



Project Benson:

Strategies for Optimizing Street Team Placements

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The Gala

- How to place street teams?
- Leverage historical MTA data



Methodology

- Assumptions
- Data Cleaning / Aggregation
- Recommendations



Data Cleaning & Aggregation



Data Issues

- Reset Counts
- Turnstile rolling back
- Different time interval
- *How to standardize counts?*



Data Cleaning

- Two methods considered
- Resampling & Interpolation
- Weighted Average



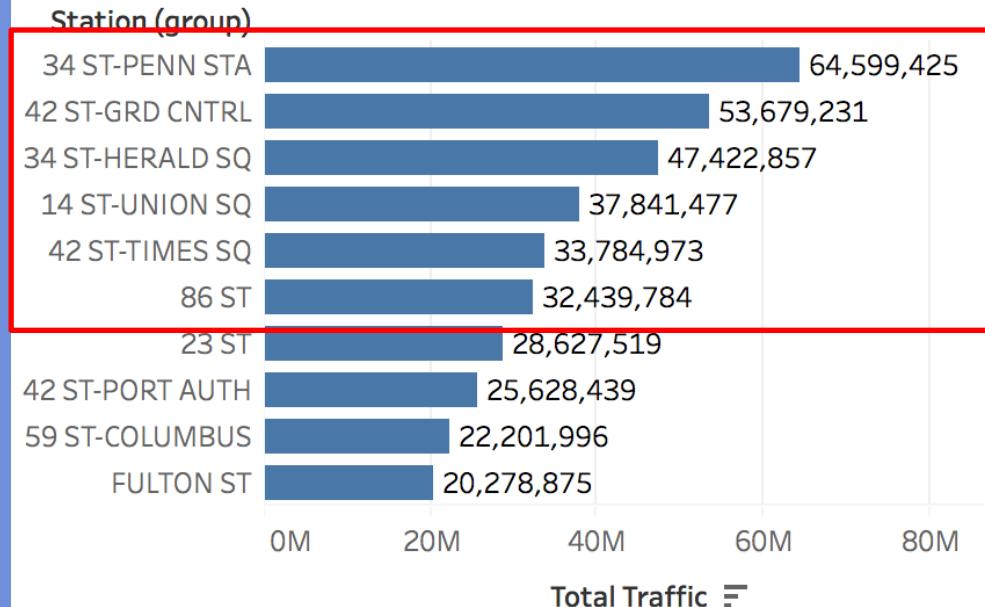
Data Aggregation

- Pivot table (groupby)
- Total traffic by station and date



Top Stations with Most Traffic

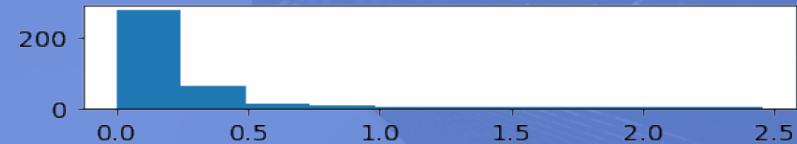
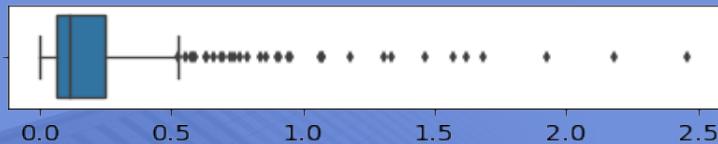
Total Traffic for Each Top Station



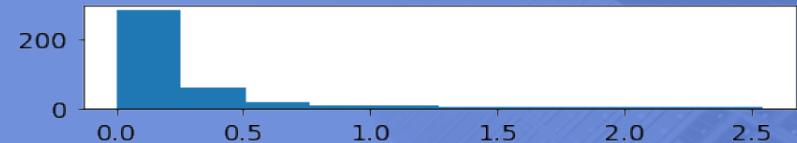
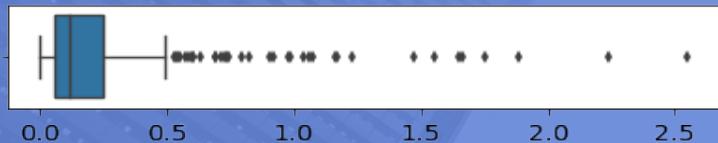


Top Stations with Most Traffic

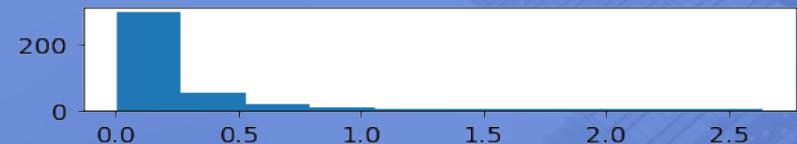
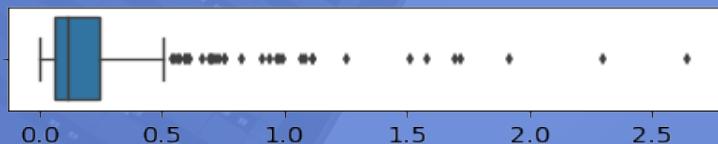
March to May 2017 Total Traffic



March to May 2016 Total Traffic

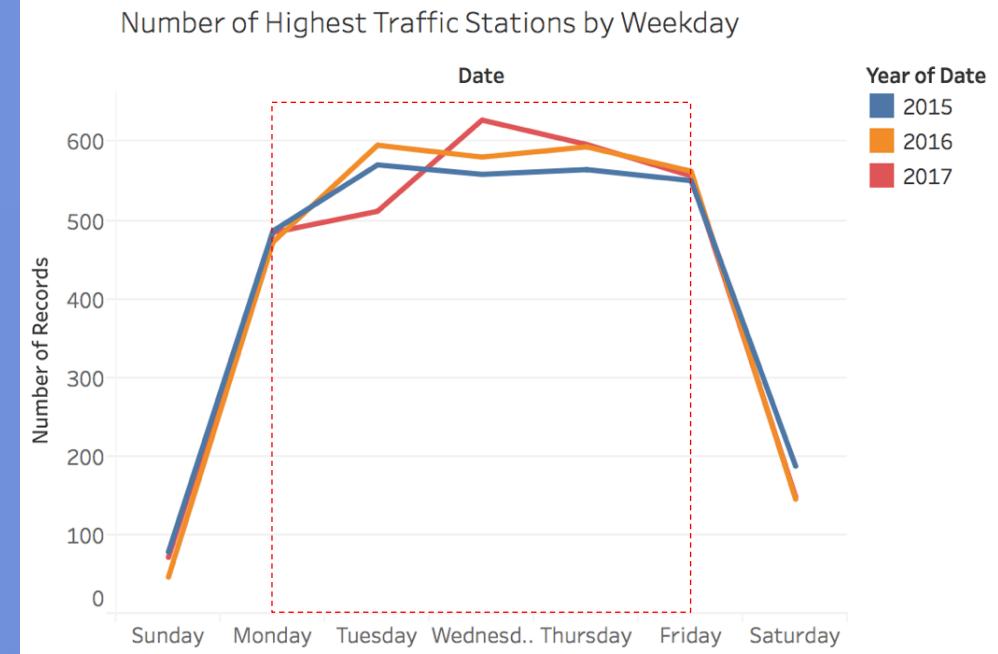


March to May 2015 Total Traffic





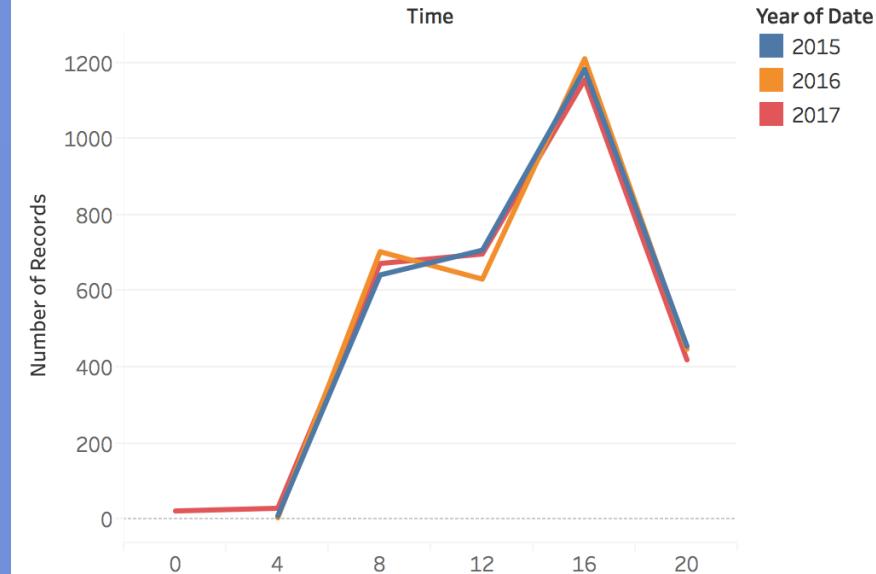
Observations #1: More high traffic stations on weekdays





Observations #2: More high traffic stations from 4- 8 PM

Number of Highest Traffic Stations by Weekday



The trend of sum of Number of Records for Time Hour. Color shows details about Date Year.

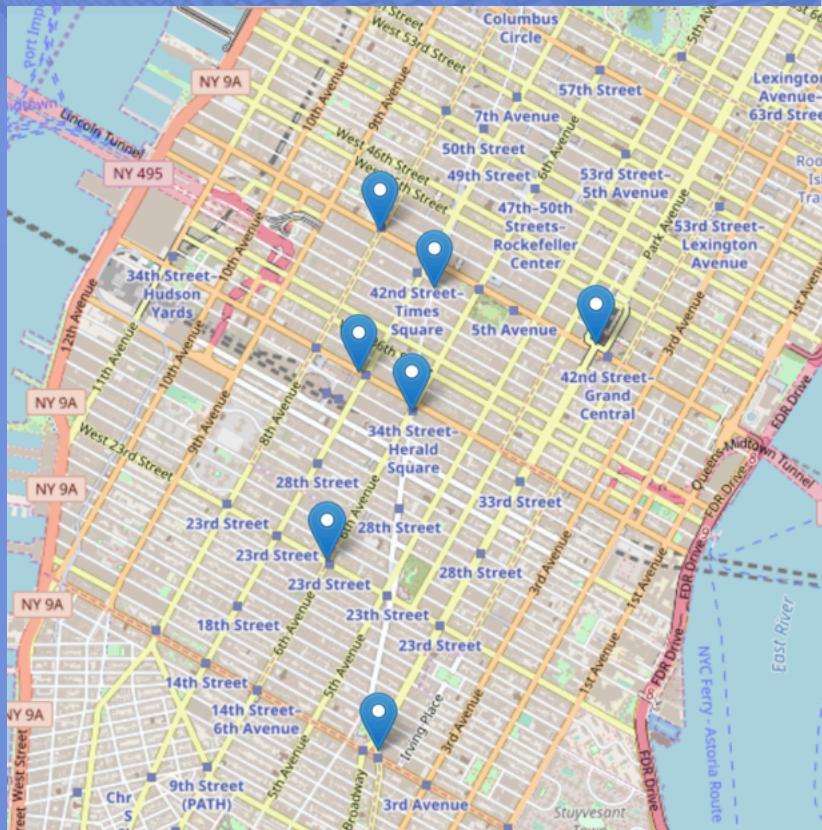


Recommendations



Recommendation #1: The Common Sense Approach

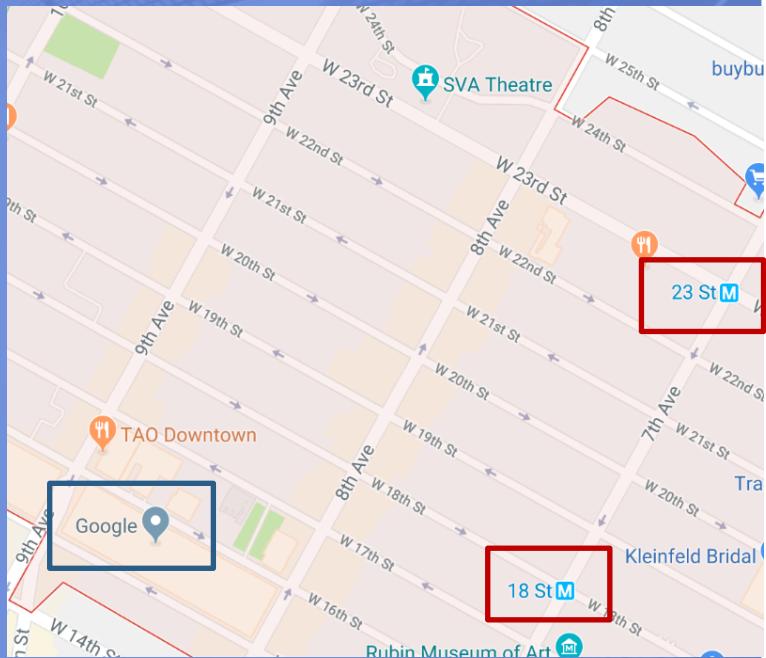
- Spring – Weekdays – 4 ~ 8 PM
 - Penn Station
 - Grand Central
 - Time Square
 - ...





Recommendation #2: Next Step Quality over Quantity Approach

- Location targeting (Tech companies, Universities, Pro-women Groups)
- Find highest traffic stations in nearby zip codes





Recommendation #3: Next Step The Opportunistic Approach

- Events targeting (Tech/Women's Conferences, Concerts)

- Identify events date/time/location and stations nearby

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APRIL 29-30, 2018: TRAINING

APRIL 30-MAY 2, 2018: TUTORIALS & CONFERENCE

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Thank You!