Dear Python professionals,

We are interested in harnessing the power of data and analytics to optimize the effectiveness of our street team work, which is a significant portion of our fundraising efforts.

WomenTechWomenYes (WTWY) has an annual gala at the beginning of the summer each year. As we are new and inclusive organization, we try to do double duty with the gala both to fill our event space with individuals passionate about increasing the participation of women in technology, and to concurrently build awareness and reach.

To this end we place street teams at entrances to subway stations. The street teams collect email addresses and those who sign up are sent free tickets to our gala.

We would like to solicit your analysis to use MTA subway data, which is available freely from the city (<http://web.mta.info/developers/turnstile.html)> , to help us optimize the placement of our street teams.

We will have ten volunteers that can advertise in the subways for four hours per day each (they are willing to volunteer in one four hour shift or in 2 two hour shifts each day.) They are willing to help out for seven days in a row.

Our goal is to gather the most signatures, ideally from those who will attend the gala and contribute to our cause.

Please give us a clear, detailed presentation outlining your analysis and suggestions.

Sincerely,

WTWY

You may or may not want to include the following factors in your analysis:

1. Differentiating between morning and evening placement.

2. Differentiating between weekday and weekend placement.

3. Differentiating between tourist and commuter stops.

4. Differentiating between what subway turnstile entries and exits tell you.

5. Focusing on where women in technology would be located specifically.

6. Creating maps and charts to help visualize your suggestions.