
WomenTechWomenYes

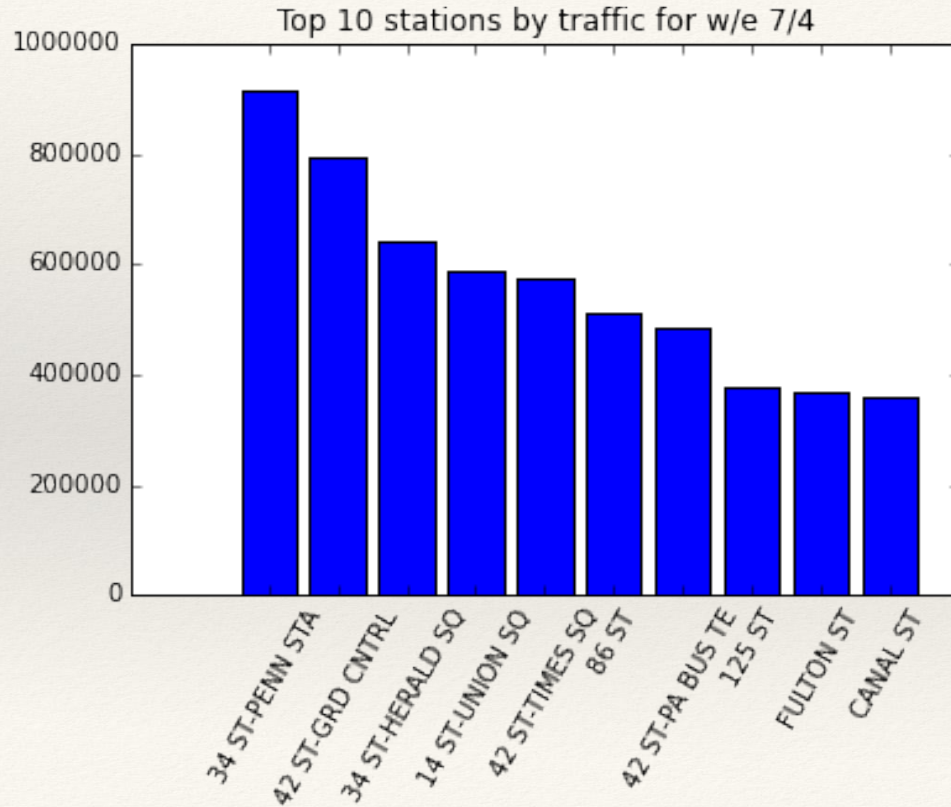
Street team deployment plan - pilot program

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What do you want to achieve?

- ❖ Fill annual gala with engaged users
- ❖ Increase brand awareness
- ❖ Increase newsletter sign ups
- ❖ Keep cost of acquisition for engaged users low

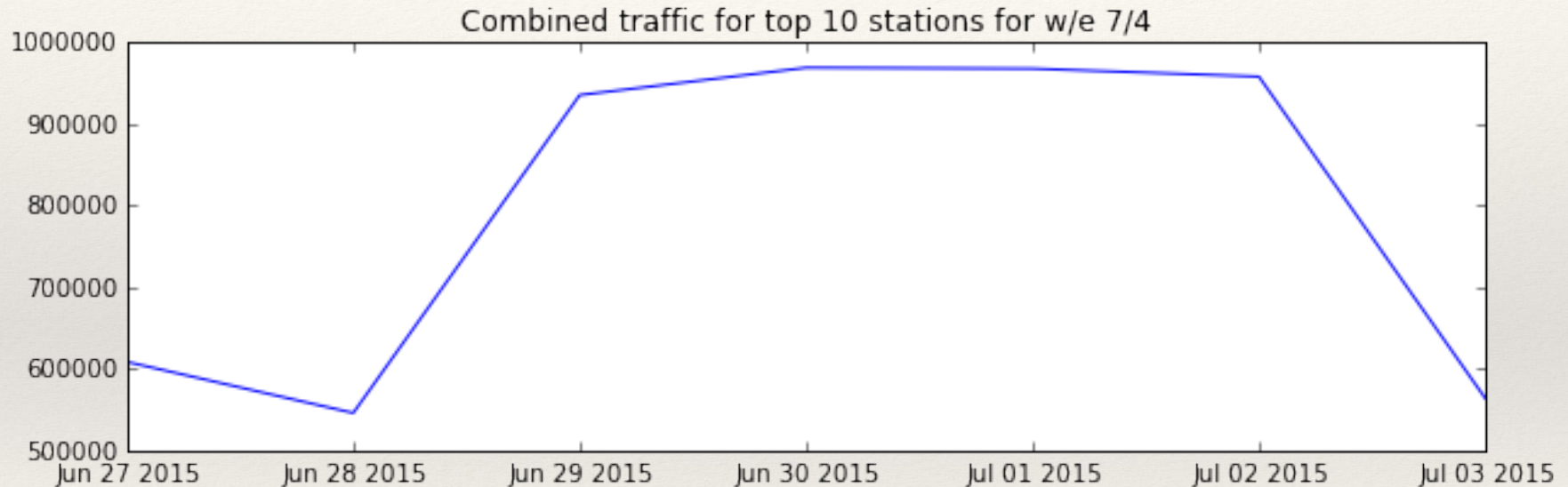
Where should you send them?



Recommendation:

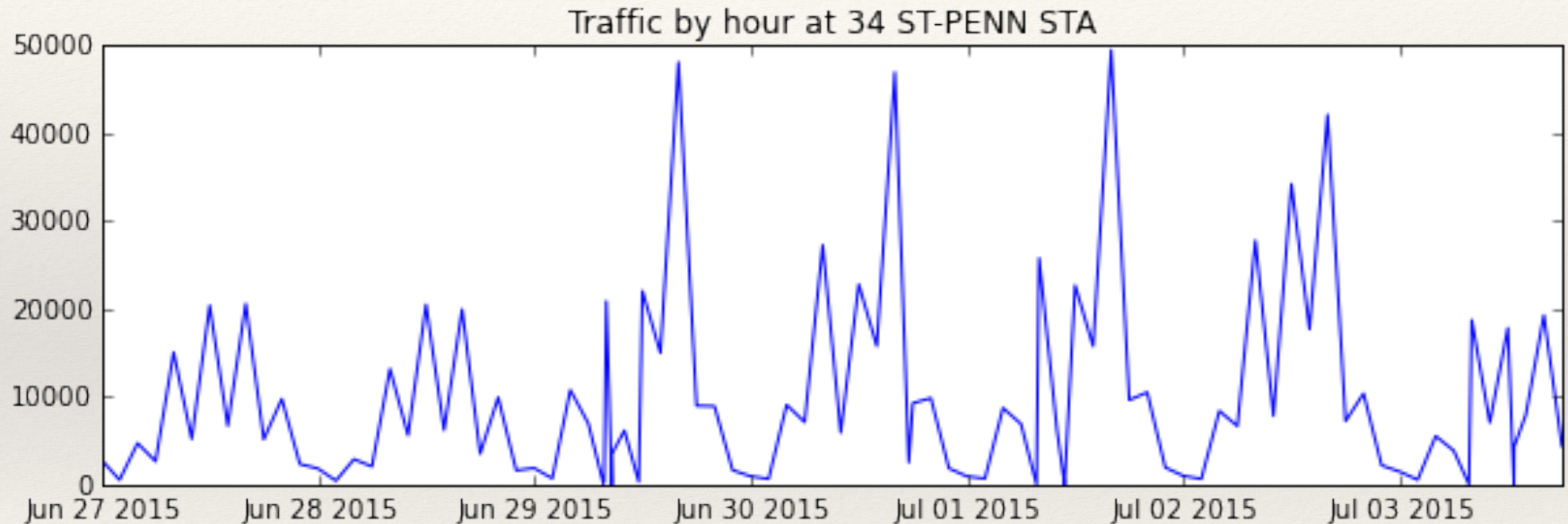
Focus efforts on these 10 stations to get the highest possible number of interactions.

What day should you send them?



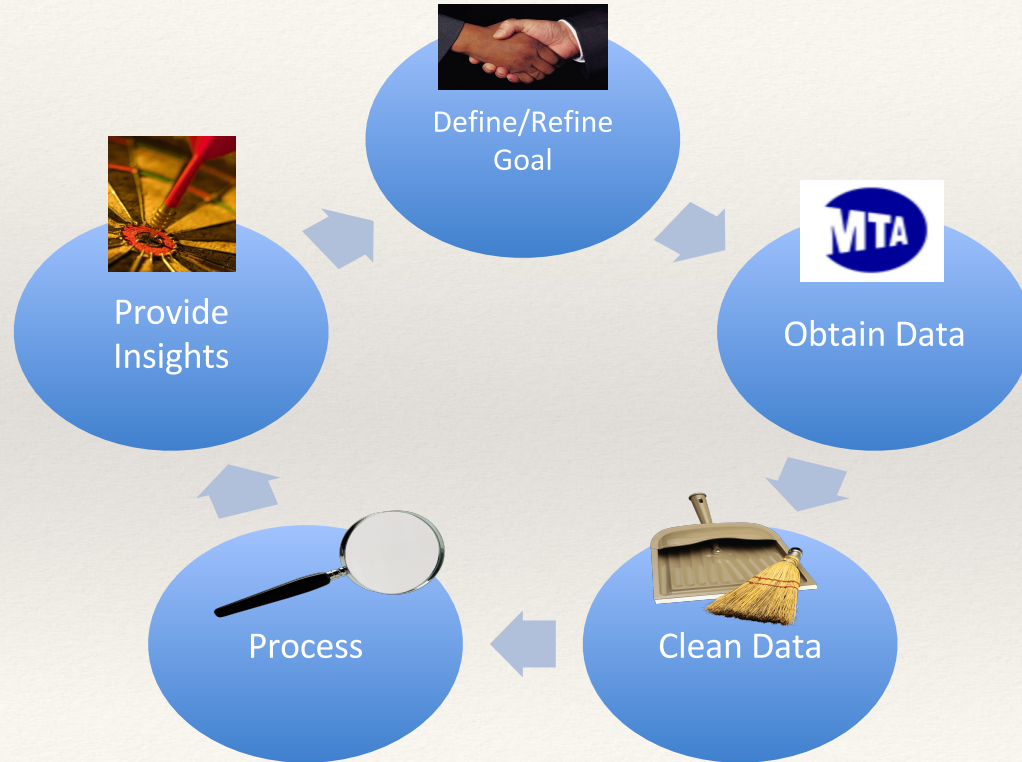
Recommendation: Wednesday's have the highest traffic, but any day Monday through Thursday will get you a similar volume.

What time should you send them?



Recommendation: The afternoon time slot of 4 PM - 8 PM has the highest traffic at the top ten stations.

How will we implement this process?



Estimated Time (as %) by activity

- | | |
|----------------------|-----|
| - Define Goal | 10% |
| - Obtain Data | 5% |
| - Clean/Prepare Data | 50% |
| - Process | 20% |
| - Provide Insights | 15% |

How can we help?

If you decide to proceed with the street team strategy, we can:

- Determine optimum scheduling
- Target stations with high numbers of engaged users
- Create user interface

Sneak peek - User interface

User Inputs

Day of week:

Wednesday ▼

of teams:

5 ▼

Time slot:

4pm-8pm ▼ (optional)

Output:

Subway traffic on week from 4pm-8pm

