTRL-42 ST_4567S	7,798,345
34 ST-HERALD SQ_BDFMNQRW	6,595,722
34 ST-PENN STA_ACE	4,580,657
42 ST-PORT AUTH_ACENQR1237W	4,131,252
14 ST-UNION SQ_LNQR456W	4,097,419
TIMES SQ-42 ST_1237ACENQRSW	3,669,686
FULTON ST_2345ACJZ	3,308,844
47-50 STS ROCK_BDFM	3,274,554
59 ST COLUMBUS_ABCD1	3,197,884
FLUSHING-MAIN_7	3,163,606

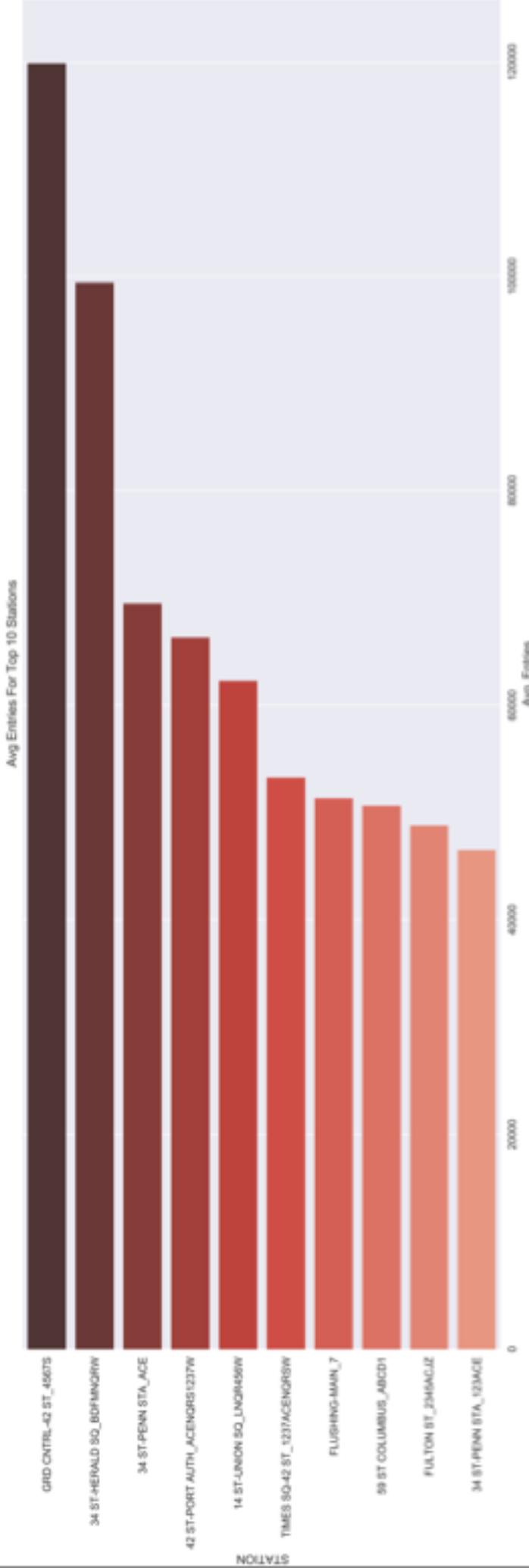


# Assumptions

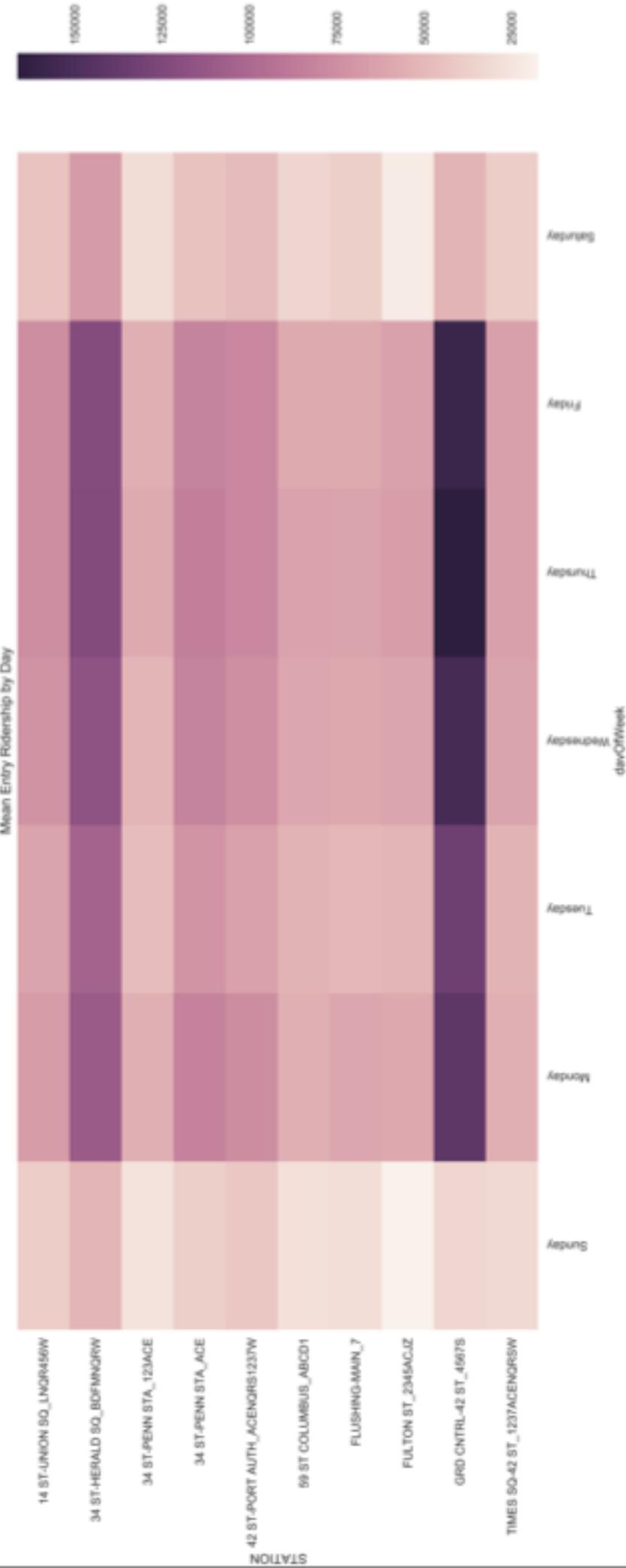
- People waiting on the platforms are more willing to talk
- Target audience: People entering stations from nearby businesses in the afternoon will be our captive audience



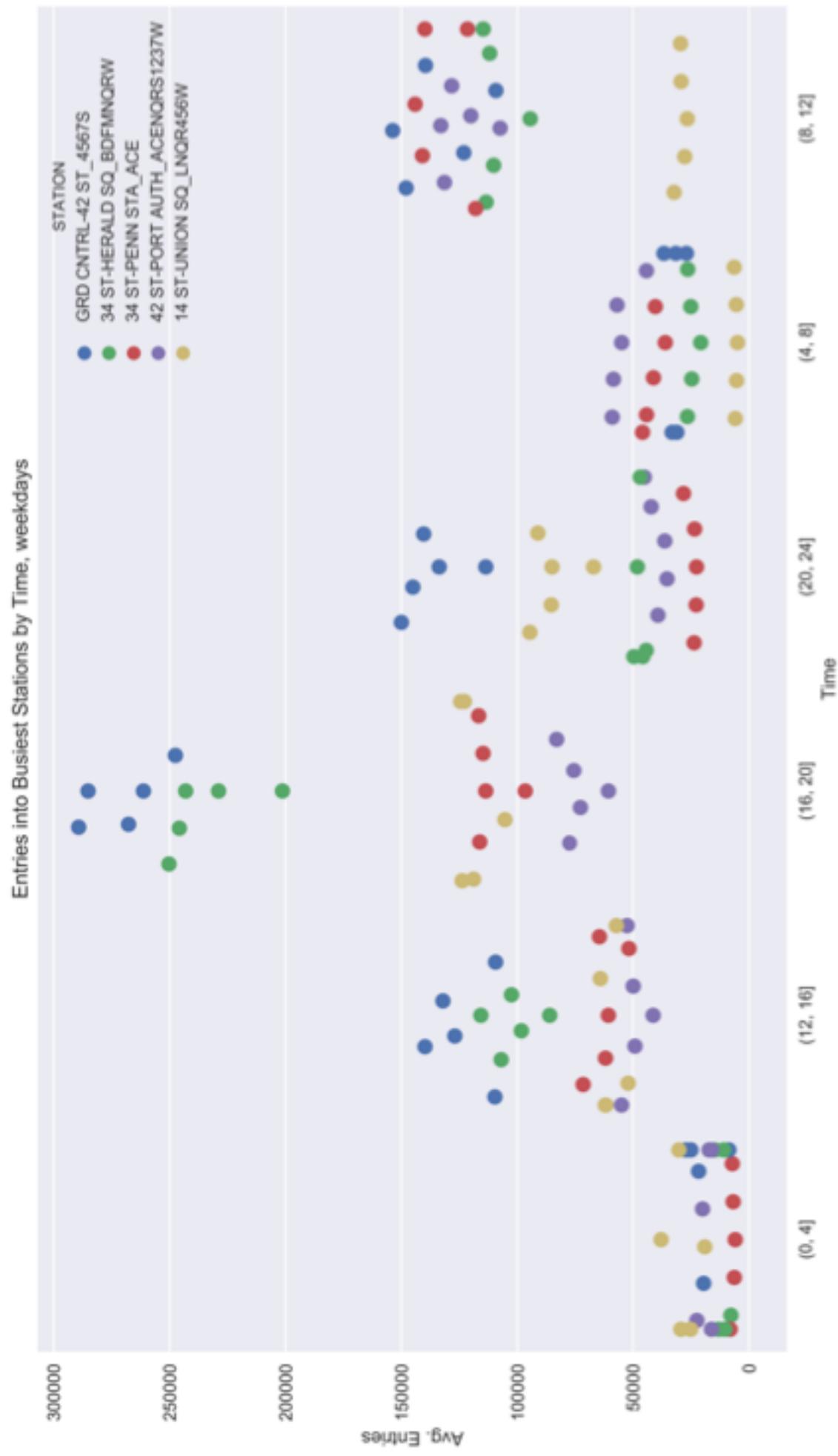
# 10 Top Busiest MTA Stations average daily traffic, ENTRIES



## 10 Top Busiest MTA Stations Avg. ENTRIES by Day of the Week



# Top MTA Stations Avg. ENTRIES per Time Period, Weekdays



# Fill Gala Room of 500 Seats (Example)

- 100 emails are required to fill 1 seat (1% conversion rate)
- 10,000 people are required to collect 100 emails (1% conversation rate)
- 1 team-member talk to 1 passenger/sec -> 3,600 passengers/h
- A team of 3 workers working for 1h is enough to fill 1 seat
- 10 teams of 3 people working at 10 stations can fill 10 seats in hour
- 10 teams will fill 500 seats in 50 hours

# Recommendations

- Deploy
  - 10 teams of 3 workers
  - to 10 identified stations
  - on weekdays
  - between 4pm and 8pm
  - for ~4 weeks
- Expected results
  - talk to 5,000,000 passengers, collect 50,000 emails, and fill the room of 500 people

Thank you!

