



Optimizing Advertising for PrepME! - SAT Prep Company

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The Problem

- Sub optimal enrollment count
- Limited Brand awareness



Our Approach

- Cleaning data
- Income
- Families with children



The Data



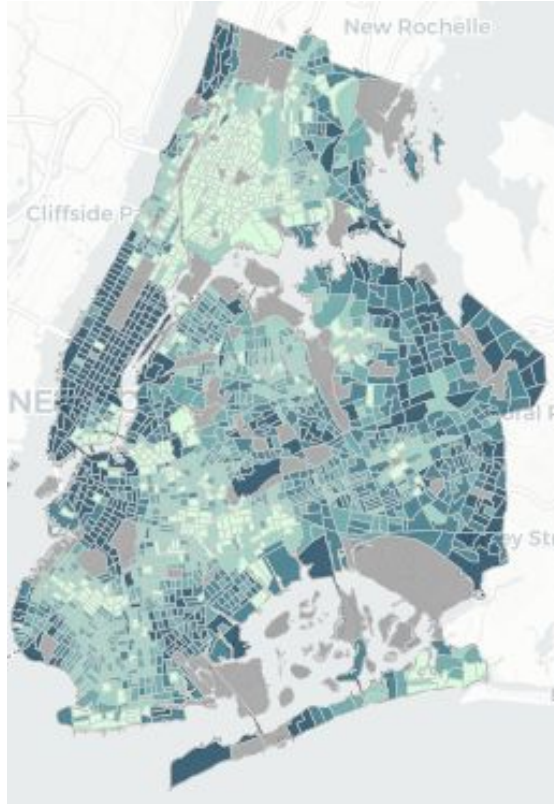
CoreData.nyc

NYU
Furman
Center

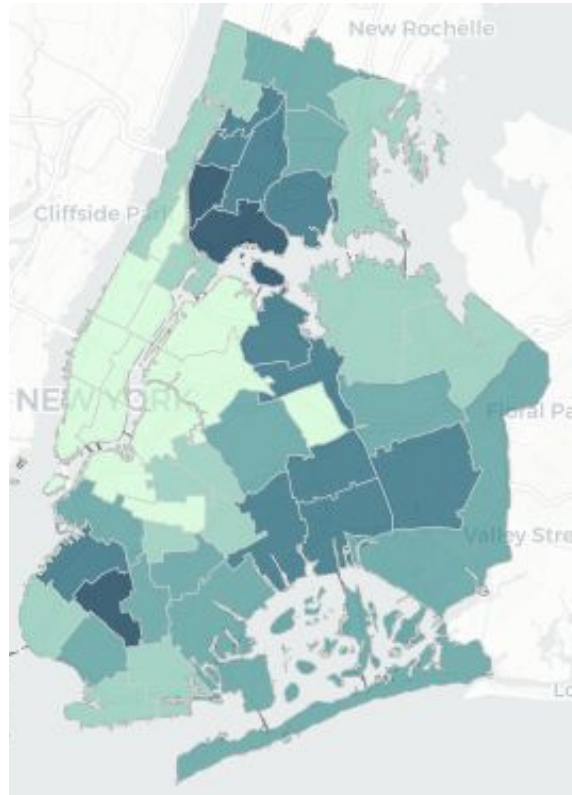


New York City's housing and neighborhoods data hub, presented by the NYU Furman Center.

Median Household Income



Households with Children Under 18

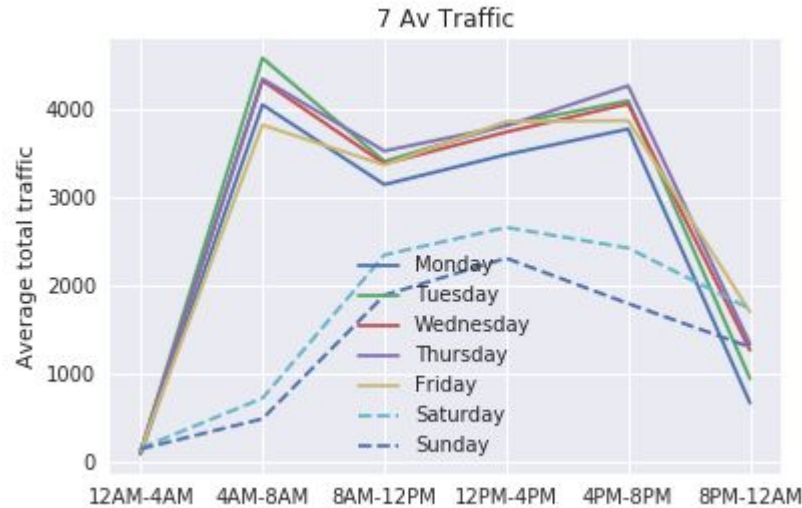


Most Relevant Neighborhoods

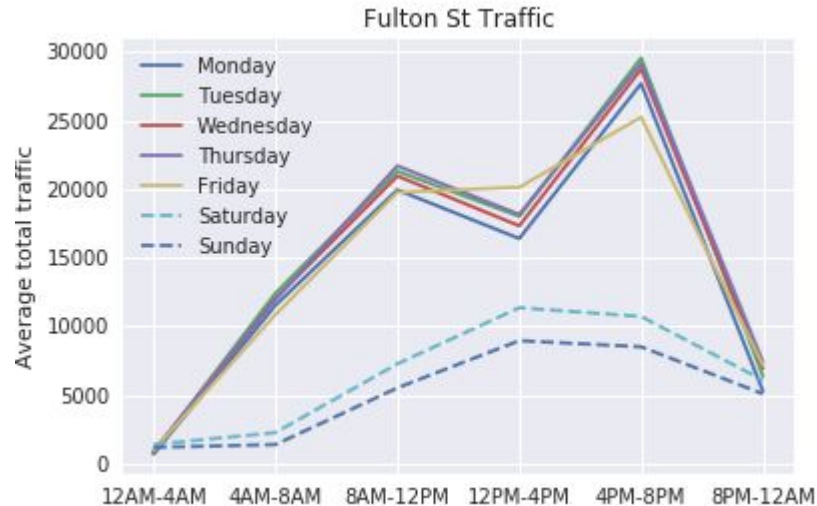
- Park Slope
 - Median Income: ~\$100k
 - Households with children: 31%
- Greenwich Village/Financial District
 - Median Income: ~\$140k
 - Households with children: \$18.2%
- Upper East Side
 - Median Income: \$120k
 - Households with children: \$17.8%



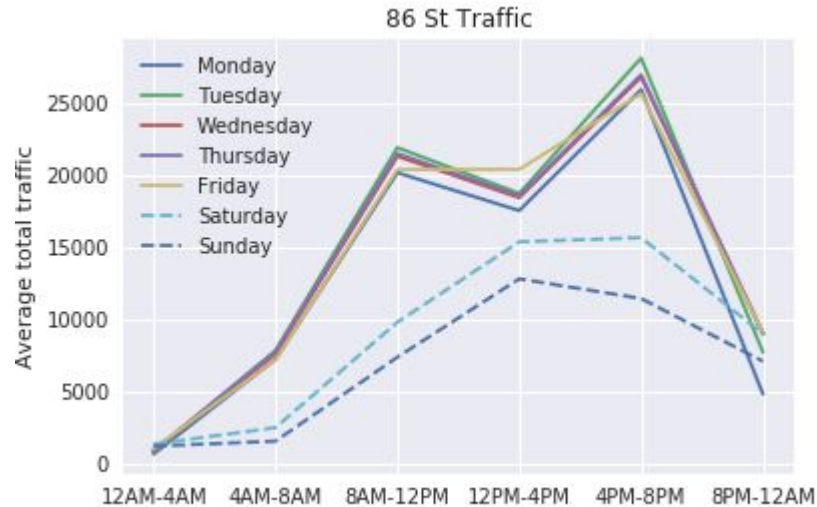
Seventh Avenue (FG) - Park Slope



Fulton Street (2345ACJZ) - Greenwich Village/FiDi



86th Street (456) - Upper East Side



Conclusions

- Weekdays
- Park Slope
 - Traffic is fairly high all day
- Greenwich Village and the Upper East Side
 - Traffic is concentrated in the evenings (After 4 PM/Evening Commute)

Where can we go from here?

- Integrating city data on SAT scores
- Figuring out best locations to hold SAT prep classes
- Further refining the data and troubleshooting

