

**WomenTechWomenYes  
(WTWY)**

**Member Acquisition  
Strategy - New York  
City**

**Gulay Samatli-Pac**

# Introduction

## Question:

- Increase the organization's awareness before the Summer Gala by *reaching out to as many people as possible*

## The objective:

- To collect email addresses at the entrances of the subway stations and send gala invitations

## Assumptions:

- the busiest station will provide more signups
- the total of entries and exits from a turnstile is an estimate of the total foot traffic
- females will be more interested in WTWY
- people from higher income per capita districts will be more likely to donate

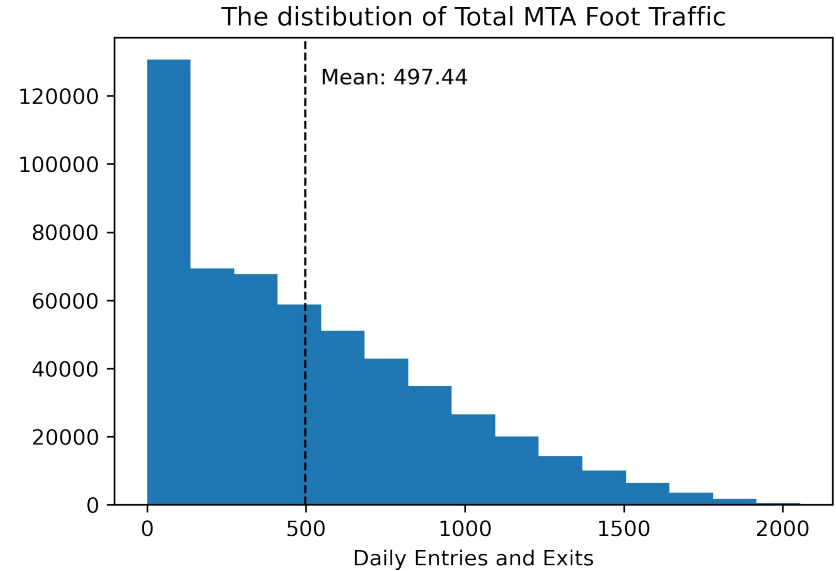
## Goal: To allocate WTWY street teams:

- the busiest subway stations across the city and busiest days of a week and time of the day (from MTA data)
- the districts with potential population (from Census data)

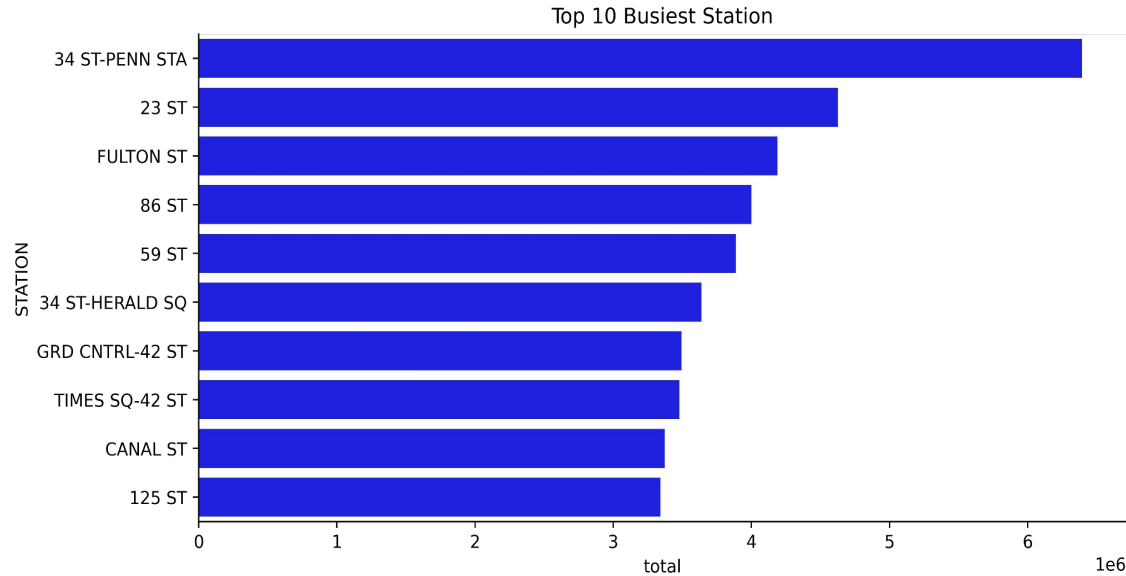


# Exploratory Data Analysis – MTA

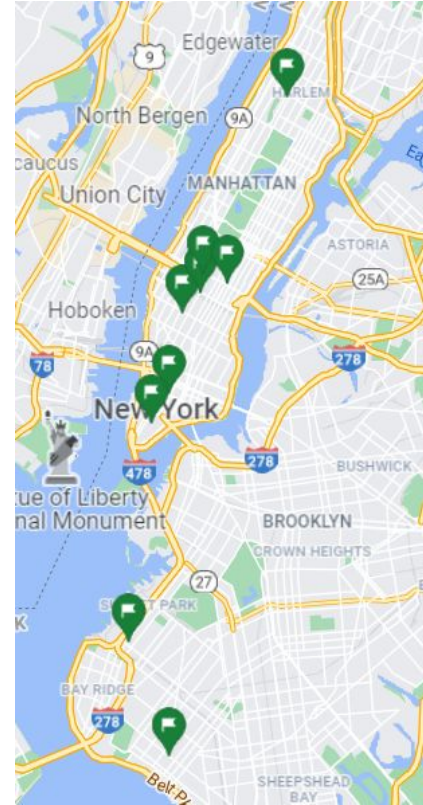
- Background: 379 unique stations from February 2021 to June 2021
- Main features :
  - TURNSTILE ('C/A', 'UNIT', 'SCP', 'STATION')
  - DATE and TIME
  - ENTRIES - cumulative entry records
  - EXITS - cumulative exits records
- Key metric:
  - Total daily traffic = Daily number of ENTRIES + Daily number of EXITS



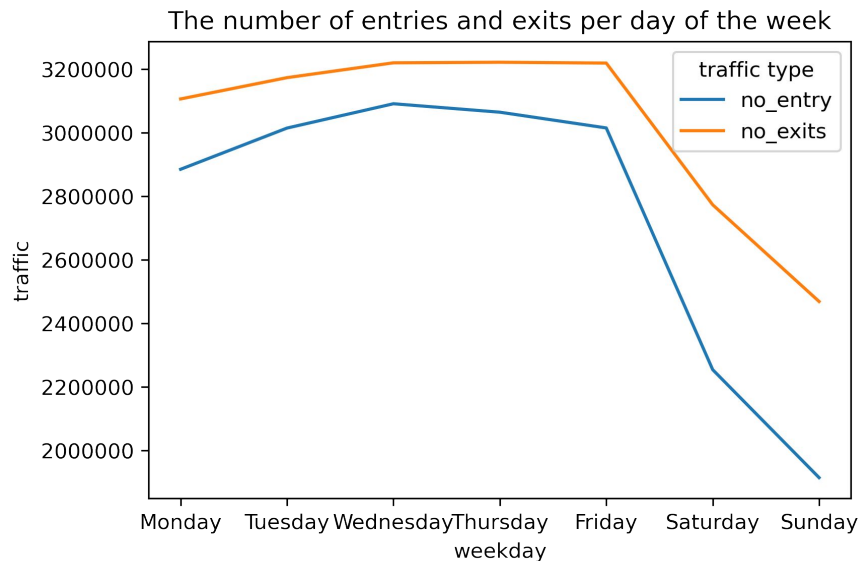
# EDA - MTA



- The top 10 busiest stations with respect to total daily traffic
  - 8 stations in Manhattan
  - 2 stations in Brooklyn



# EDA - MTA



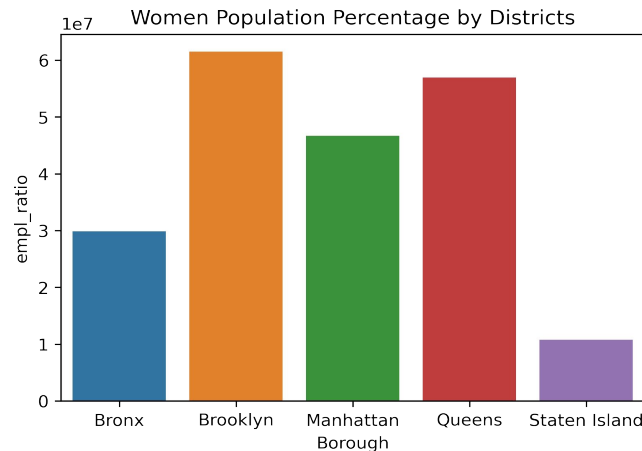
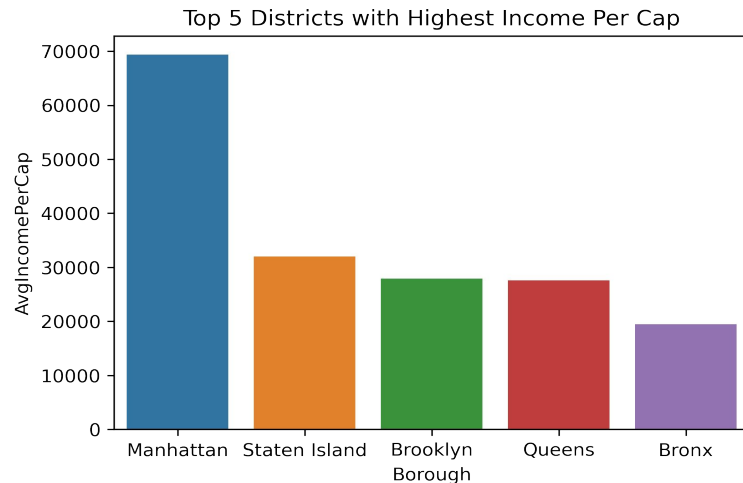
- The traffic per day of the week for busiest top 10 stations
  - Midweek has the busiest days
  - Weekend has the least traffic

- The time of the day
  - Per each station, the time periods that the foot traffic is greater than the average is calculated

STATION	Peak Hours
34 St - Penn St - Manhattan	4pm - 6pm
23 St - Manhattan	1pm - 2pm
Fulton St - Manhattan	8am - 9am
86 St - Brooklyn	8am -9am, 11am - 5pm
59 St - Brooklyn	6pm - 8pm

# EDA -NYC Census

- Background: census tract data of NYC
- Main features :
  - total population
  - racial/ethnic demographic
  - income
  - employment
  - commuting characteristics
- Key metric:
  - Average income per capita per borough
  - Women percentage per borough
  - Employed women percentage per borough  
( $\text{WomenPop} * \text{EmployedPop} / \text{TotalPop}$ )



# Recommendations

- Which districts should street teams focus on?
  - **Manhattan**
    - It has the busiest stations
    - It has the highest income per capita
  - **Brooklyn**
    - It has the highest employed women percentage
- Which days should the teams be at work?
  - Midweek - Wednesday, Thursday are the best options then Friday
- What time should the teams be at work?
  - Each station has different peak hours

# Future Works

- Find districts where business and tech companies are located.
- Do marketing research to identify the demographic target group and focus on places where the target is populated.
- Do an efficient scheduling to minimize the number of street teams by exploring the peak hours per station and the location of the stations.

*Thank you*