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Strategic Marketing Location for WTWY Gala Awareness

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Question

WomenTechWomenYes (WTWY) has an annual gala at the beginning of the summer each year. They want to double duty marketing for the gala to fill out the event space with individuals passionate about increasing the participation of women in technology, and to concurrently build awareness and reach. The intent is to place street teams at the entrances of subway stations to collect email addresses so that they can send free tickets to the gala and build awareness.

Data Description

In order to develop an accurate analysis and modelling, I am planning to use the following datasets:

1. MTA turnstile data to prioritize subway stations by foot traffic
 - 16 weeks of data from May 01, 2021, through September 04, 2021.
2. Large Tech companies location in New York City from google maps

My station targeting strategy will be based on performance index and it will be a function of three main components. First, I will categorize a high performing station based on sheer volume of foot traffic. In addition, I will group these high performing stations based on time (i.e. these stations will be categorized to the peak rush hour time window so that the client can focus their effort). Finally, I will reward additional points whether the station location is near large tech companies. This last step will solidify WTWY goal about reaching out and building awareness to women that has not been exposed to the technology sector or industry.

Tools

I am planning to use SQLAlchemy on Jupyter Notebook for the preliminary database cleaning, processing, and exploration. For the data analysis and modelling, I will use Python with pandas and NumPy. Finally, I will use Python Matplotlib for visualization.

MVP Goal

MVP will be the most relevant chart, graph, and maps of the subway stations distribution by foot traffic volume and time. These visualizations will include a short one paragraph of the initial conclusion.