

WomenTechWomenYes

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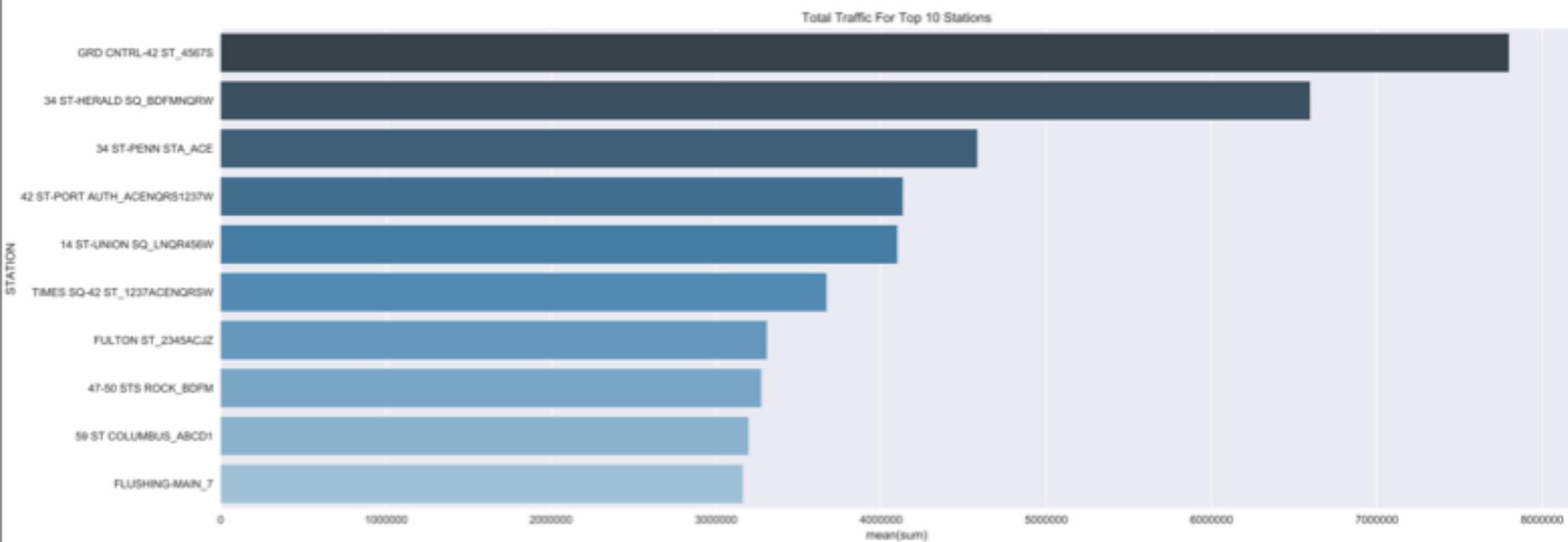
Challenge

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

Approach

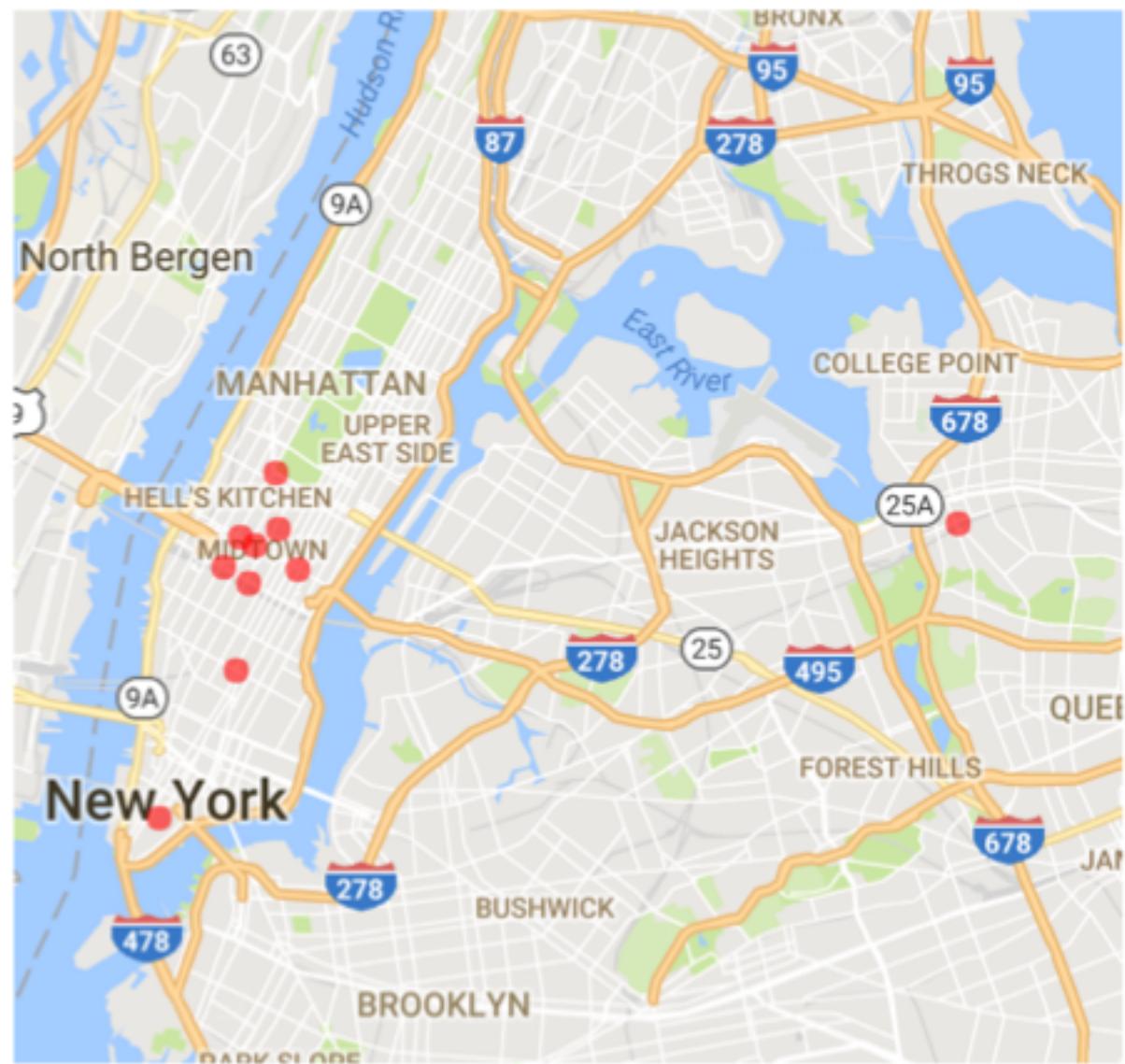
- Analyze MTA traffic data recommend
 - Stations
 - Days of the week
 - Hours of the day to deploy teams to collect email addresses from passengers

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_ACENQRS1237W	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

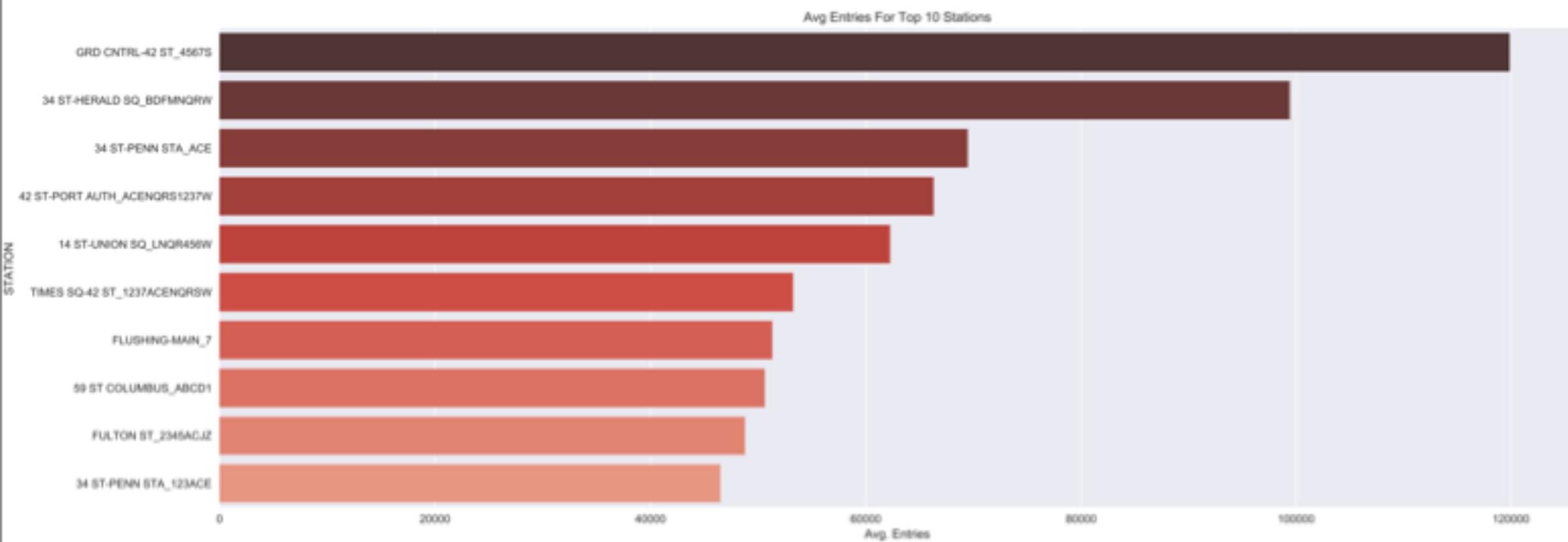


Assumptions

- 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

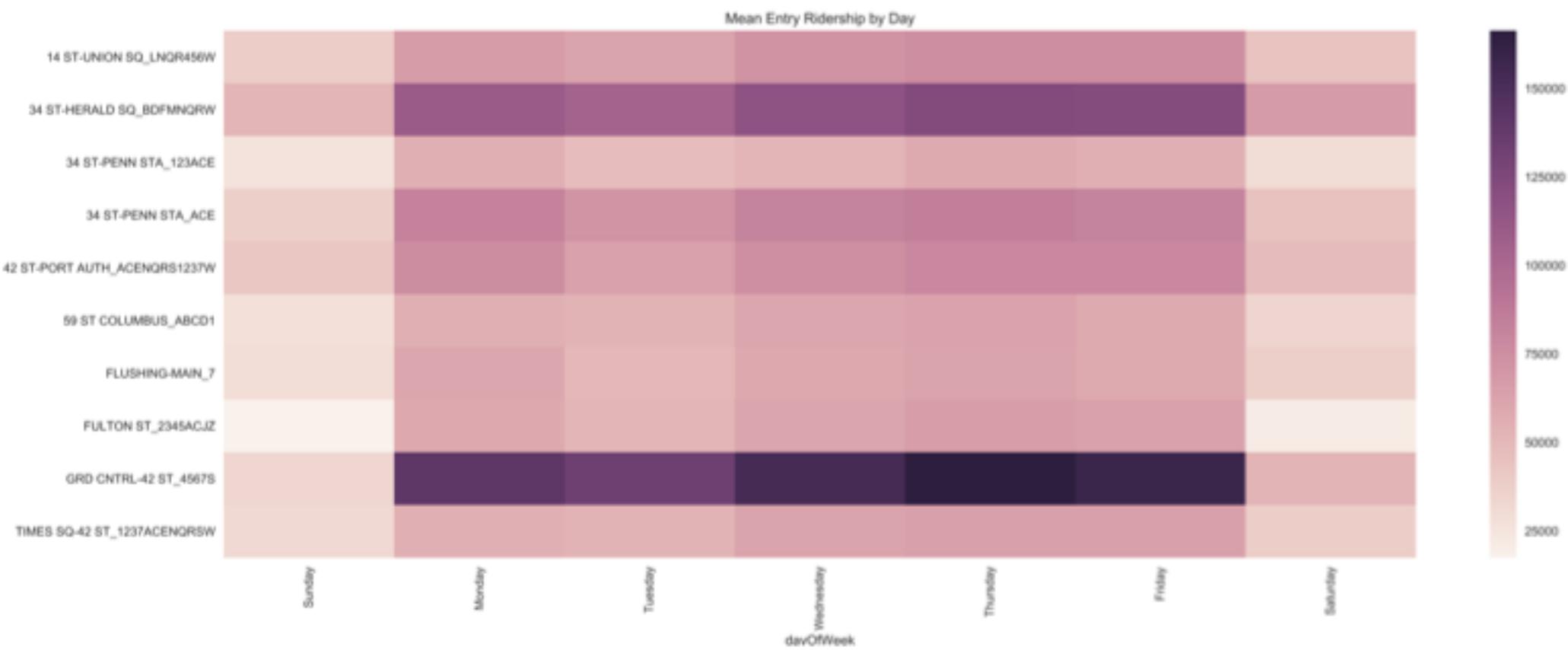


10 Top Busiest MTA Stations average daily traffic, ENTRIES



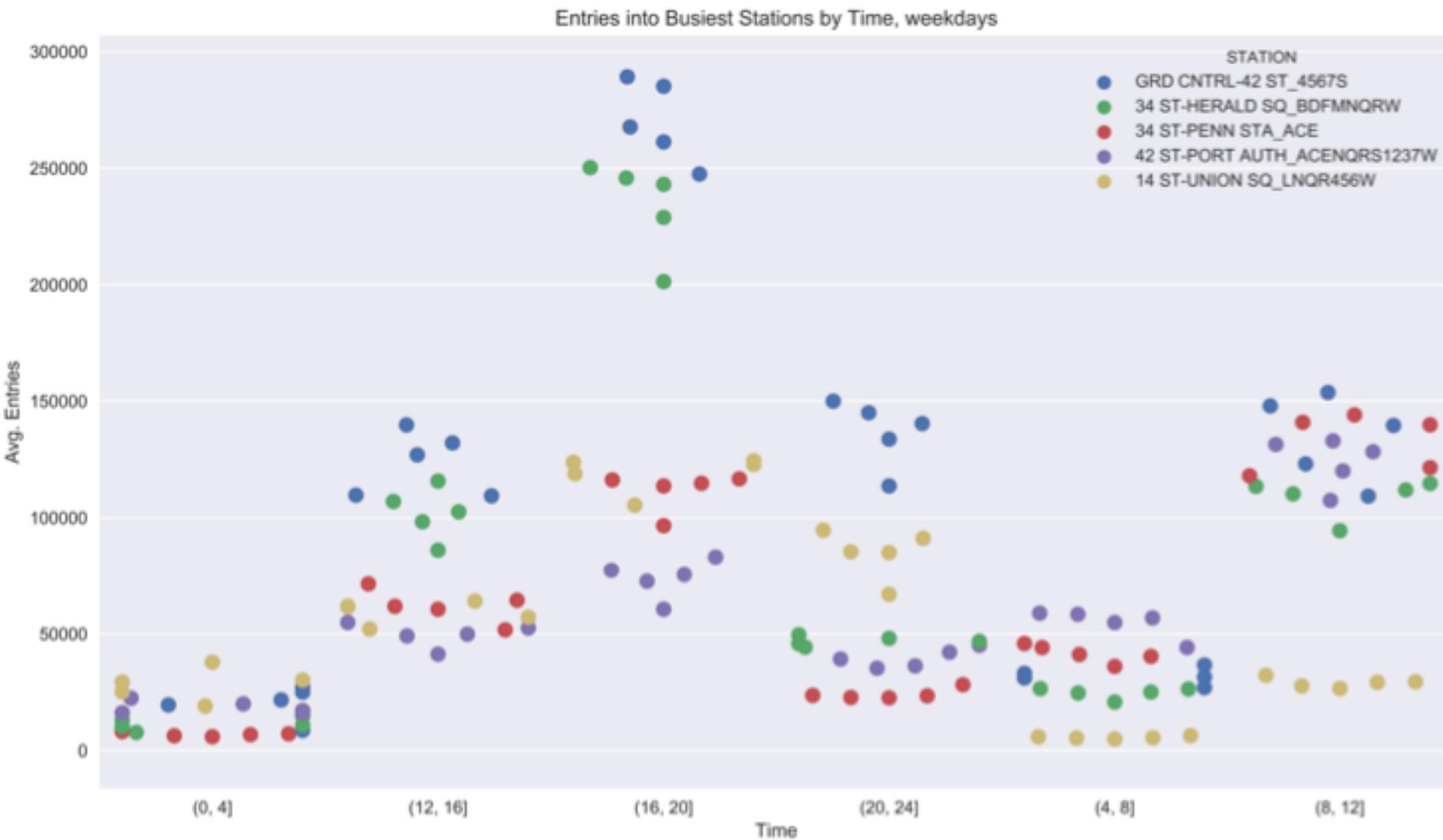
10 Top Busiest MTA Stations

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!

