WTWY Outreach Optimization

Executive Summary

Being a budding tech non-profit, WTWY has few advocates and touch points to communicate the gala. It's necessary to target high traffic stations and stations near philanthropic companies to get the information out effectively. We have selected 9 stations for volunteers to solicit e-mail sign ups that maximize the number of e-mail sign-ups.

Objective

- Optimize the placement of the street teams, such that we can gather the most email sign-ups
- Target audience that shares the same value as Women Tech Women Yes

Target audience that is philanthropic

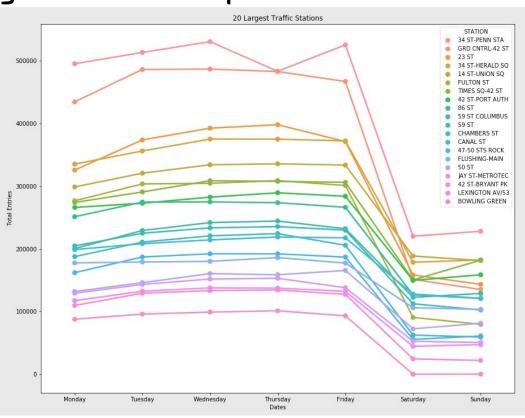
Main Assumptions

- MTA data is representative of target audience
- 2 Company philanthropic data is representative of individuals
- People are more likely to give their email after work
- There will be 10 pairs out getting sign-ups

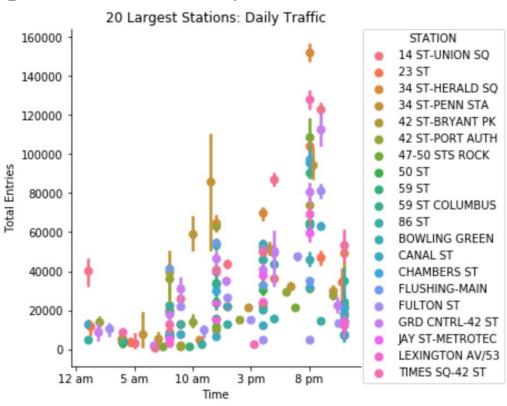
EDA - MTA Transit Data

Step 4 Step 1 Step 2 Step 3 Calculate turnstile enter Calculate average enter and Review date by plotting it by MTA Transit Data exit count during this time station, day of the week and exit entry counts (End of April 2017 period Beginning May 2017) Remove items that are out of ordinary (extremely large counts, counter counts in reverse)

MTA Usage Trend - Top 20 Stations



MTA Usage Trend - Top 20 Stations



Where are NYC's tech companies?









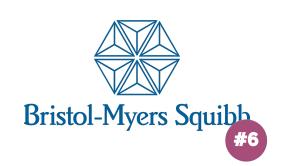
Top 50		
Manhattan	46	
Brooklyn	3	
Queens	1	







Where are NYC's most philanthropic companies?





Top 6 Manhattan









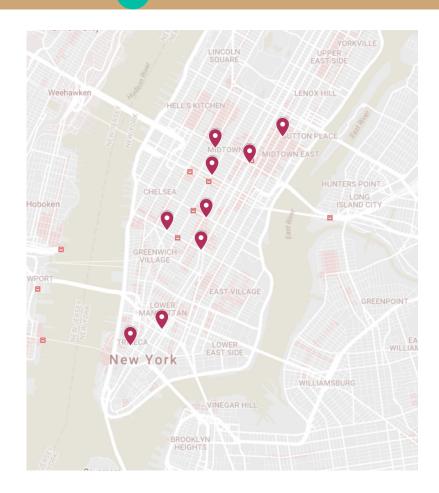
Pick Stations from Company Locations

Zip code	Tech Companies	Philanthropic Companies	Highest Traffic Station
10011	6	0	14 ST
10010	5	0	23 ST
10007	4	0	CHAMBERS ST
10003	4	0	14 ST - UNION SQ
10022	3	1	LEXINGTON AVE - 53RD
10001	3	0	34 ST - HERALD SQ
10018	3	0	TIMES SQ - 42 ST
10013	2	3	CANAL ST
10017	1	2	GRAND CENTRAL - 42 ST

Recommendation

 Canvas on weekday evenings in May in preparation for WTWY Summer Gala

Station	Pair Count
34 ST - HERALD SQ	2
TIMES SQ - 42 ST	1
GRD CNTRL - 42 ST	1
14 ST-UNION SQ	1
23 ST	1
CHAMBERS ST	1
LEXINGTON AV / 53	1
CANAL ST	1
14 ST	1



Next Step

- Additional employer data
- US household income and real estate prices data
- Auto plot points on Google Maps
- Better location identifier than zip-code
 - Consistent grid system
 - Latitude Longitude calculator
- Maintain Campaign data

Source:

Email Marketing Response Rate:

https://mrbenchmarks.com/#!/email

Top 100 Tech Company in NYC:

https://www.builtinnyc.com

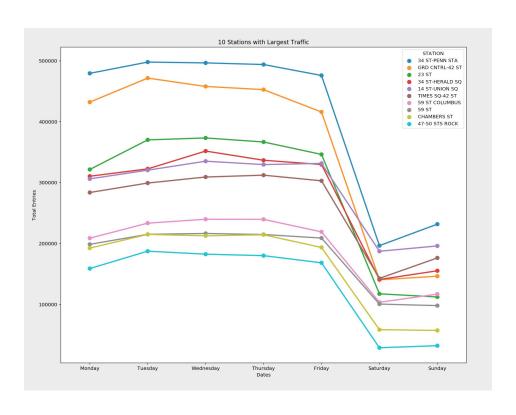
Q&A

Thank You!

Fundraising email response rates experienced a small decline, dropping 8% to 0.05%. In other words, nonprofits received one donation for every 2,000 fundraising messages sent.

According to M+R, 2017 Benchmark Study

October 2017 Data



Data Frame for Station Selection

Zip code	Tech Company	Philanthropic Company	Station
10011	6	0	1
10010	5	0	1
10007	4	0	2
10003	4	0	1
10001	3	0	2
10012	3	0	0
10018	3	0	1
10022	3	1	1
10036	3	0	1
10013	2	3	1
10281	2	0	0
11201	2	0	0

Zip code	Tech Company	Philanthropic Company	Station
10121	1	0	0
11101	1	0	0
10169	1	0	0
10020	1	0	1
10119	1	0	0
10118	1	0	0
10017	1	2	1
10014	1	0	0
10004	1	0	0
11249	1	0	0

Raw list of Top 20 Stations

['34 ST-HERALD SQ', 'TIMES SQ-42 ST', 'GRD CNTRL-42 ST', '47-50 STS ROCK', '14 ST-UNION SQ', '23 ST', '34 ST-PENN STA', 'CHAMBERS ST', '59 ST COLUMBUS', '59 ST', 'FULTON ST', '42 ST-BRYANT PK', 'LEXINGTON AV/53', '50 ST', 'CANAL ST', '42 ST-PORT AUTH', '86 ST', 'JAY ST-METROTEC', 'BOWLING GREEN', 'FLUSHING-MAIN']

Conclusion

Targeting the recommended stations will yield more e-mail signups

Topics

- Executive Summary
- Objective
- Assumptions
- Data Sources
- More Details
- Conclusion
- Next Step
- Q&A
- References