

Agenda

- Introduction
- Methodology
- Results
- Conclusions
- Future Work



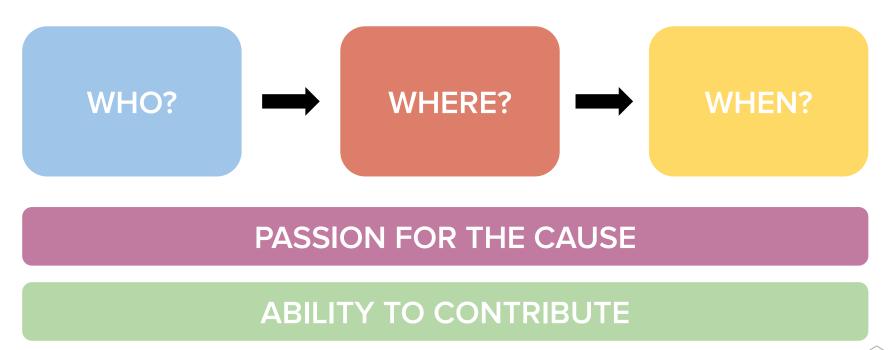
Introduction

GOAL: Maximize signatures collected for WTWY for their upcoming annual gala.

- Increase **attendance** at the gala.
- Maximize **donations** to the organization.
- Drive awareness to our cause!



Methodology



Methodology

Data: Data was used from the following sources was used to achieve our recommendations.

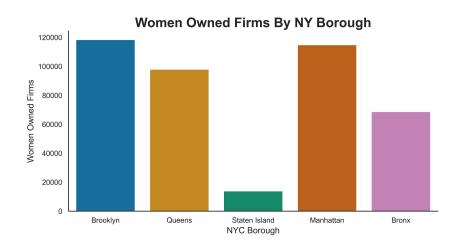
- NYC MTA Turnstile data for NYC (1)
- US Census data for NYC (2)

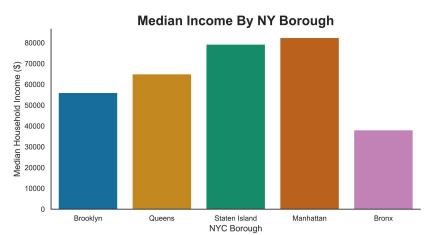


Results

Identifying the best New York regions for outreach

- New York divided into its 5 boroughs
- Percentage of women was even across boroughs

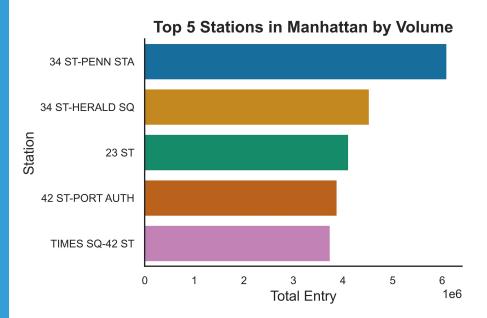


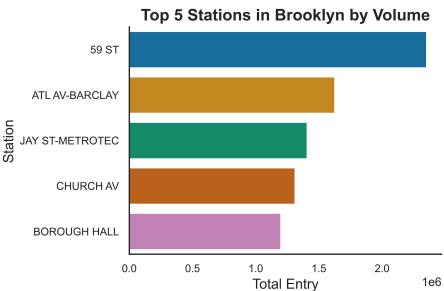




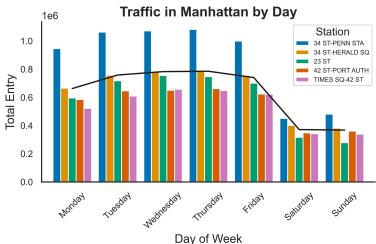
Results

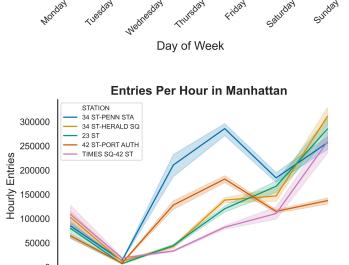
Understanding the optimal locations and time for outreach











08:00

00:00

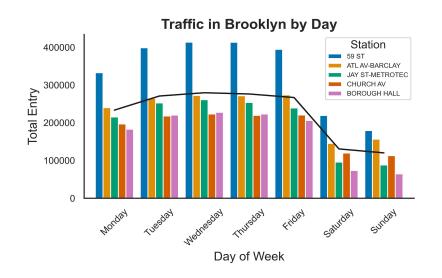
04:00

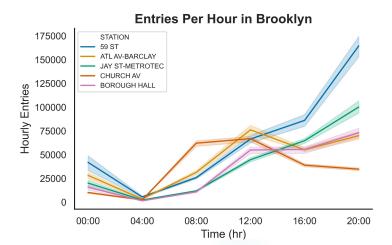
12:00

Time (hr)

16:00

20:00







Conclusions

1. Ten Tables:

- a. Five in Manhattan, Five in Brooklyn
- b. One table per station entrance





Conclusions

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- a. Five in Manhattan, Five in Brooklyn
- b. One table per station entrance
- 2. Occupy from Tues-Fri; 8am-4pm





Conclusions

1. Ten Tables:

- a. Five in Manhattan, Five in Brooklyn
- b. One table per station entrance
- 2. **Occupy** from Tues-Fri; 8am-4pm
- 3. **Not enough** Volunteers?
 - a. Prioritize busiest stations





Future Work

- 1. Add more parameters to account for Gala attendance
 - a. various demographics, more precise income data



Future Work

- 1. Add more parameters to account for Gala attendance
 - a. various demographics, more precise income data
- 2. Use regression model to find optimal station locations



Appendix

1. M. (2019). [Subway Turnstile Data]. http://web.mta.info/developers/turnstile.html

U. (2019, July 1). [New York City Quick Facts].

https://www.census.gov/quickfacts/newyorkcitynewyork



ANY QUESTIONS?