

# WTWY Summer Gala 2020

## Strategy for Street Team Deployment

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# Goal

To use analysis to optimize the placement of WTWY Street Teams with the intention of gathering emails for the WTWY Gala.

# Methodology

## Data

Source: MTA Data  
Period: April-May 2019

## Tools

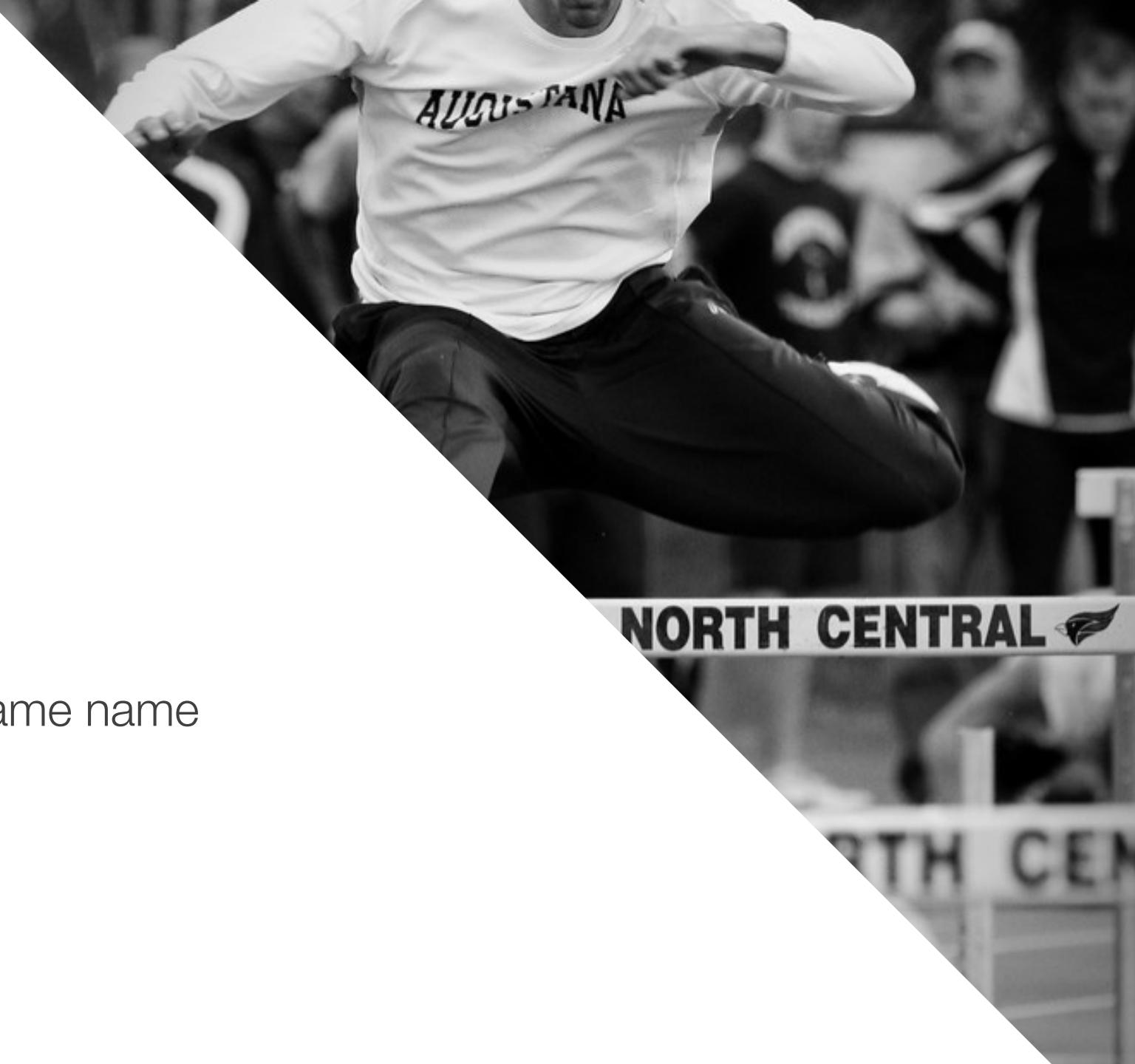


## Metrics

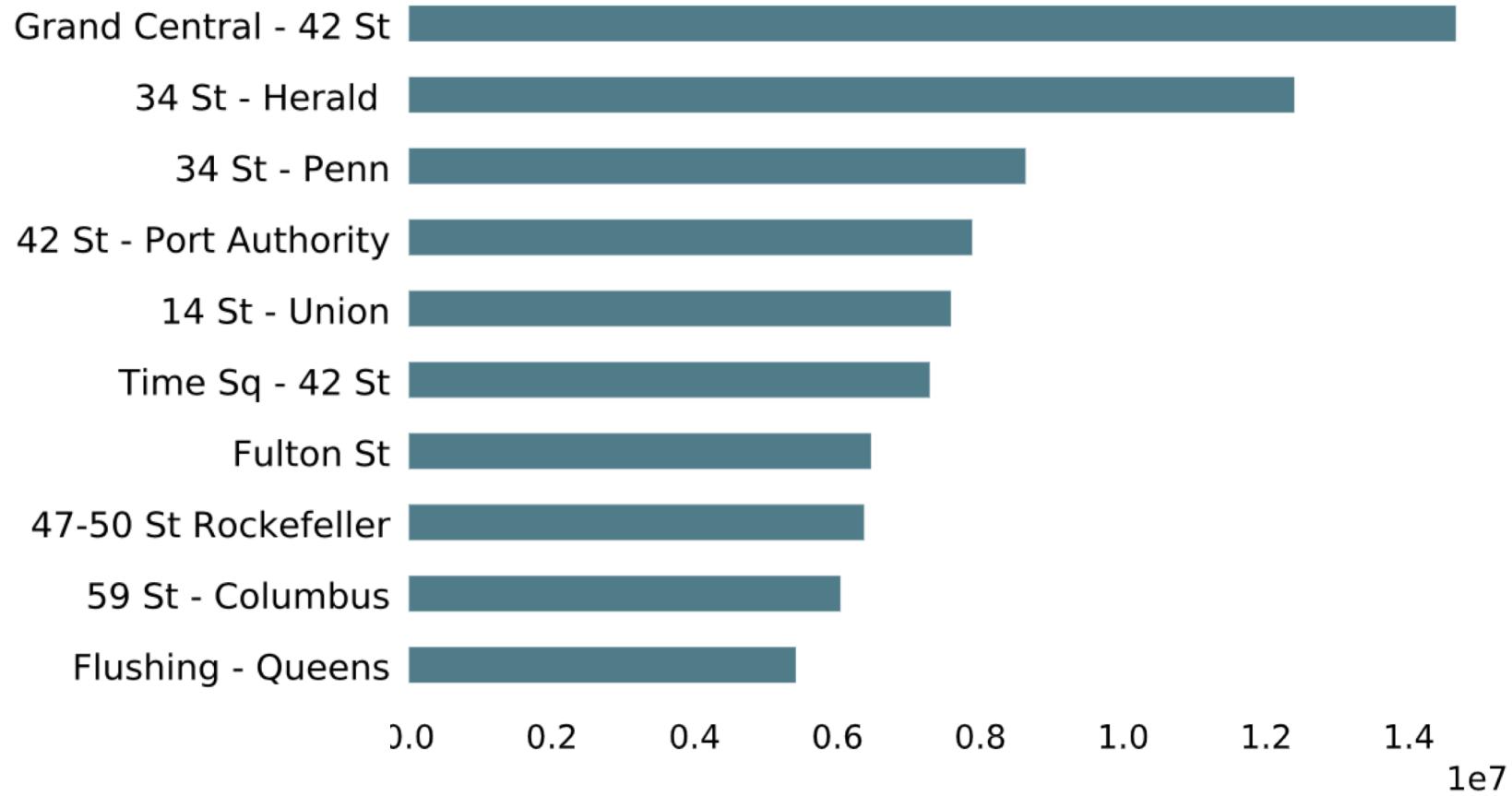
- Number of riders per station by:
- Day of the week
- Time of the day

# Challenges

- Data Format
  - Stations/Lines
  - Cumulative rider counts
- Outliers
- Multiple locations with the same name



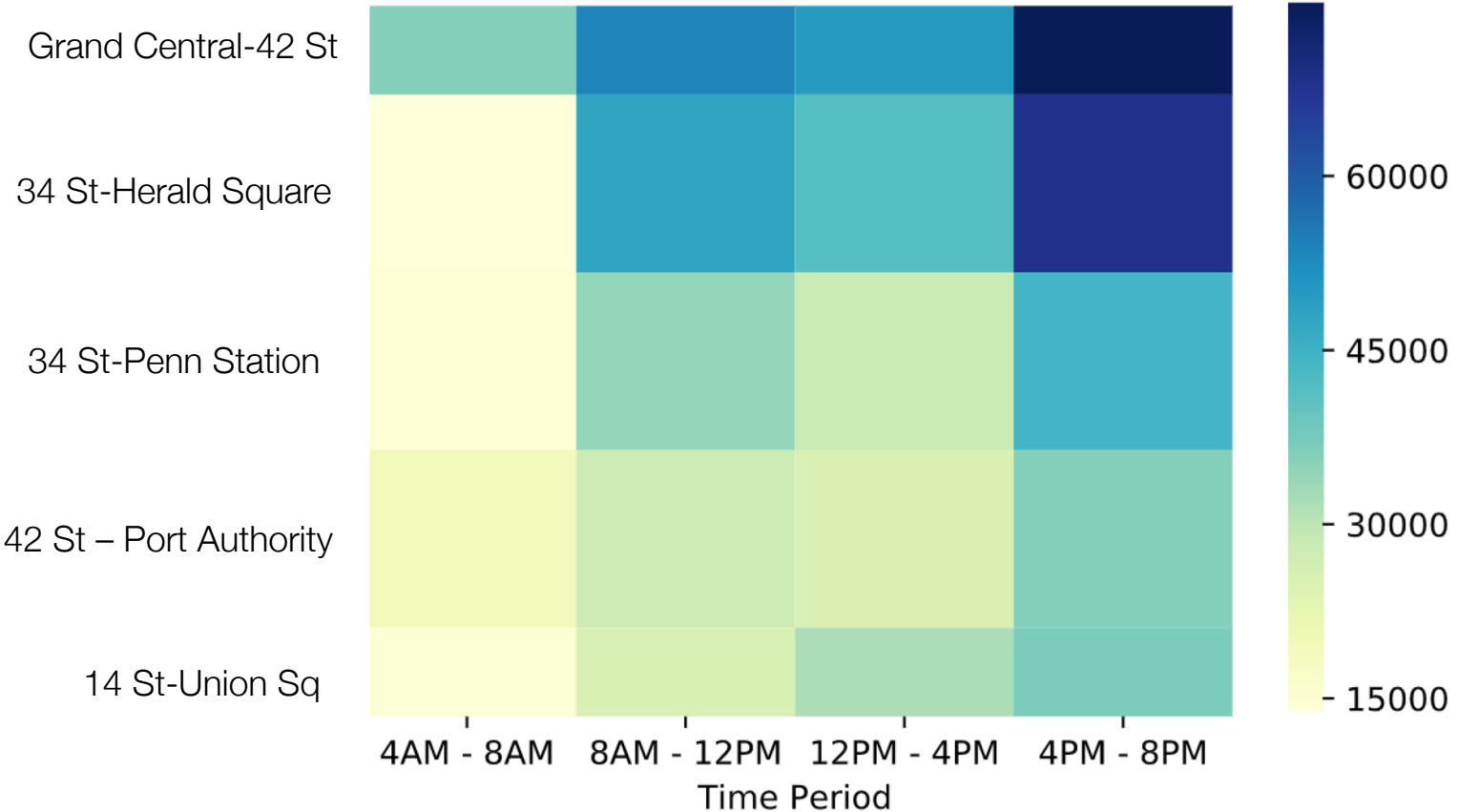
# Top 10 Stations by Rider Volume



# Riders by Day of the Week (Over 9 Weeks)

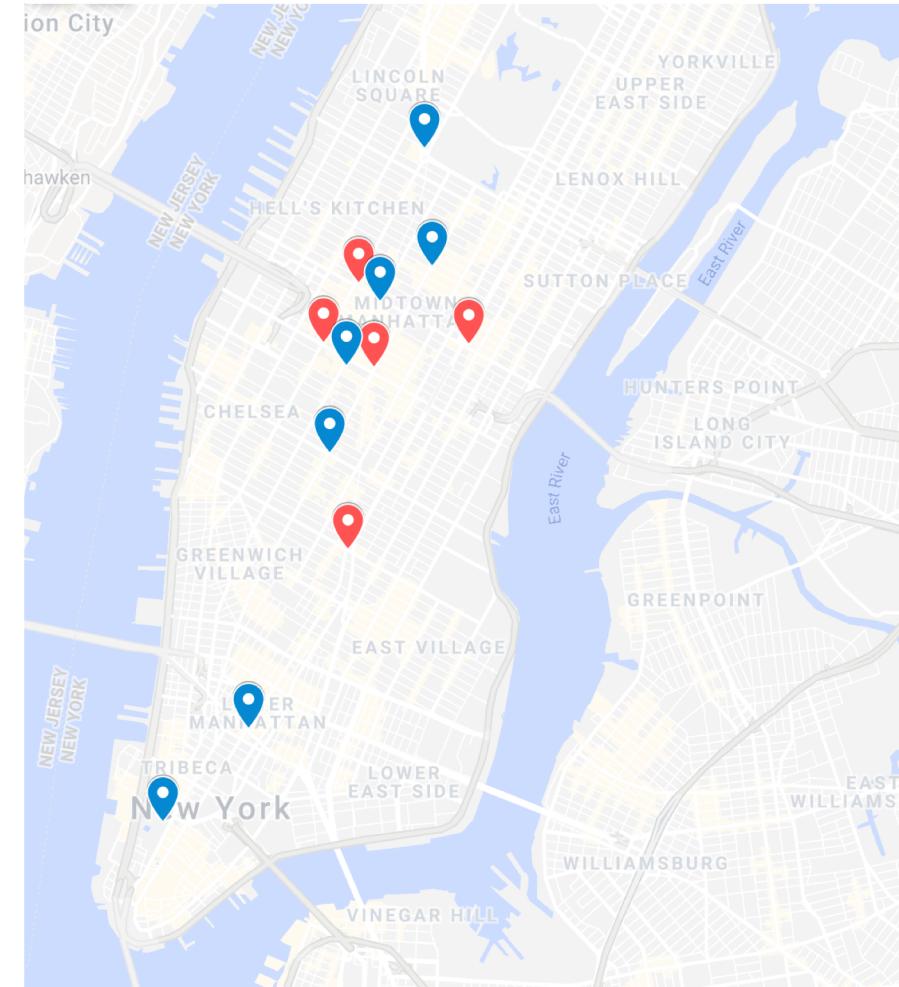


# Stations by Time Period



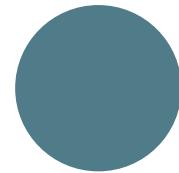
# Proposed Deployment

Stations	Times
Grand Central-42 St	4PM-8PM
34 St-Herald Square	4PM-8PM
34 St-Penn Station	8AM-12PM 4PM-8PM
42 St – Port Authority	8AM-12PM 4PM-8PM
14 St-Union Sq	4PM-8PM



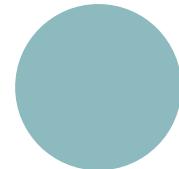
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# Future Work



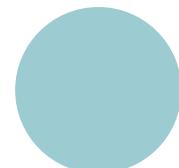
## Census Data Analysis

- Income demographics



## Street Team Survey

- Rider receptiveness



## Rider's Station Access

- Geospatial data from StreetLight