

WomenTechWomen Yes!

A Street Team Deployment Strategy

How should WomenTechWomenYes deploy street teams to reach the largest population in NYC?

Things to Consider When Deploying Street Teams

Location



Time of Day

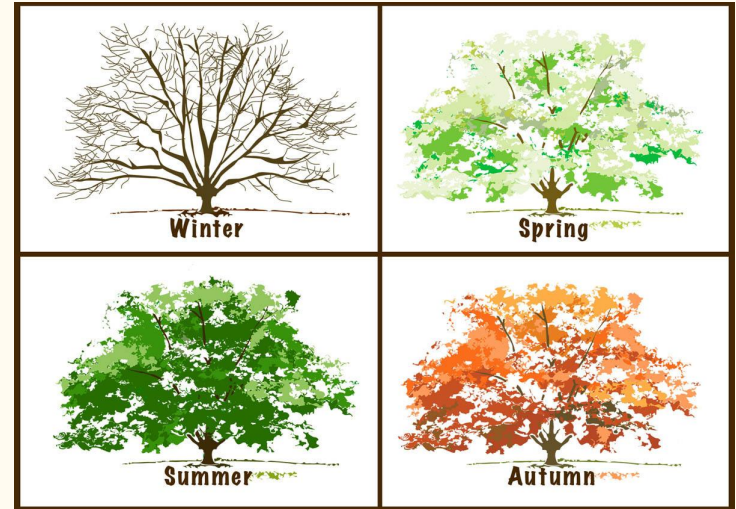


Additional Considerations

Day of Week



Season



NYC Turnstile Data!



Data Limitations



What do you think are some top stations based on this map?



What Stations Should You Send Your Team?

34 St. - Penn Station

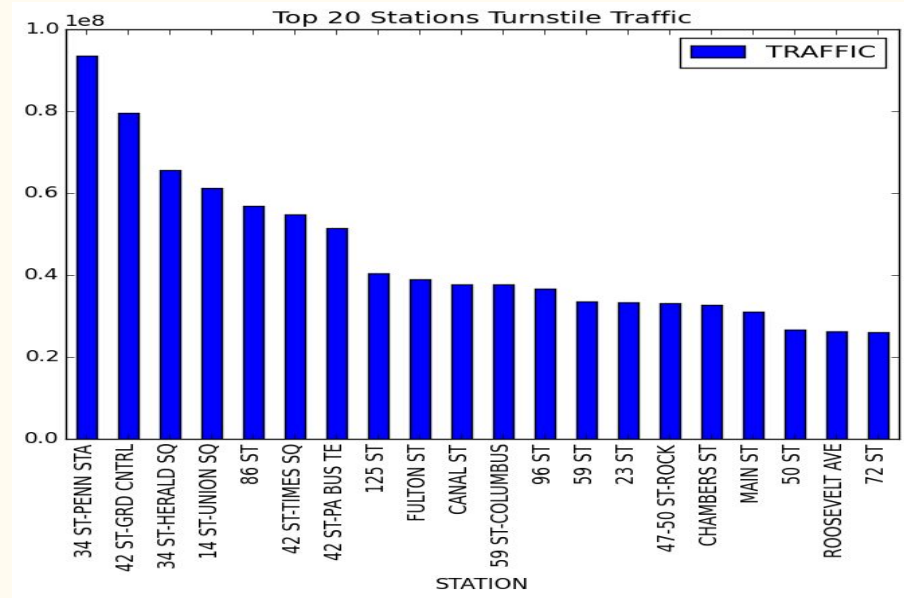
42 St - Grand Central

34 St - Herald Square

14 St - Union Square

86th St??

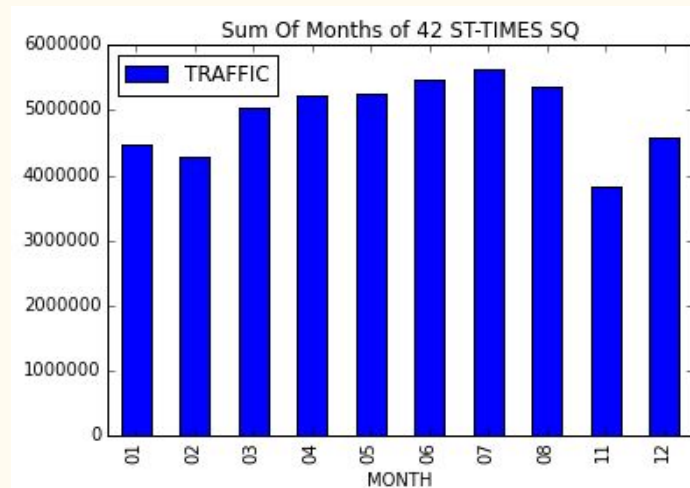
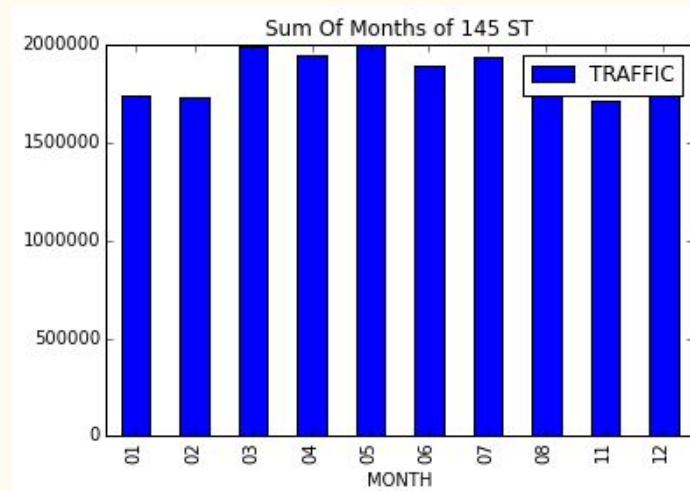
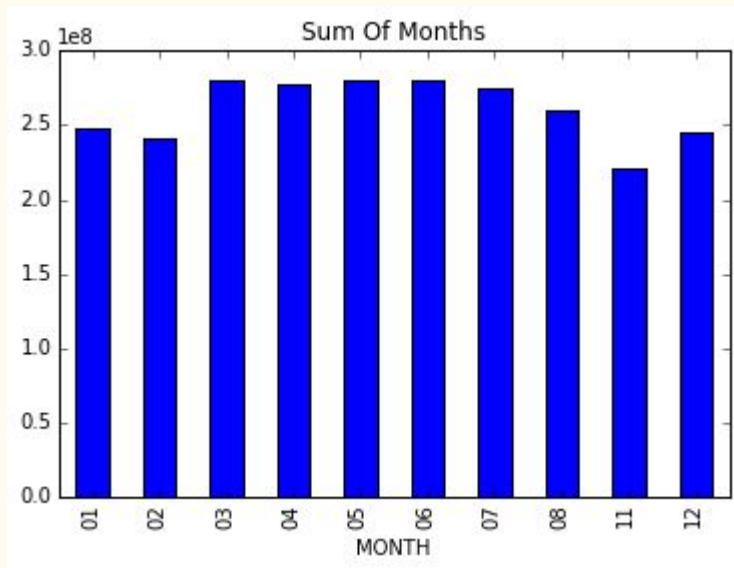
125 St??



Should You Change Number Of Workers Per Month?



- Summer is Great!
- Maybe it doesn't matter...

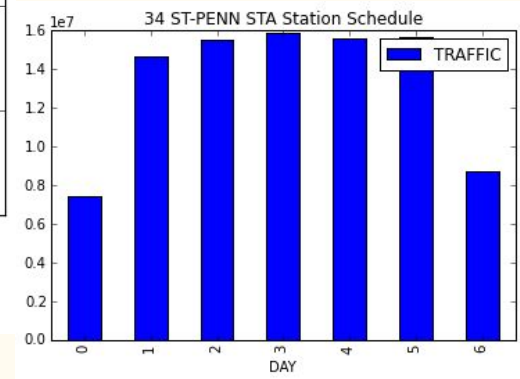
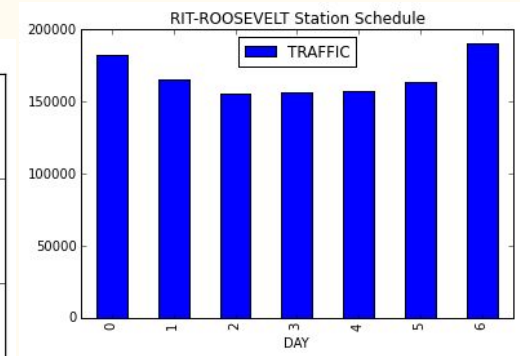
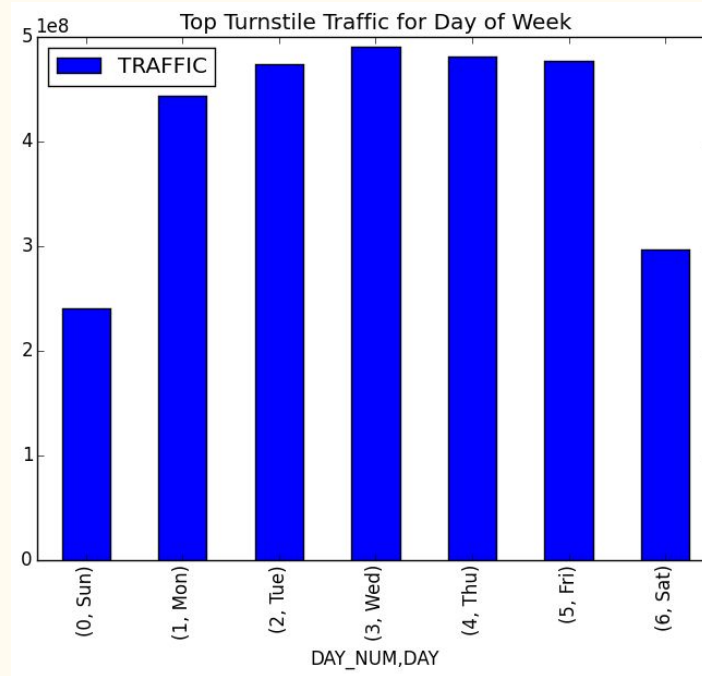


Are Weekdays or Weekends Better?



- Week days are great!

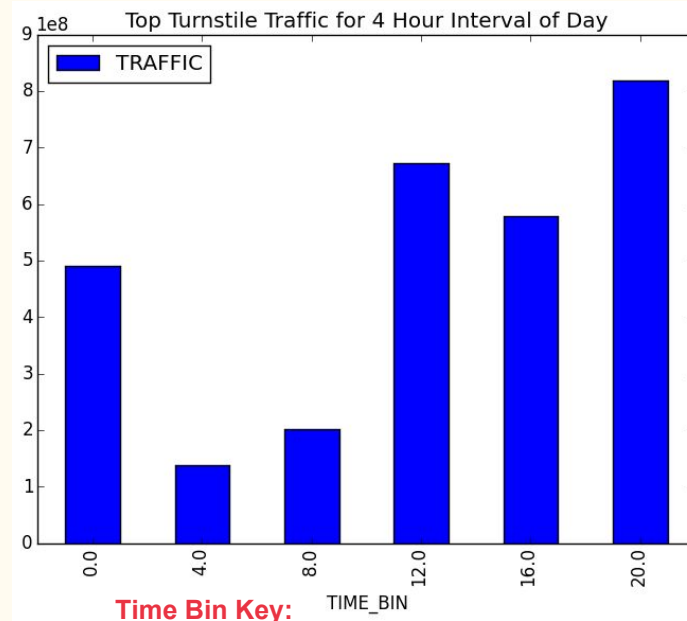
- Maybe not always...



Is 9-5 the Best Schedule for Your Street Team?

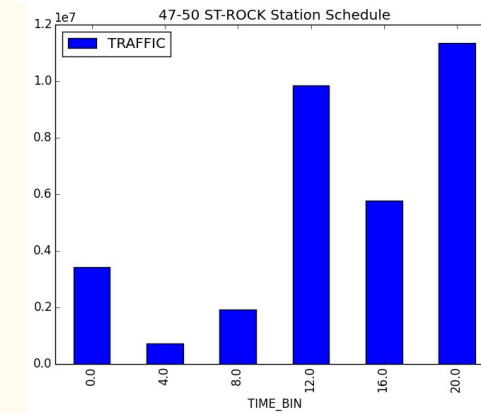
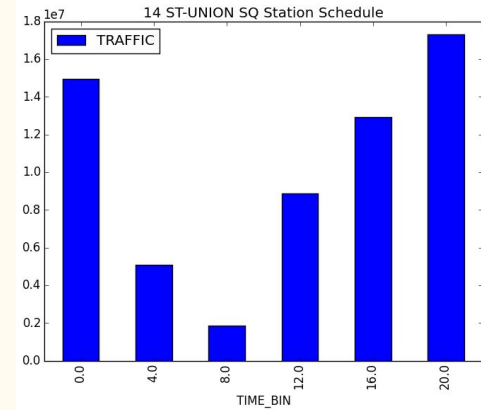


- From 8am - 8pm
is best...
- Maybe late nights
can be even better



Time Bin Key:

4.0 = 12am-4am
 8.0 = 4am-8am
 12.0 = 8am-12pm
 16.0 = 12pm-4pm
 20.0 = 4pm-8pm
 0.0 = 8pm-12am



Our Recommendation.. Optimal scheduling!

- For any station you are interested we have provided you with the optimal weekday and time of day schedules
- A one size fits all solution may be applied with success for most top stations
 - work week Mon - Fri
 - work hours 8am-12pm, 4pm-8pm
- Create a scheduling tool that takes these data into consideration

Scheduling Tool Prototype

Month Preference

Station Preference

Time Frame Preference

Days of Week
Preference

HTTP://www.GotoGALA.com/Apply

Application Questionnaire

1 Month applying for

Station preference	
1.	Choice 1
2.	Choice 2
3.	Choice 3

☐ No STATION Preference

Week Days Free	
Mon	
Tue	
Sun	

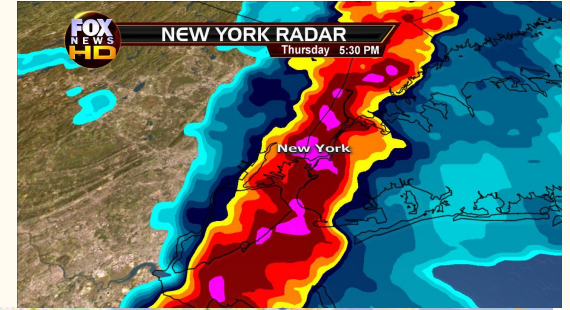
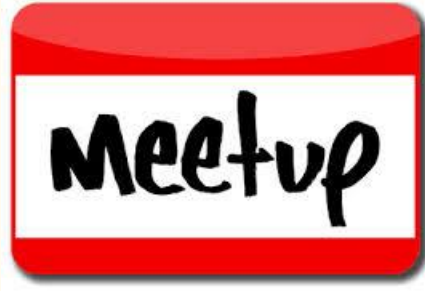
☐ No Preference

Free Time Frames	
12:00am - 4:00am	
8:00pm - 11:00am	

APPLY

Further Investigation

- Additional Data
- Volume Driving Landmarks
- Web Canvassing
- Social Media
- Weather





Lifetime Guarantee!!

Github Info

https://github.com/agatorano/MTA_project