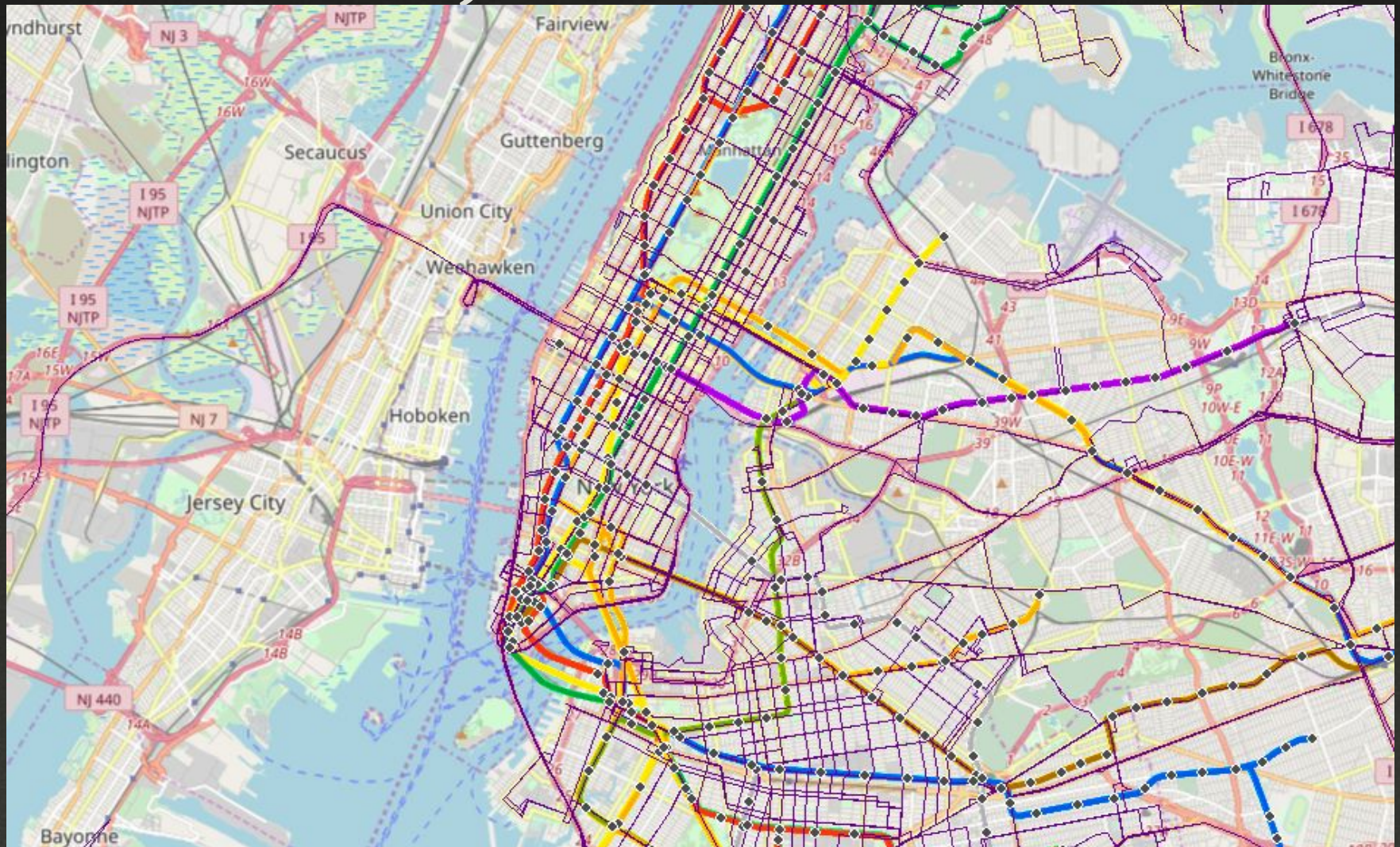# Project Benson

Curtis Neiderer   Jennifer Phan

Objective

Identify optimal subway station locations to place street teams in order to increase attendance at WomenYesWomenTech (WYWT) annual gala held early summer as well as to increase the likelihood of donations to the organization.

Assumptions

➢ WYWT Annual Gala will be held mid-June 2018
➢ Street team fundraising will target March through June 2018
➢ Target Audience:
  ○ Higher Education
  ○ Wealthy Donors
  ○ Ages 25 - 65
➢ Streets teams able to cover at least 10 stations

Data

- ➢ Weekly MTA Turnstile Data
  - ○ Data from 2015 to 2017 during March thru June
- ➢ US Census Data (from Ersi)
  - ○ 2015 Median Household Income
  - ○ Education Attainment
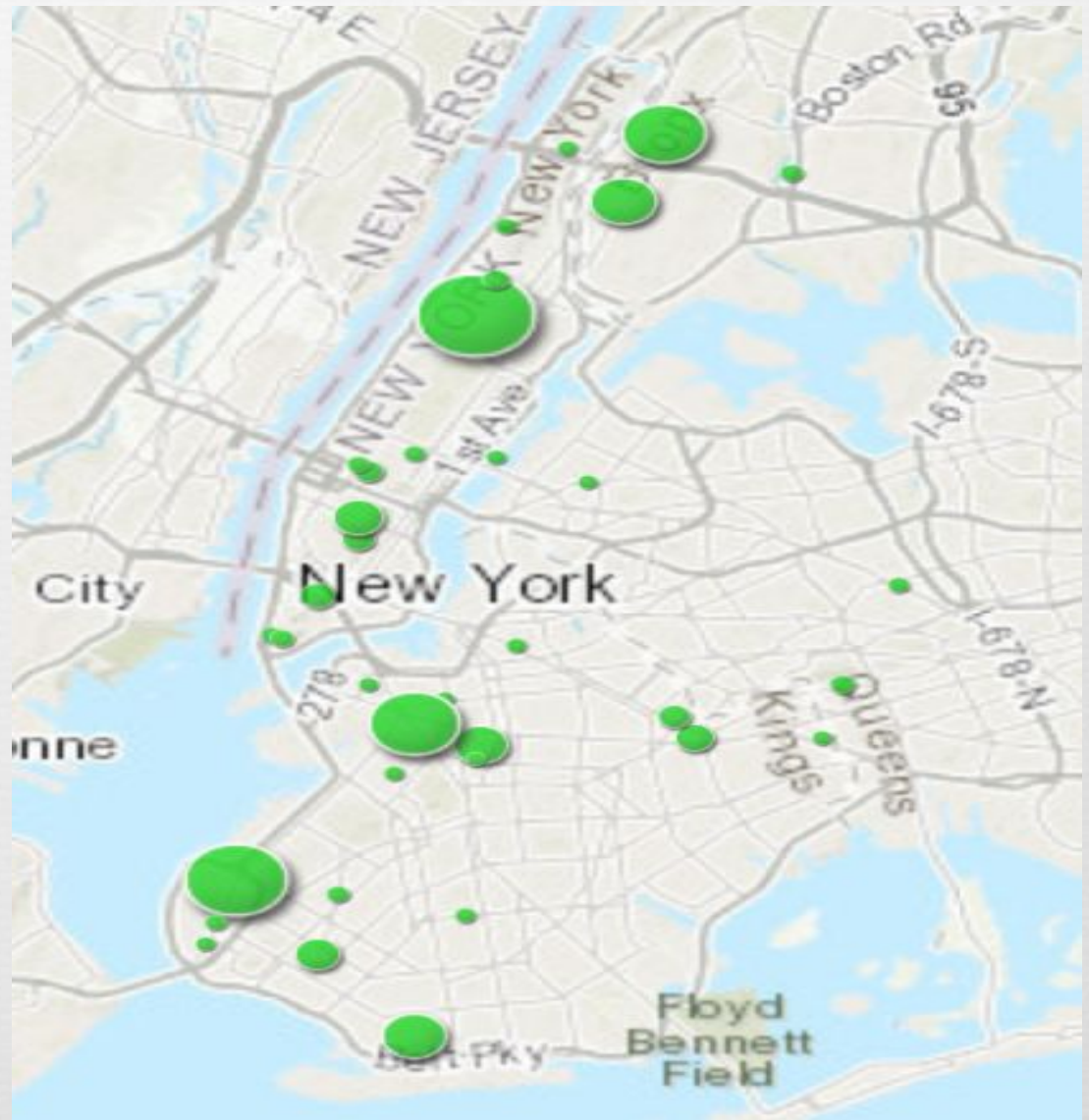 - ○ Households Total +200K (25 - 65)

Metrics

- ➢ Foot Traffic

- ➢ Median Household Income
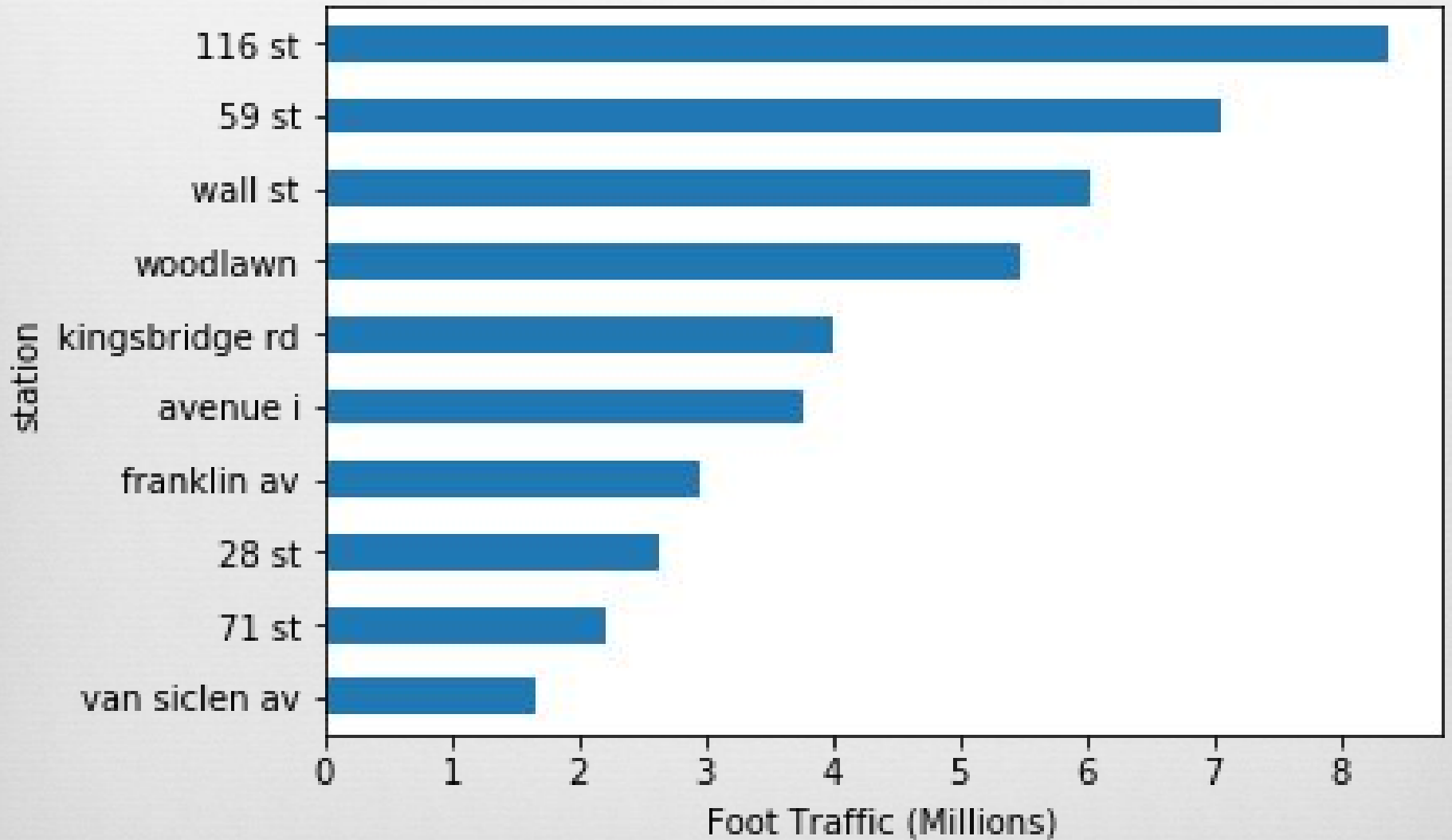
- ➢ Wealthy Donors
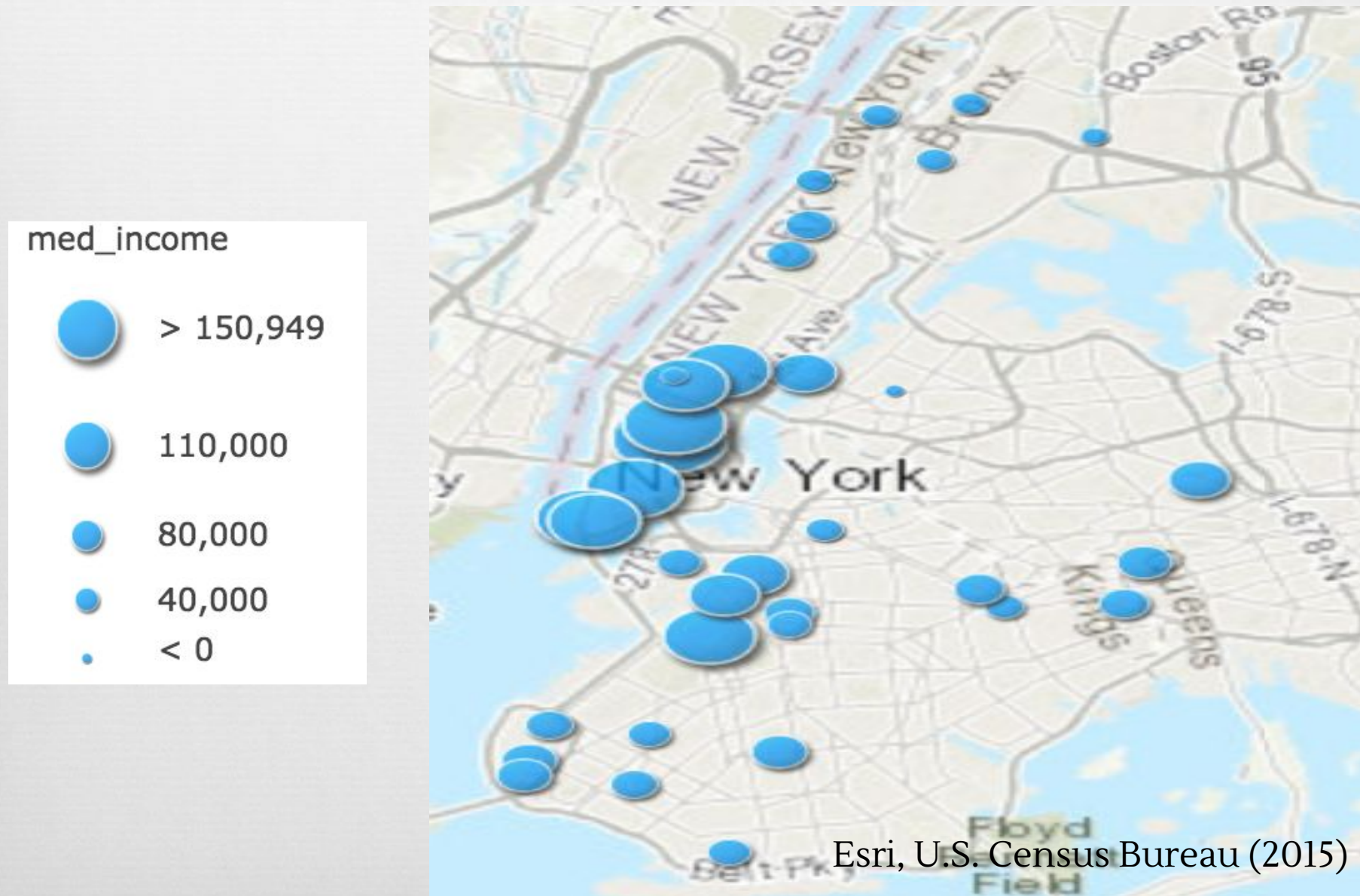
- ➢ Educational Degrees

Exploratory Analysis

Foot Traffic

Top 10 Stations by Foot Traffic

Median Household Income

Esri, U.S. Census Bureau (2015)

Top 10 Stations by Median HH Income
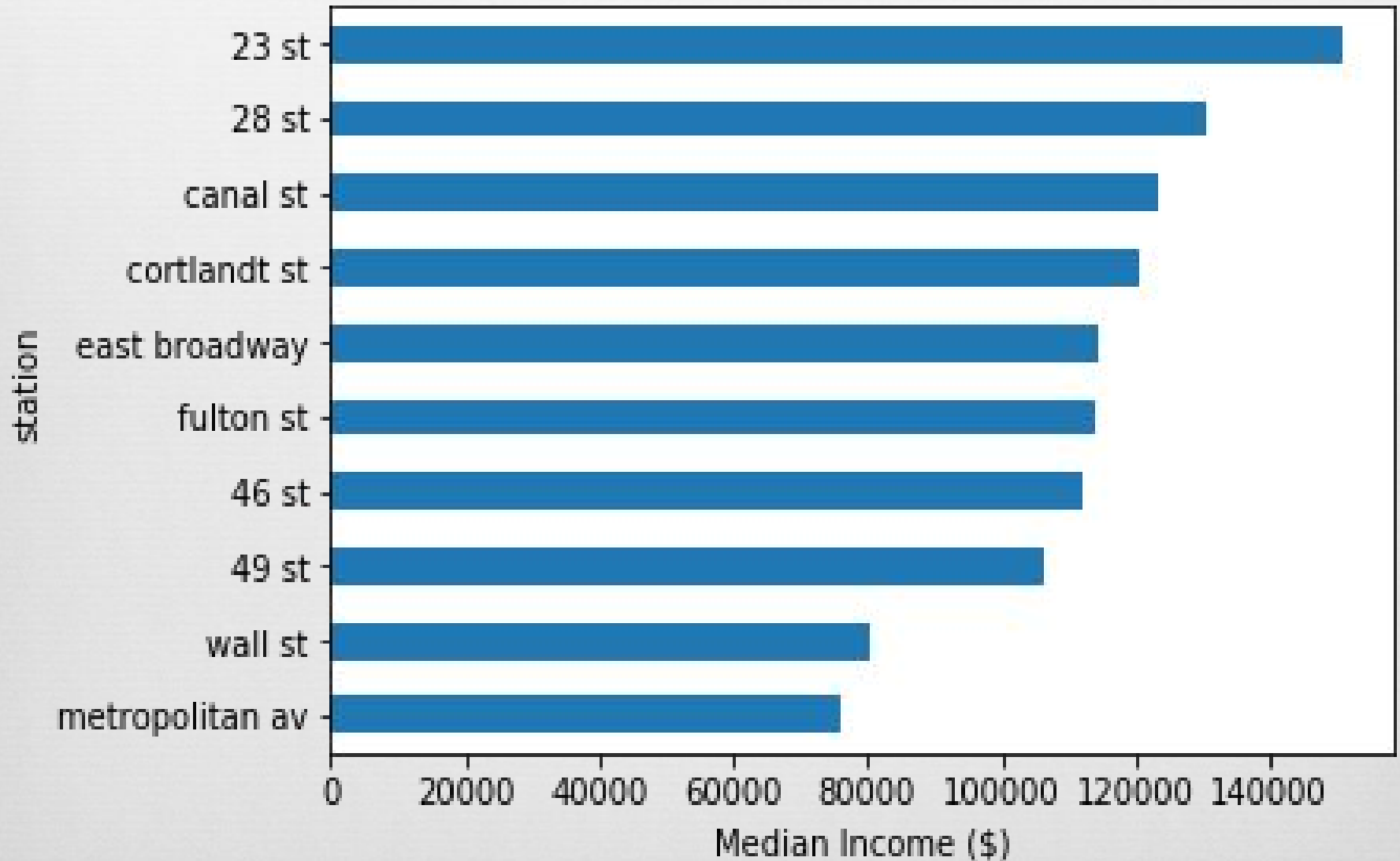
Total Households +200K
Ages (25 - 65) (2015)
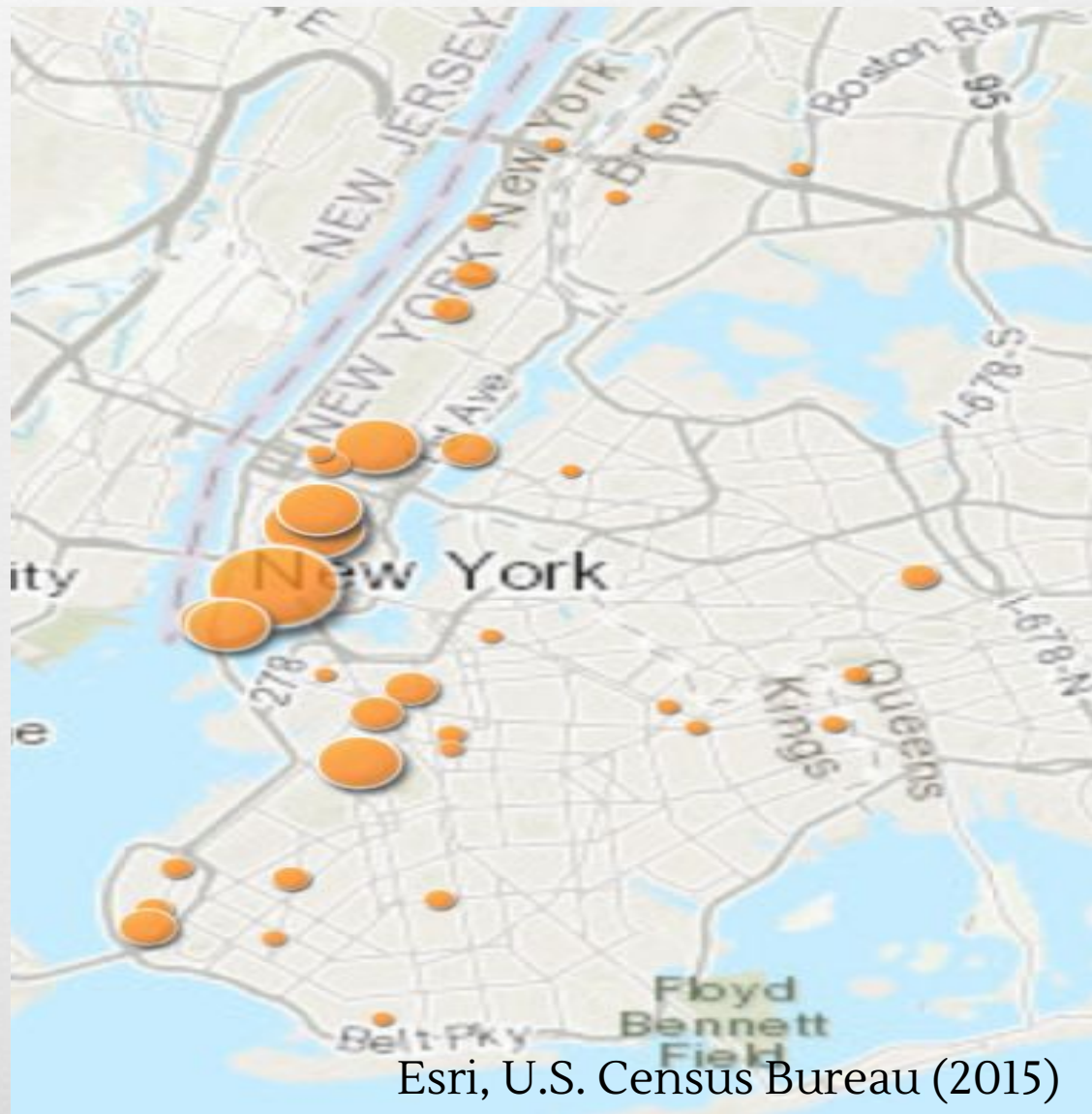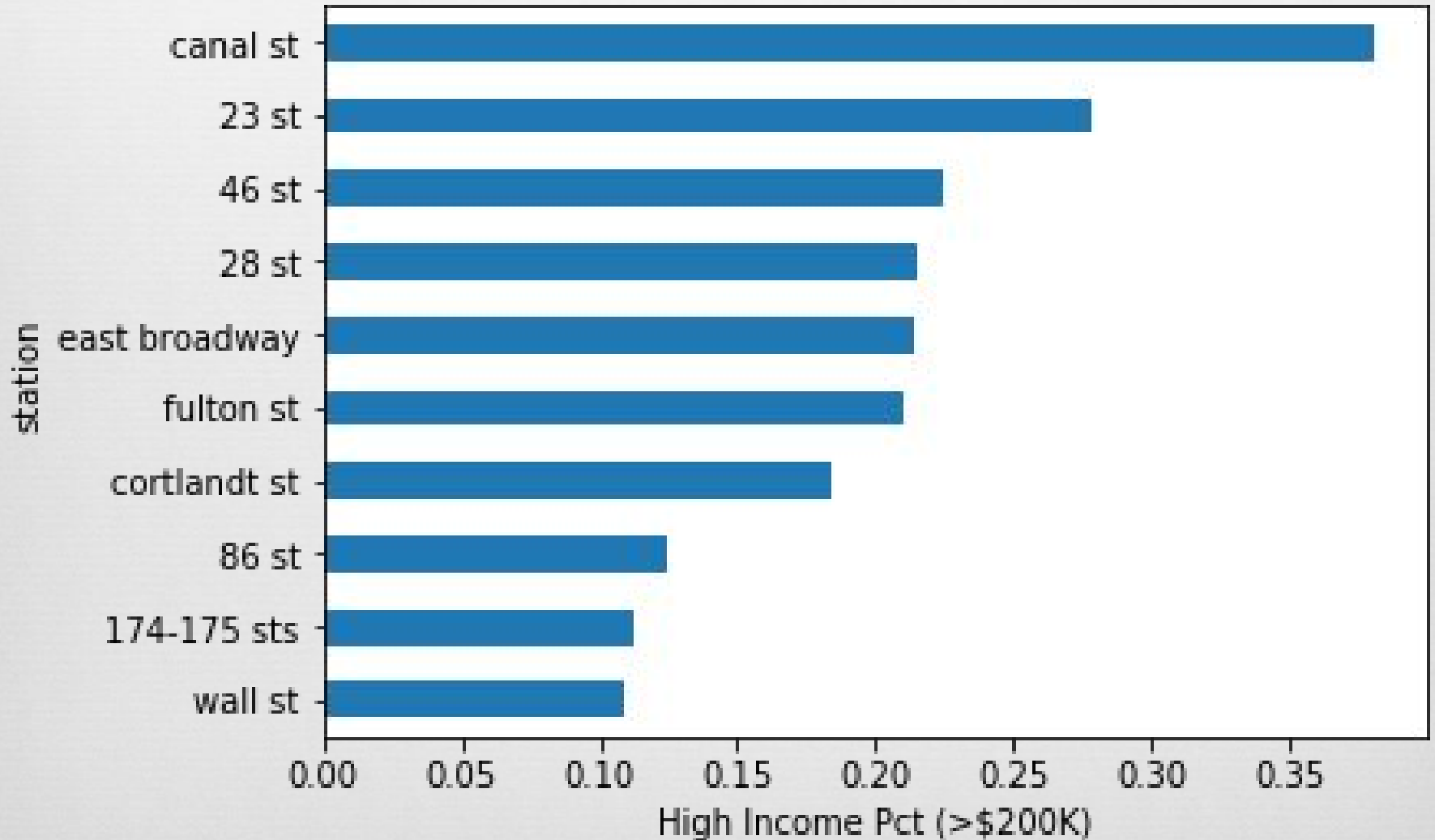

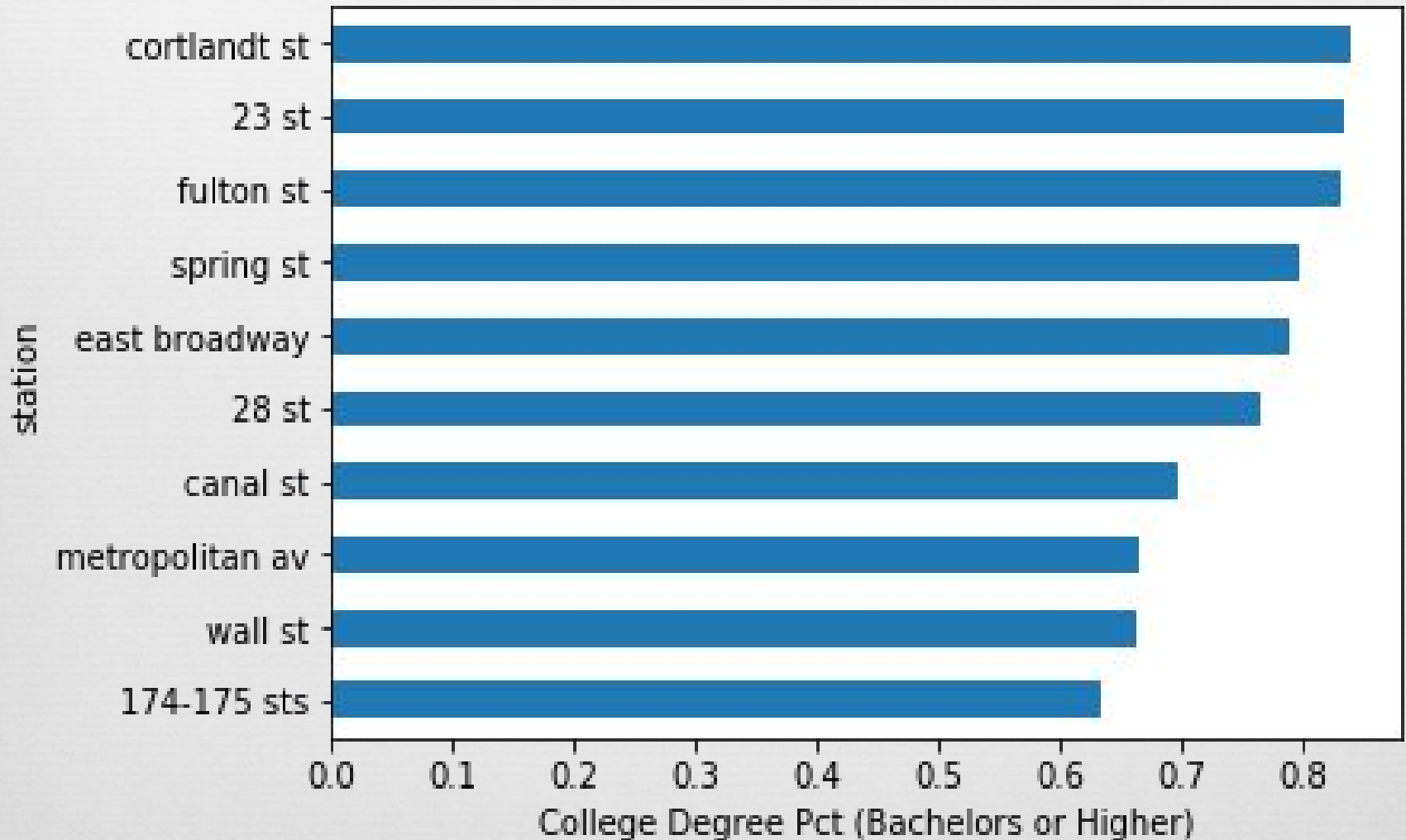Esri, U.S. Census Bureau (2015)

Top 10 Stations by Wealthy Donors

Education Attainment

college_deg_pct

- > 0.84
- 0.6
- 0.4
- 0.2
- < 0.04
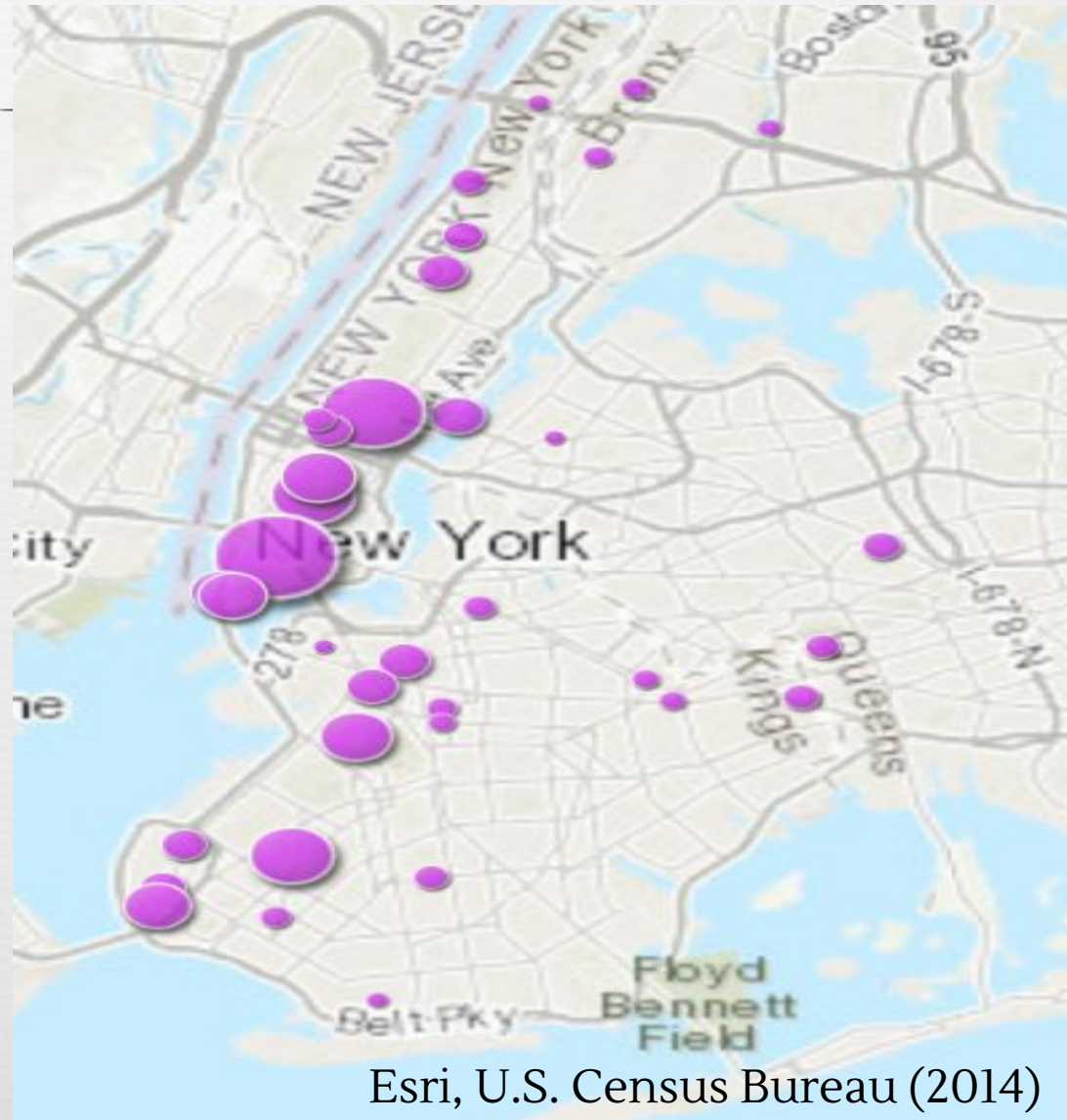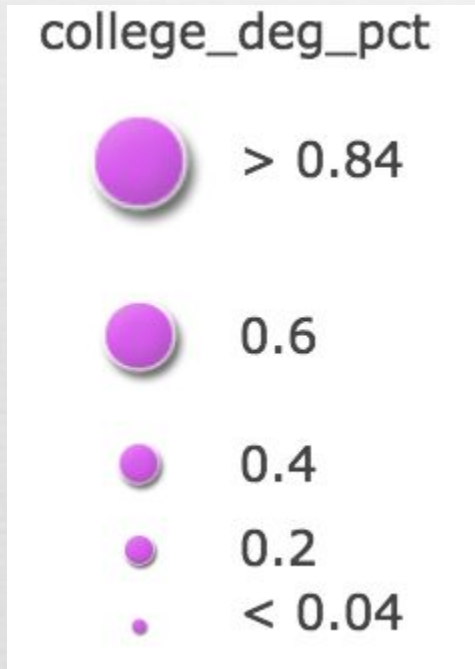
Esri, U.S. Census Bureau (2014)

Top 10 'Educated' Stations

Combining Metrics to Score Station Value

Combining Metrics
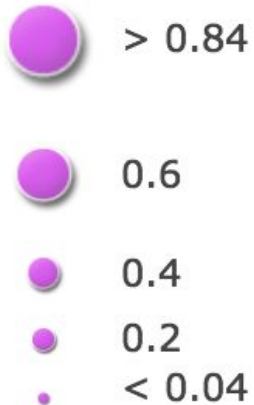
Scoring

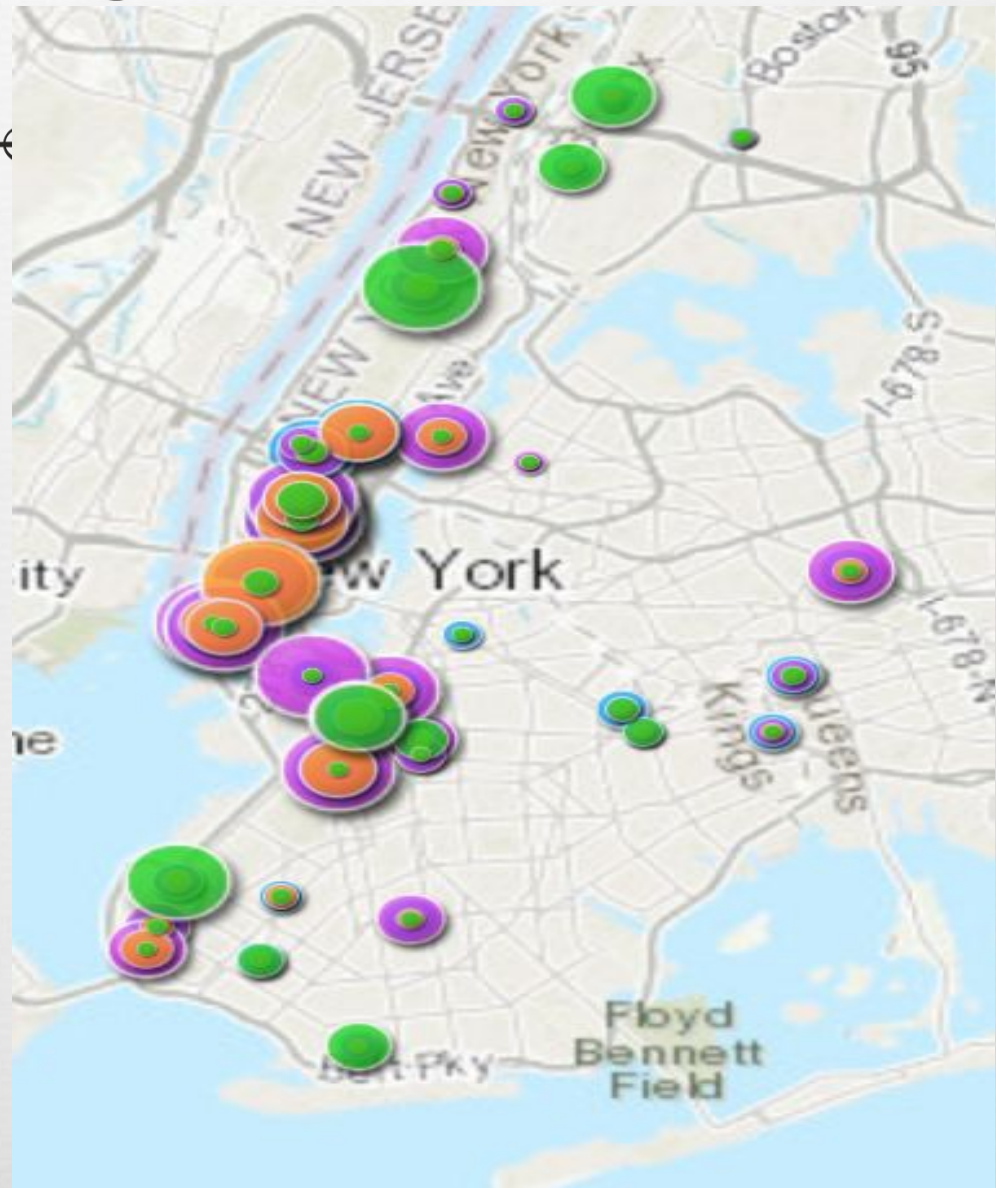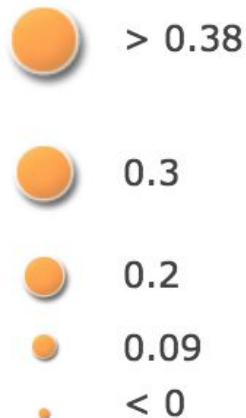Foot Traffic * (.50) +

Median Household * (.10) +

Wealthy Donors * (.10) +

Education * (.30)

= **Station Value**

Station Values
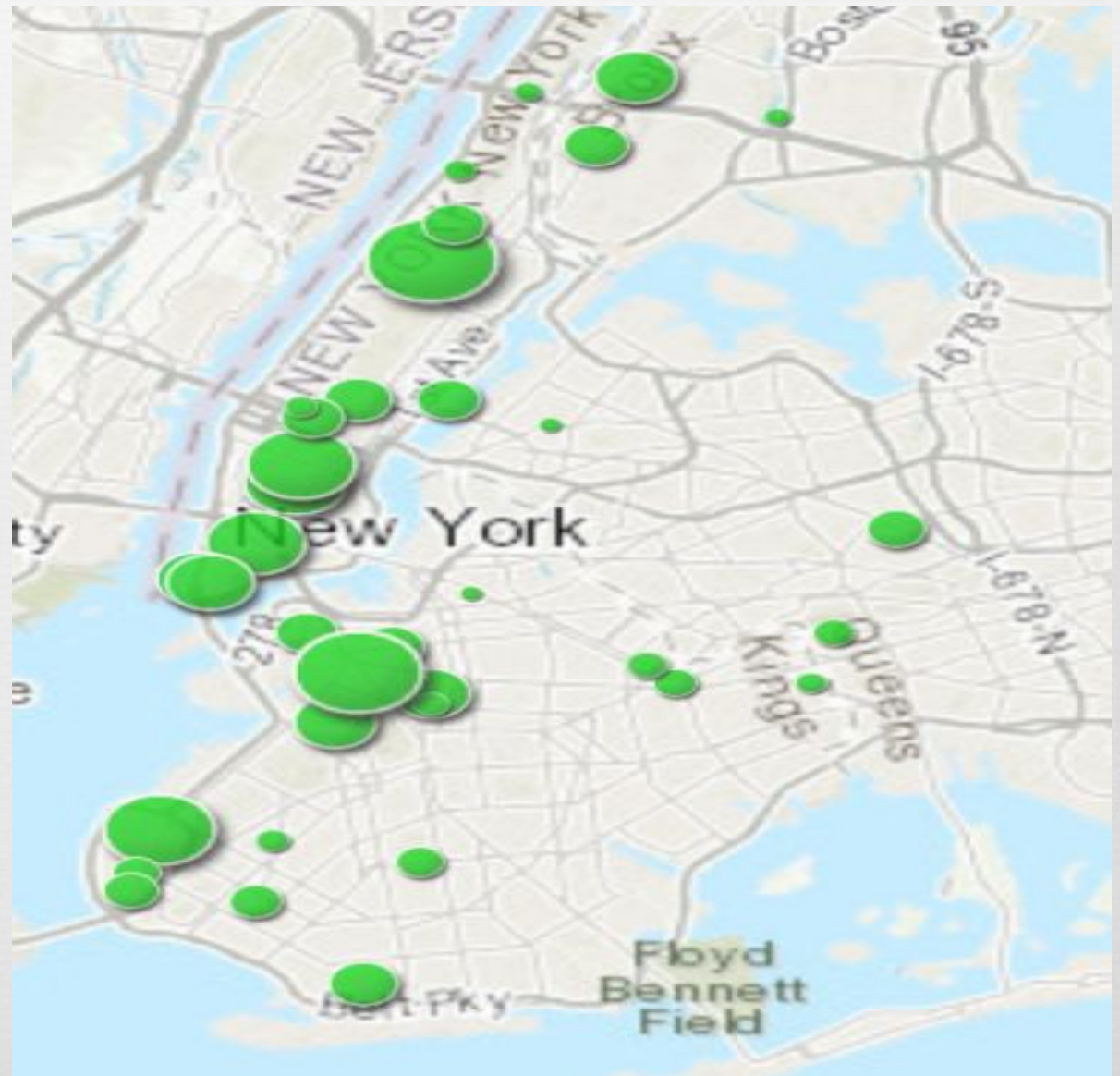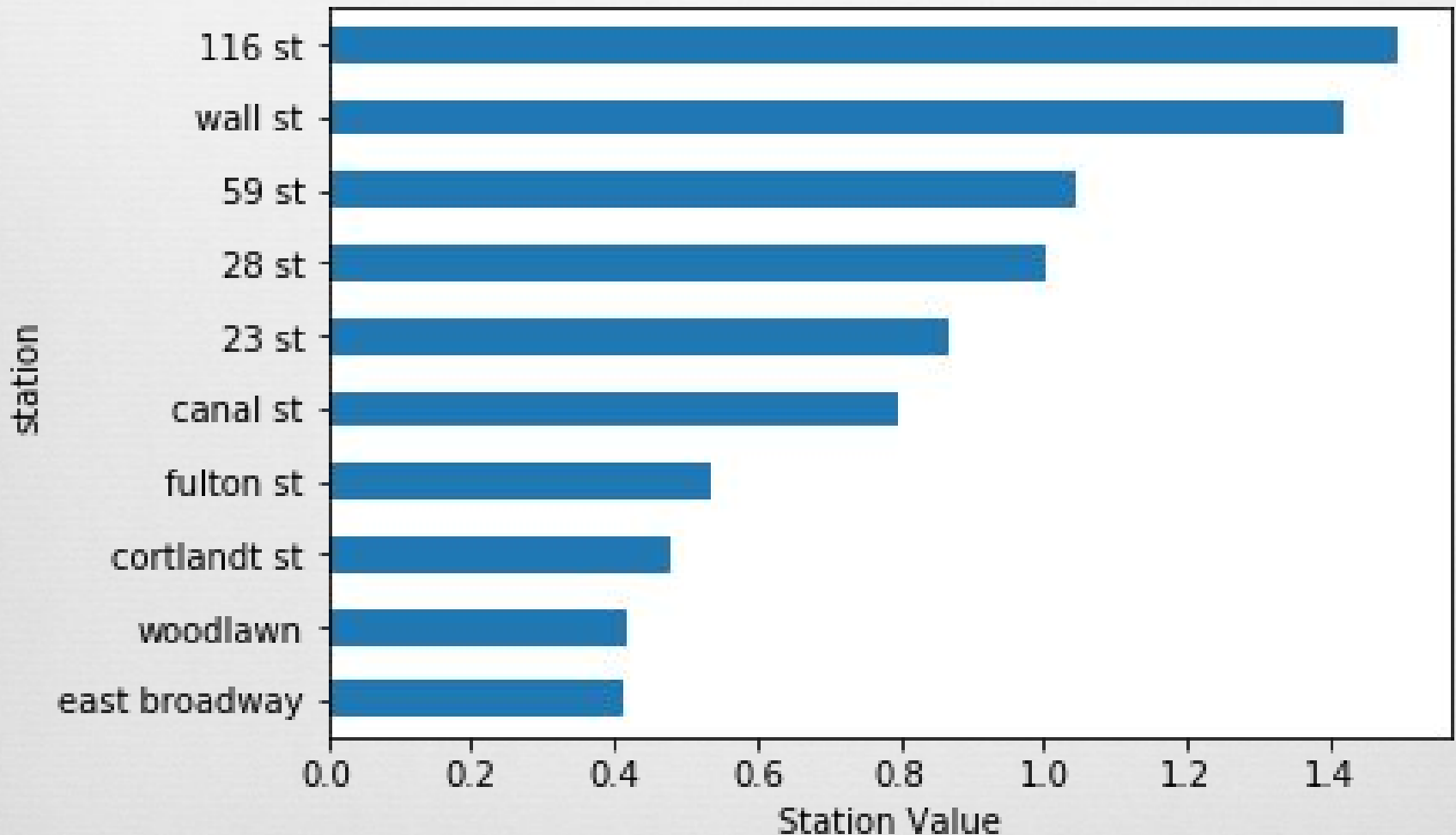
Most Valuable Stations

Further Analysis

➢ Find areas with heavy tech influence such as using North American Industry Classification System (NAICS) for Technology Sector

➢ Find data in people holding computer science, mathematics, and engineering degrees

➢ Find data where most donors live