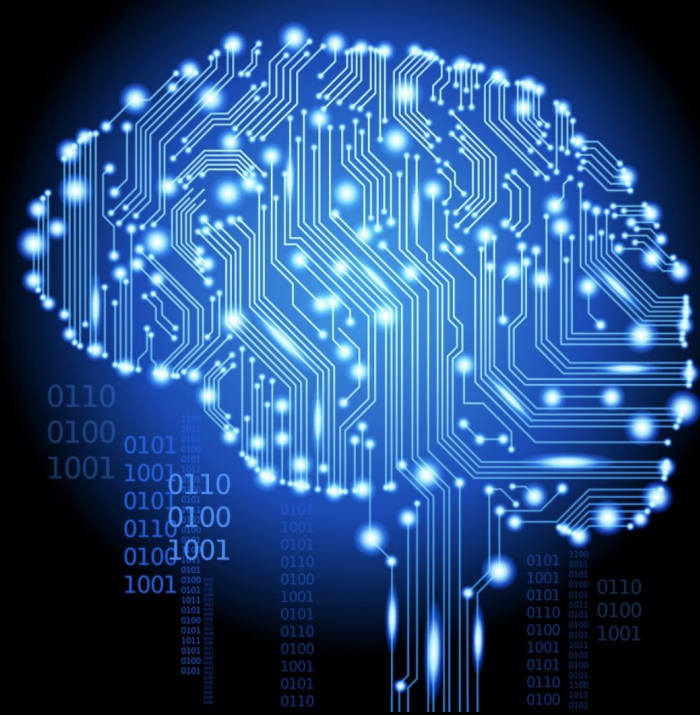


# WTWY Street Team Optimization

Reminiscent Elephant

4/5/2019

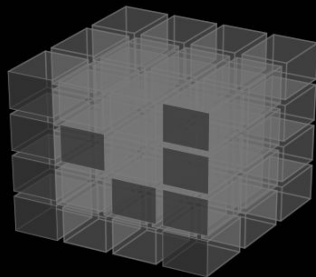


# Goal & Approach

- Increase Gala participation
- Max volume locations
- Demographic specific location
- March through April



# Technical Methodology

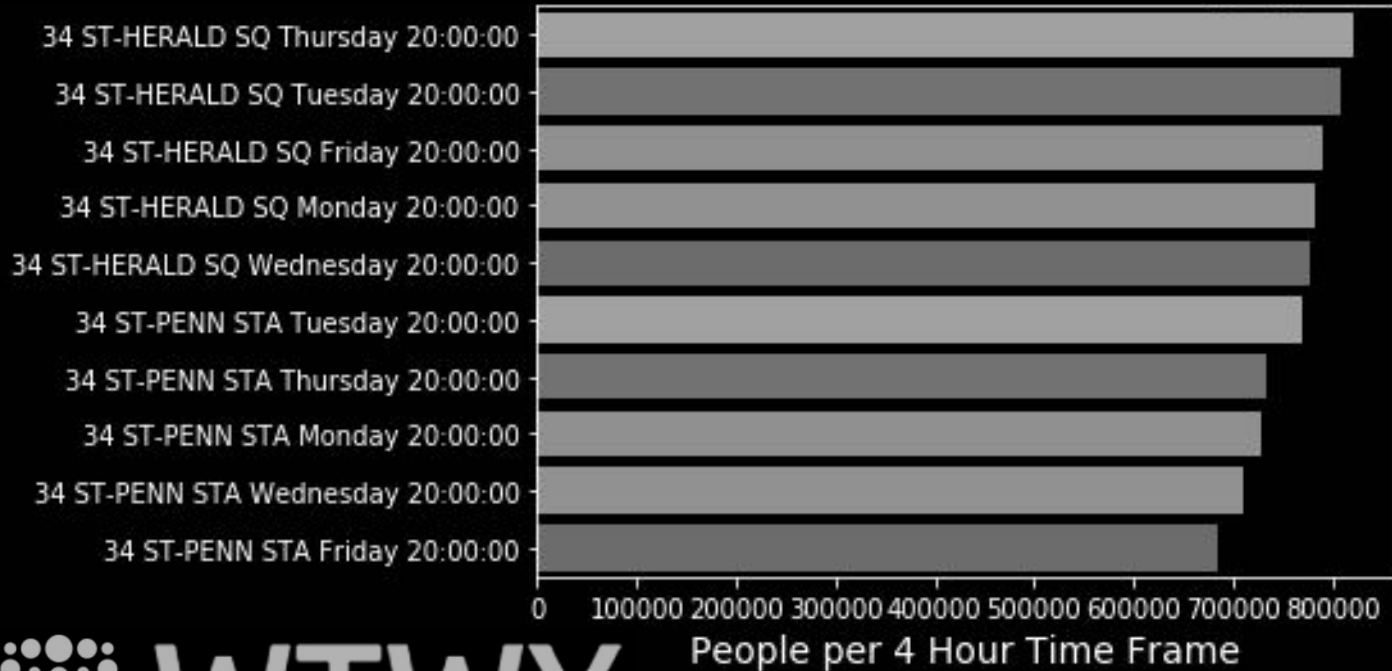


# Recommendations Strategy

- Stations with most throughput for **awareness**
- Stations near universities or events for **targeted** audience

# Goal 1: Awareness

# Stations with most Throughput



# Most Throughput on Weekends



# Goal 2: Membership and Contribution



# Potential New Members

- Women

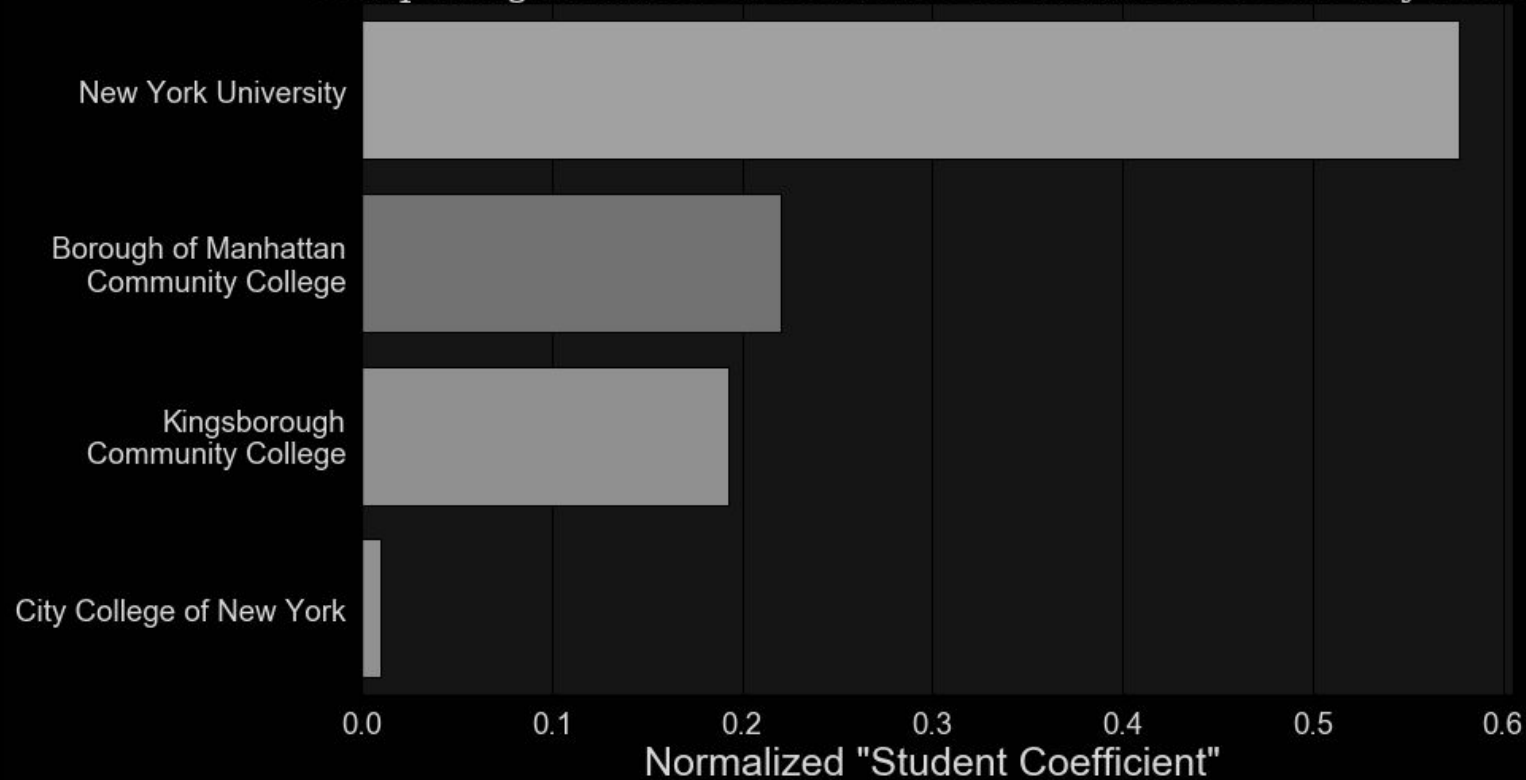
# Potential New Members

- Women
- In or pursuing tech

# Potential New Members

- Women
- In or **pursuing tech**
- Willing to join a new organization
  - 75% Extracurricular participation in University of Arizona

## Comparing Number of Students vs. Number of Subway Riders



# Recommendations

- Breadth:
  - 34th St Station and Herald Square

# Recommendations

- Breadth:
  - 34th St Station and Herald Square
- Depth:

Focus	Station
Members	West 4th St. Station
Fundraising	77 St Station, Upper East Side

# Other Important Dates/Times

- Women in Tech Conference
  - 4/10/2019 5:30 pm
- Stations
  - 21 St - Van Alst
  - Vernon Blvd - Jackson Ave
  - Hunters Point Ave

# Future Work

- Qualitative research to validate data and improve teams performance
- More external data
  - Percentage of tourists
  - Census data



**Thank you!**



# Appendix

Sources: [link](#)

Tourists College stats: per day (62 MM/day): [link](#)

Top tourist attractions (Statue of Liberty): [link](#)

Annual subway data, most popular stations: [link](#)

When to promote your event (45-90 days): [link](#)

Statistics about Women in STEM : [link](#)

Statistics about Upper East Side residents : [link](#)

# Assumptions for 'Student Coefficient'

- Fraction of students per university who take subway is equal
- The fraction of schools' students traveling through a subway turnstile between 8:00 am -12:00 pm is equal
- Students exit at the closest subway station to their school