WTWY
Fundraising Investigation

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Let's chat
with Gabe, Marc, and Warren

Project Goal

WTWY wants our help to deploy street teams at the appropriate locations to maximize their impact on their fundraising efforts for their summer gala. This includes:

- Maximizing the number of emails they collect
- Collecting emails from people who are more likely to attend the gala and contribute to the WTWY cause

Strategy

We obtained and analyzed MTA subway traffic data to investigate the following questions:

- Which stations have the most foot traffic?
- Are different stations more heavily used on weekends than on weekdays?
- Which stations are the closest to NYC's universities?

Weekly Station Foot Traffic

To answer the first 2 questions, we ranked the subway traffic stations by entries + exits for each day of the week. We found that these stations have the highest average throughput:
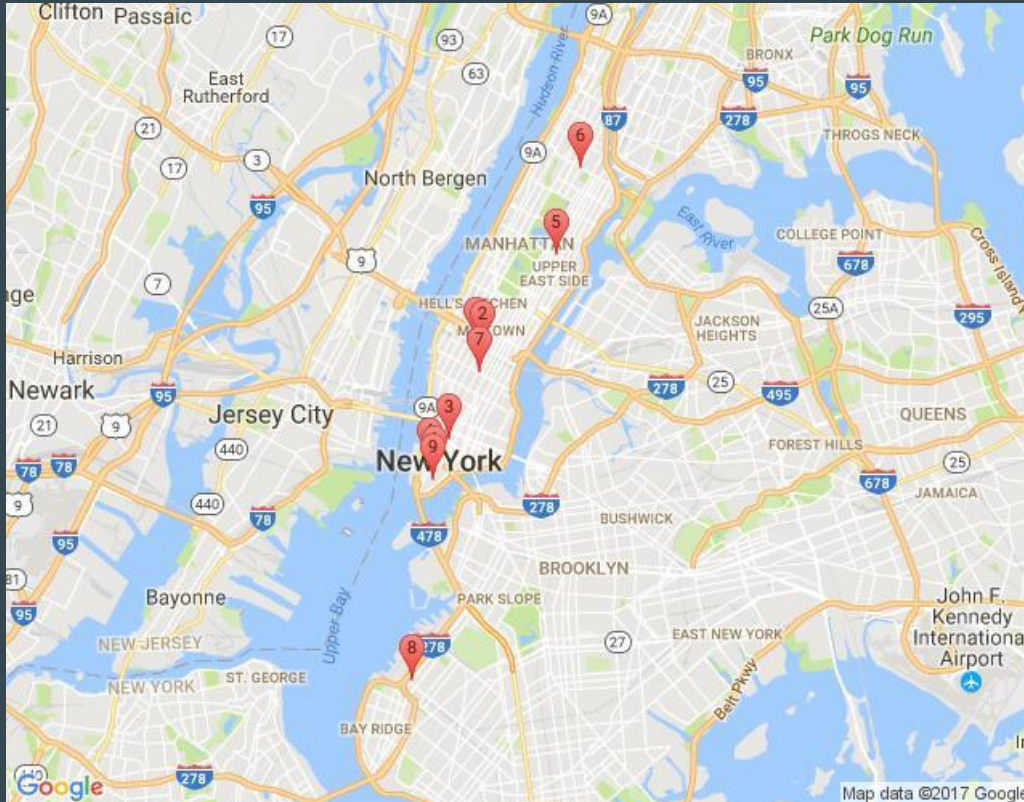
1. Penn Station
2. Fulton Street
3. Chambers
4. 86th
5. 125th Street

Weekdays vs. Weekends

When investing prioritization of Stations on weekend or weekday, we found there was no significant variation in traffic rankings by week day for our top recommendations.
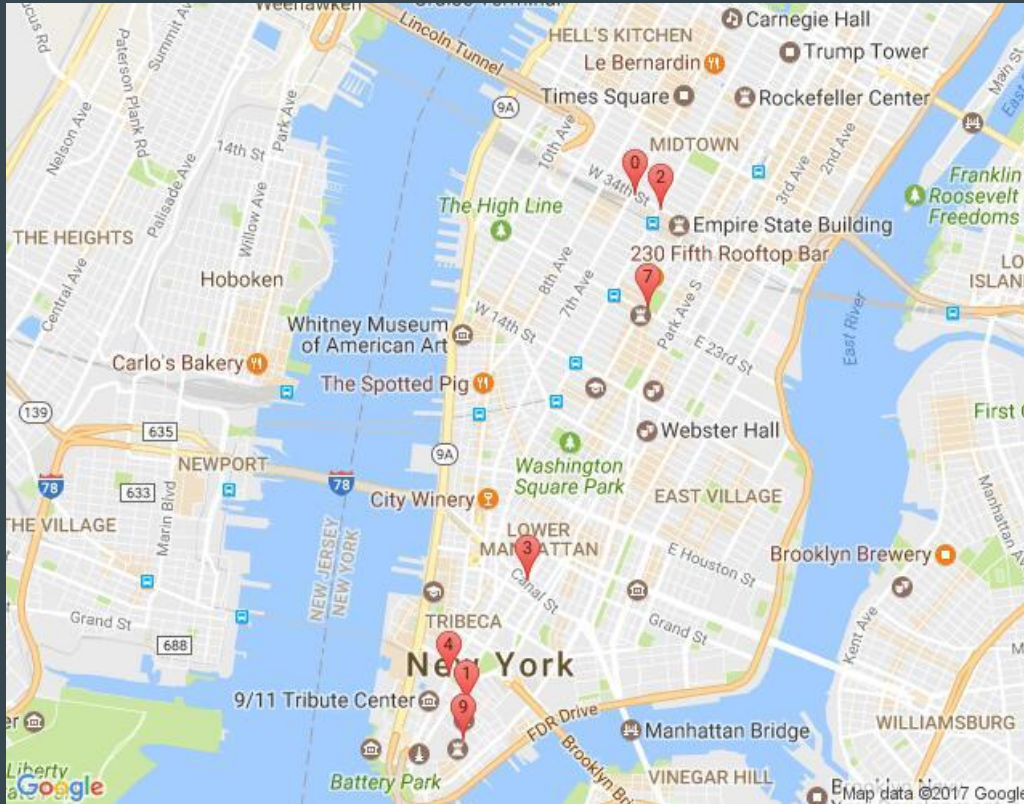
Weekdays	Weekends
Penn Station	Penn Station
Fulton Street	Fulton Street
34th Street	34th Street
Canal	Canal
Chambers	Chambers

Top ten in NYC - by day

0) 34 St-Penn Station
1) FULTON St Station
2) 34 ST-Herald Square
3) Canal St Station
4) Chambers St Station
5) 86 St Station
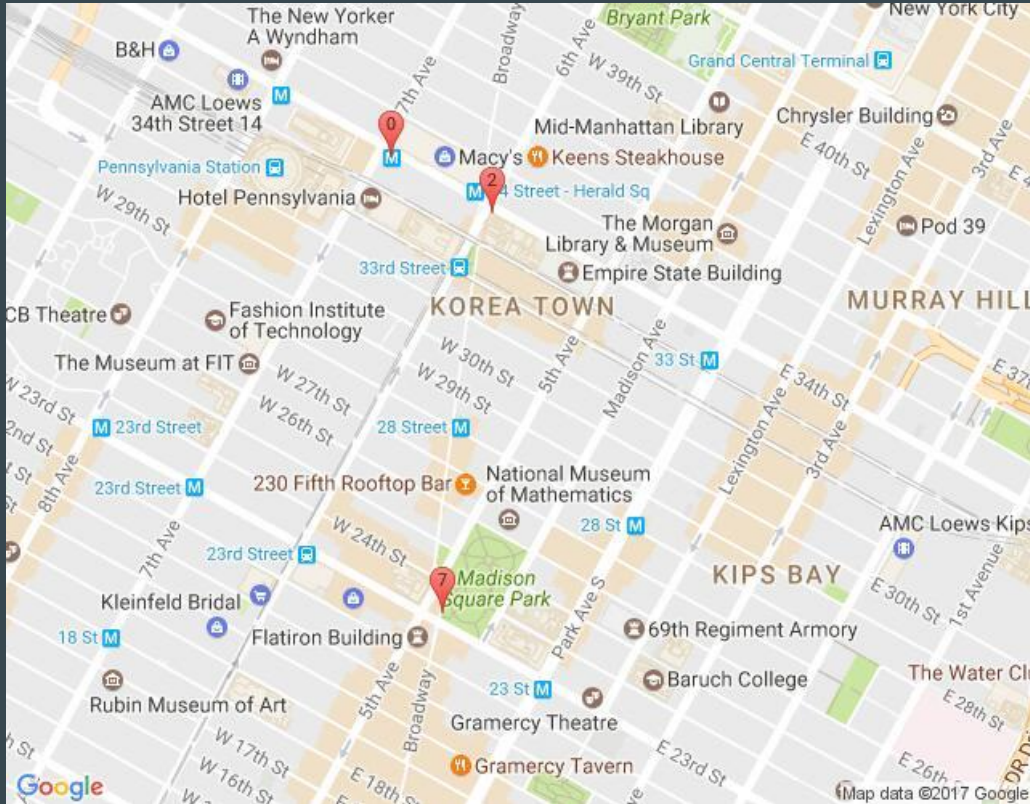6) 125 St Station
7) 23 St Station
8) 59 St Station
9) WALL St Station

Focus on downtown Manhattan - by day

0) 34 St-Penn Station
1) FULTON St Station
2) 34 ST-Herald Square
3) Canal St Station
4) Chambers St Station
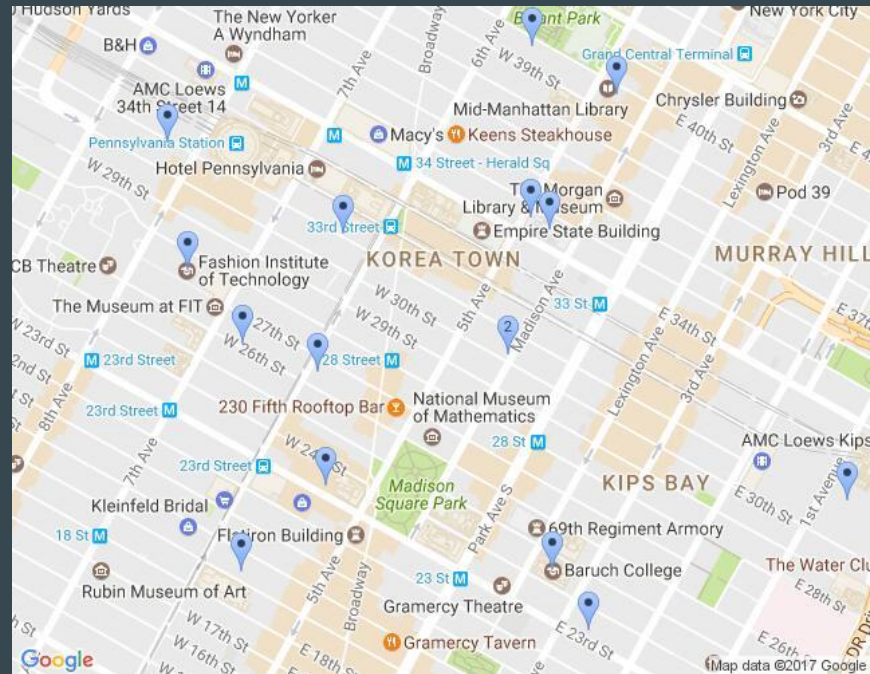5) 86 St Station
7) 23 St Station
9) WALL St Station
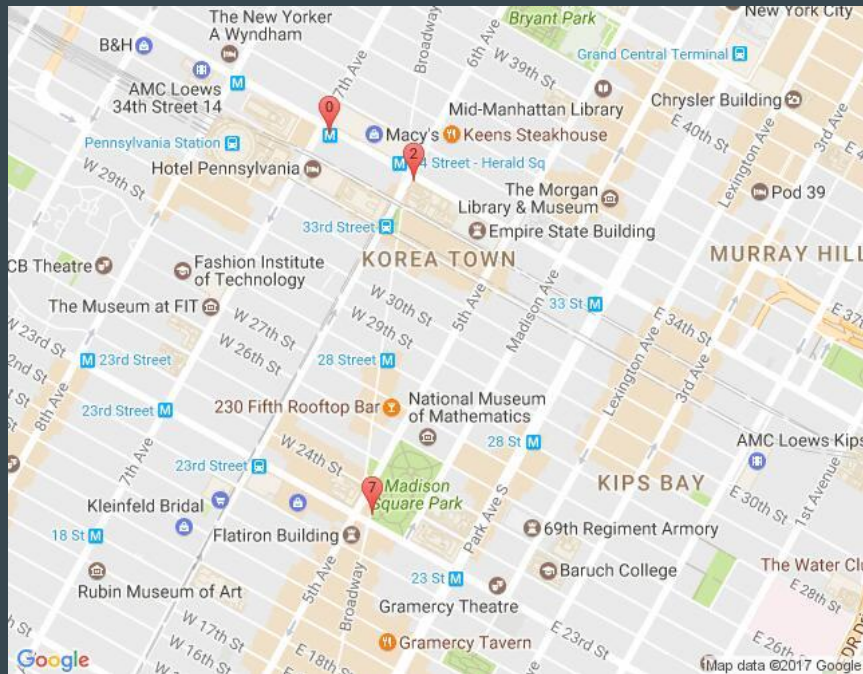
Focus on downtown Manhattan - North Cluster - by day
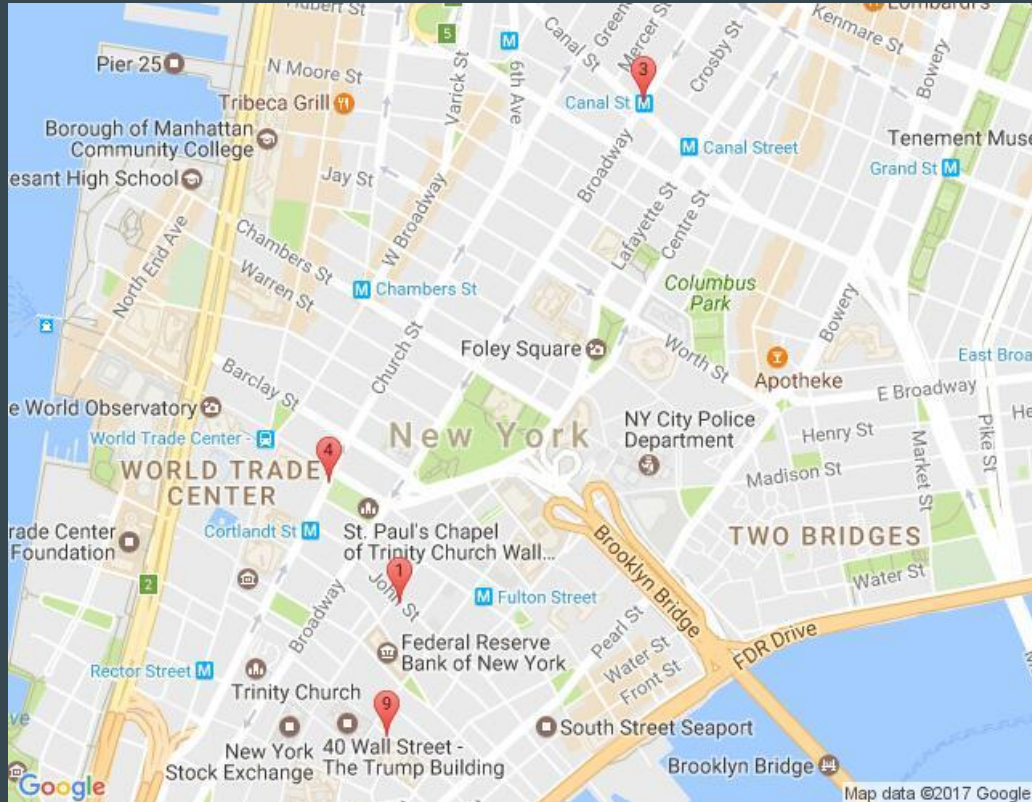

0) 34 St-Penn Station
2) 34 ST-Herald Square
7) 23 St Station

Focus on downtown Manhattan - North Cluster - by day
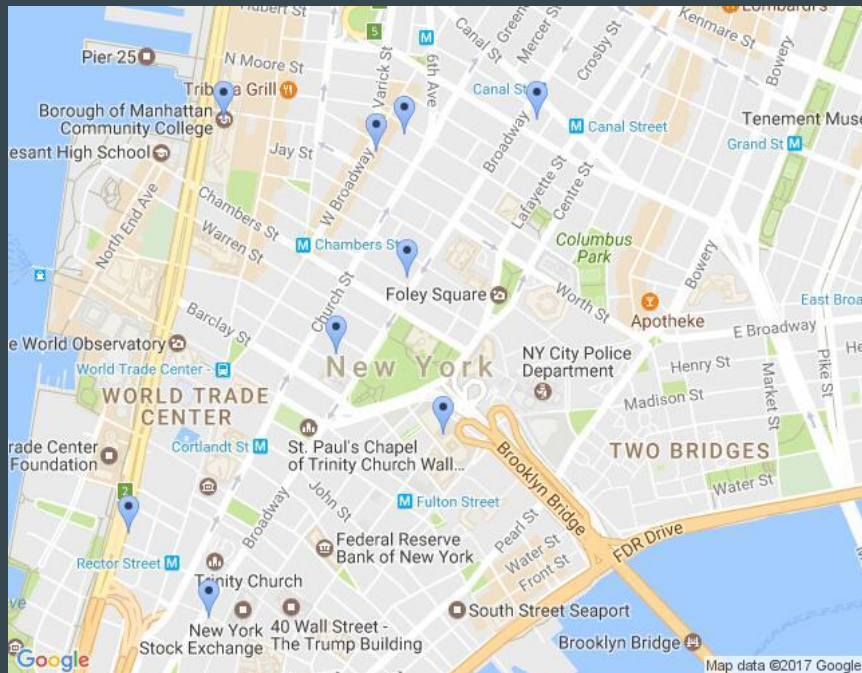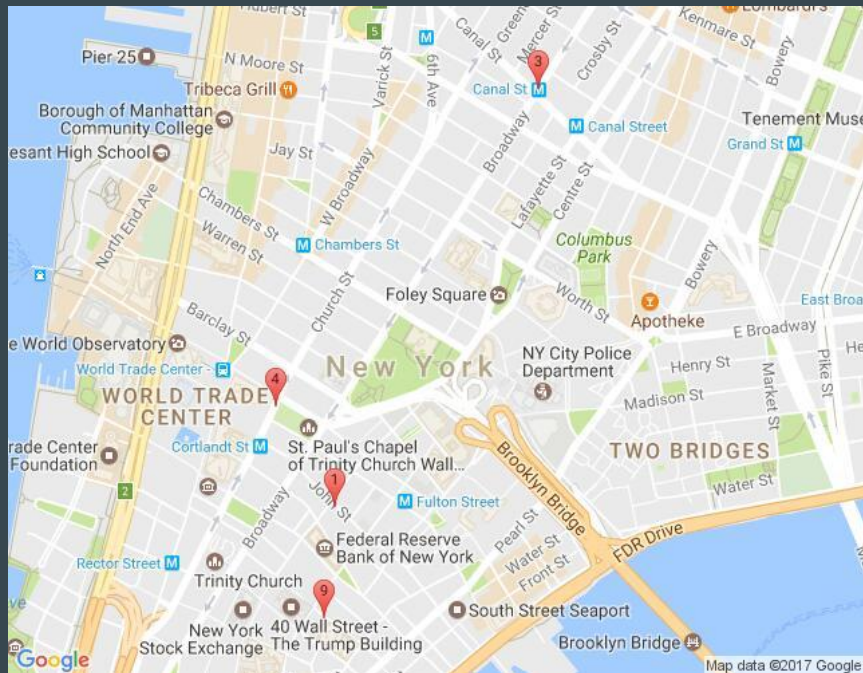
Focus on downtown Manhattan - South Cluster - by day

1) FULTON St Station
3) Canal St Station
4) Chambers St Station
9) WALL St Station

Focus on downtown Manhattan - South Cluster - by day

Let's Chat Again! (Next Steps)

With more time to analyze our data and additional data, we would like to answer the following questions:

- Which stations are likely to serve other target audiences of WTWY's cause?
  - Near tech hubs
  - More commuters than tourists
- Are different stations more heavily used at different times of the day?
- Should WTWY street team deployment vary over the course of the spring? (i.e. Is subway traffic seasonal?)

Thank You!