

Entry A C E N Q R S
1 2 3 7

Mentor App "New Year Resolution" Ad Campaign Subway Station Analysis





Scope

Ad Campaign

“New Year Resolution”, launching January 2022

Target Market

College students

Analysis objective

Identify the best subway stations for ad placement



Data and tools

Data

1. MTA Turnstile Data: <http://web.mta.info/developers/turnstile.html>

Date range of analysis: 9/25/2021 - 10/29/2021 (last month available for more accurate estimates)

2. Total student enrollment by college for 2022:

<https://www.collegeraptor.com/college-rankings/details/TotalEnrollment/State/NY>

Tools used:

Summary statistics and exploratory analysis: Python, Pandas, NumPy and SQLite

Visualization: Matplotlib, Seaborn, Tableau



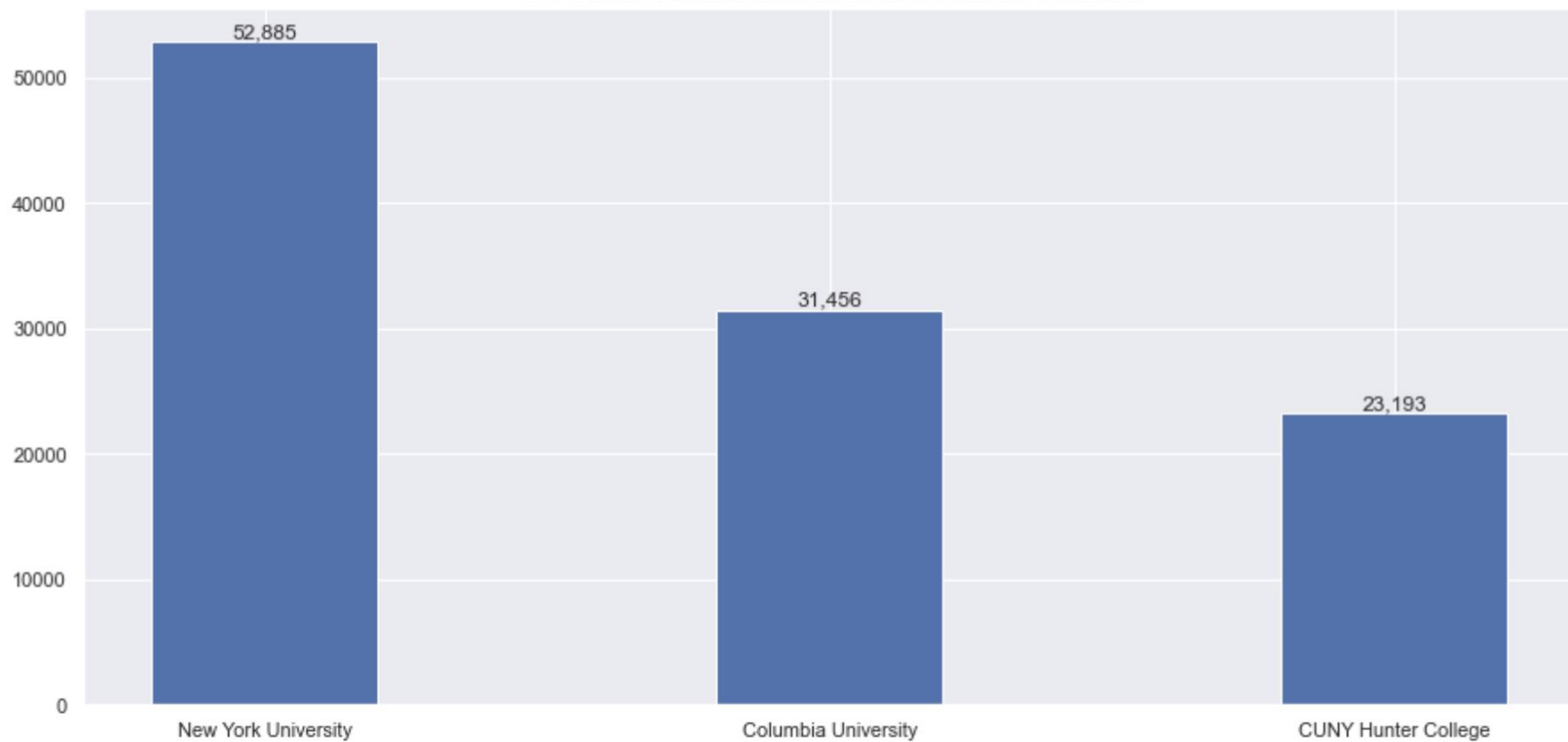
Methodology

1. Identified the top 3 colleges/universities in NYC by enrollment for 2022.
2. Mapped out the subway stations around the main campuses.
3. Narrowed it down to 12 target stations: top 3 subway stations by average daily traffic around 4 main campuses.
4. Calculated weekly and monthly average traffic estimates.
5. Calculated a monthly conversion estimate, based on average conversion rate.

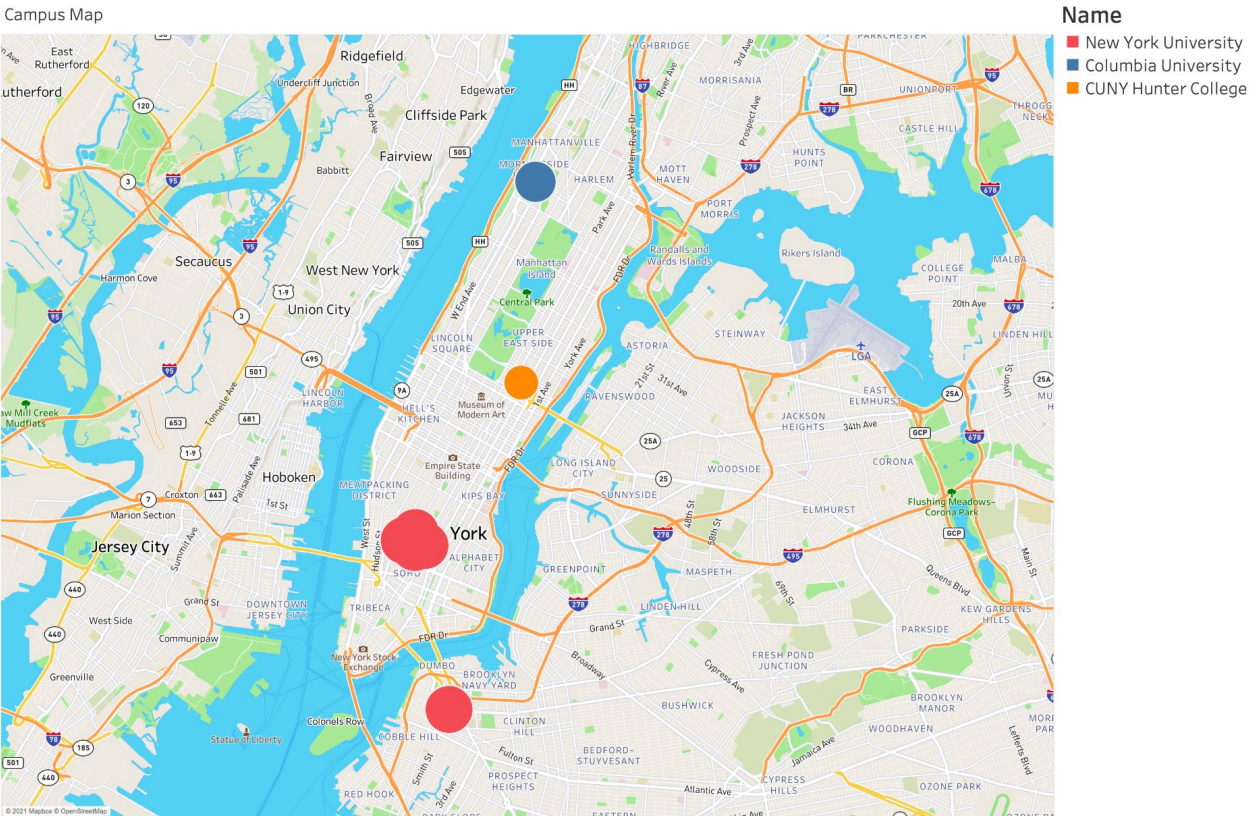
1. Top 3 colleges by enrollment for 2022

- 1. New York University**
- 2. Columbia University**
- 3. CUNY Hunter College**

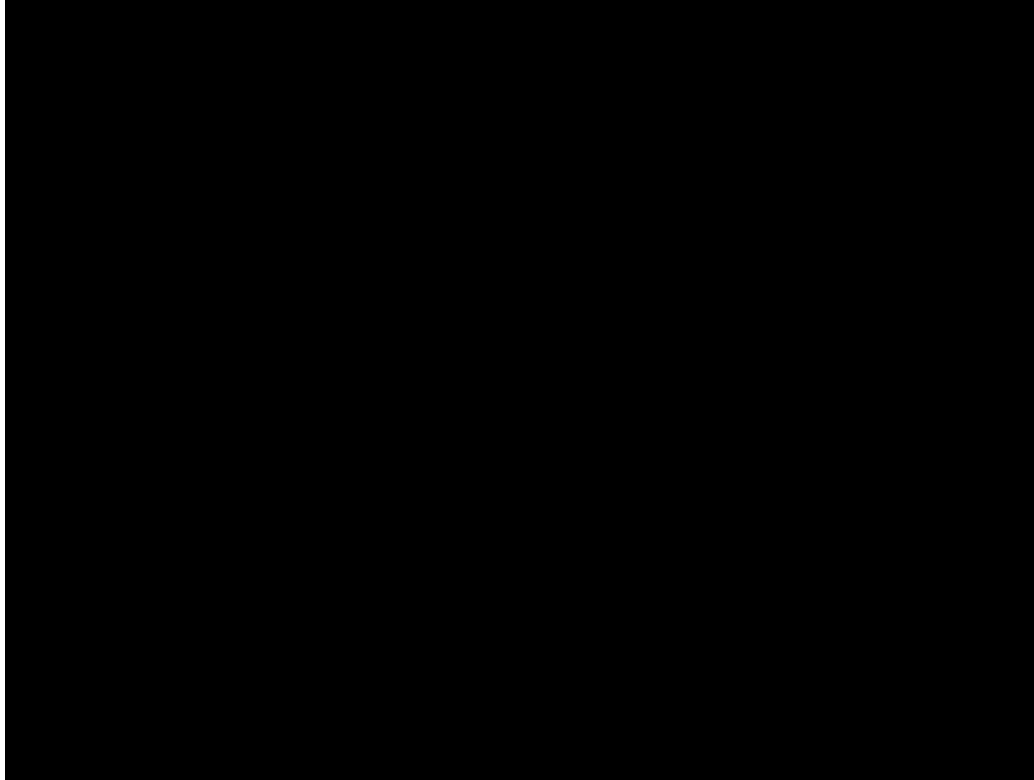
TOP 3 COLLEGES/UNIVERSITIES BY ENROLLMENT FOR 2022



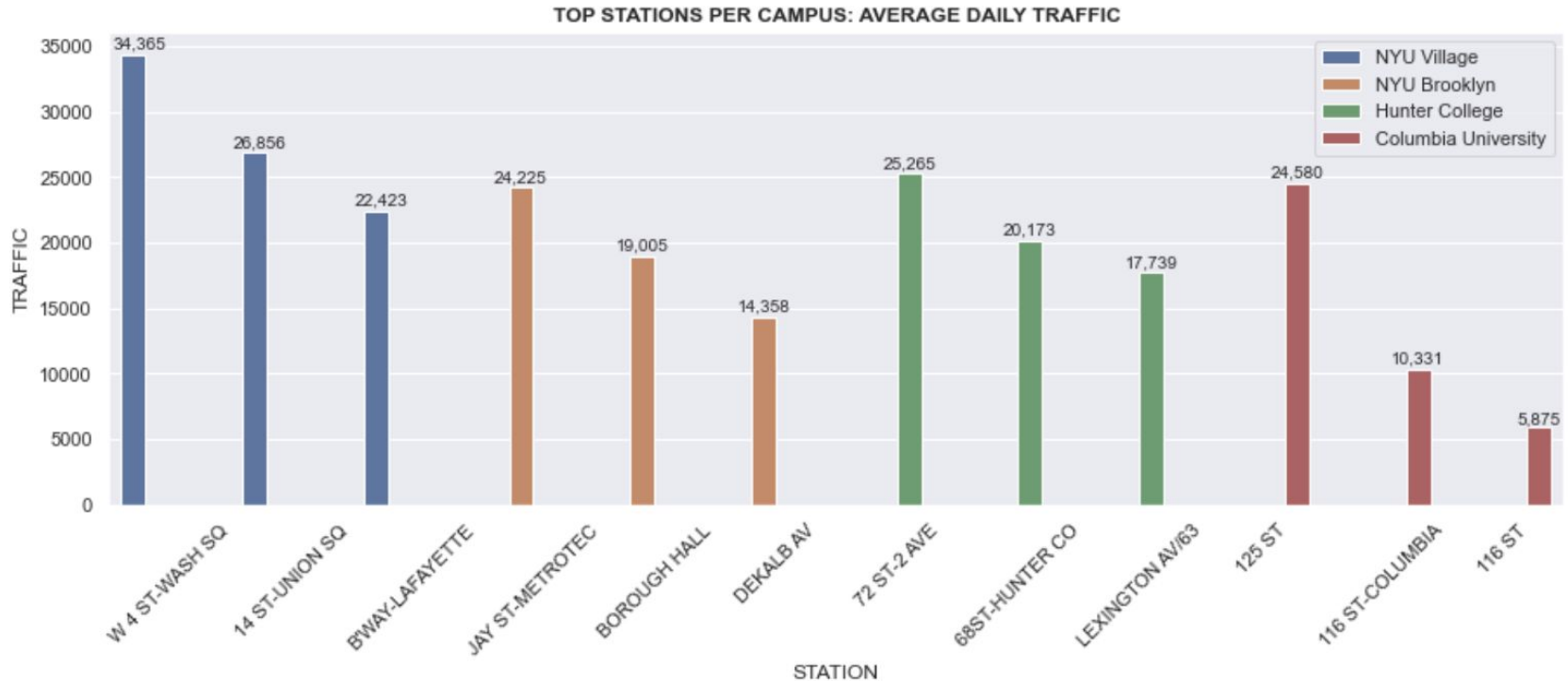
2. Map of subway stations and campuses



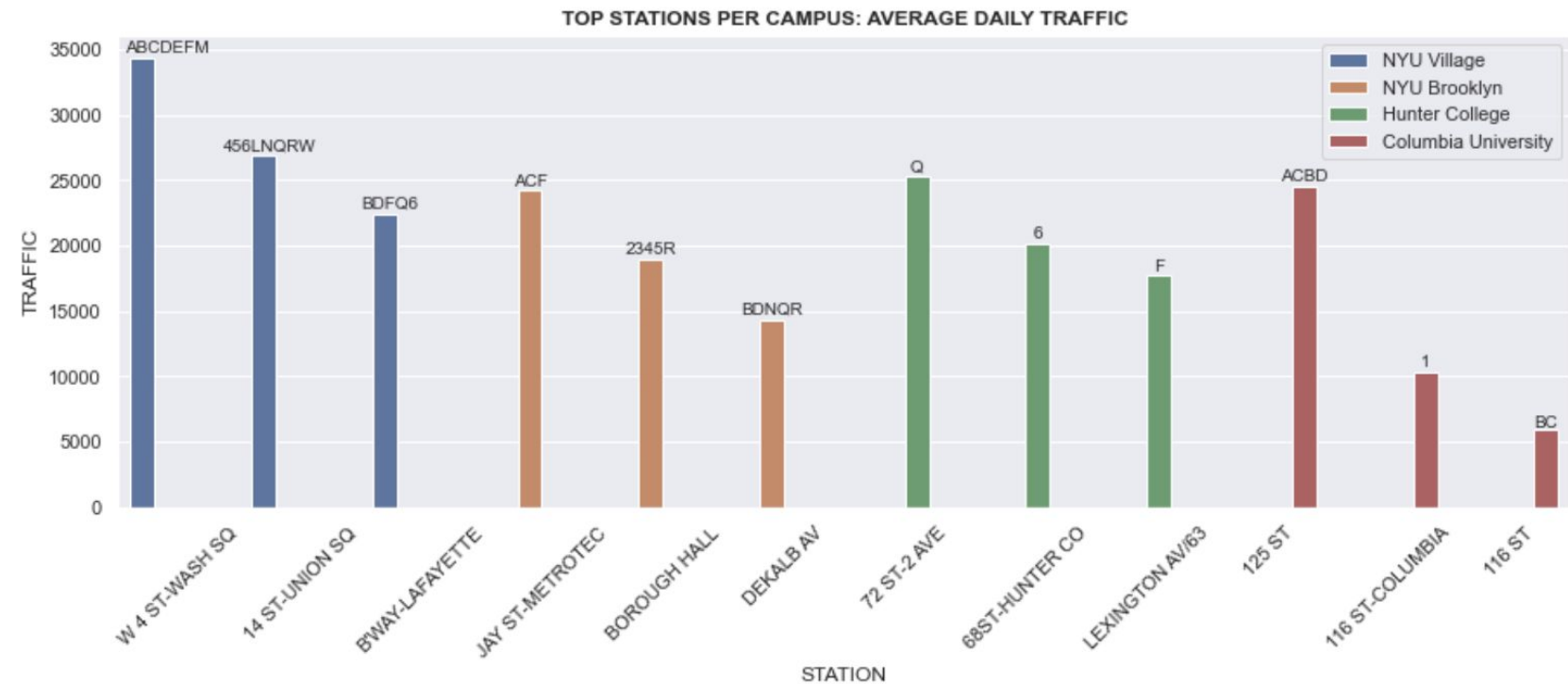
2. Map of subway stations and campuses (video)



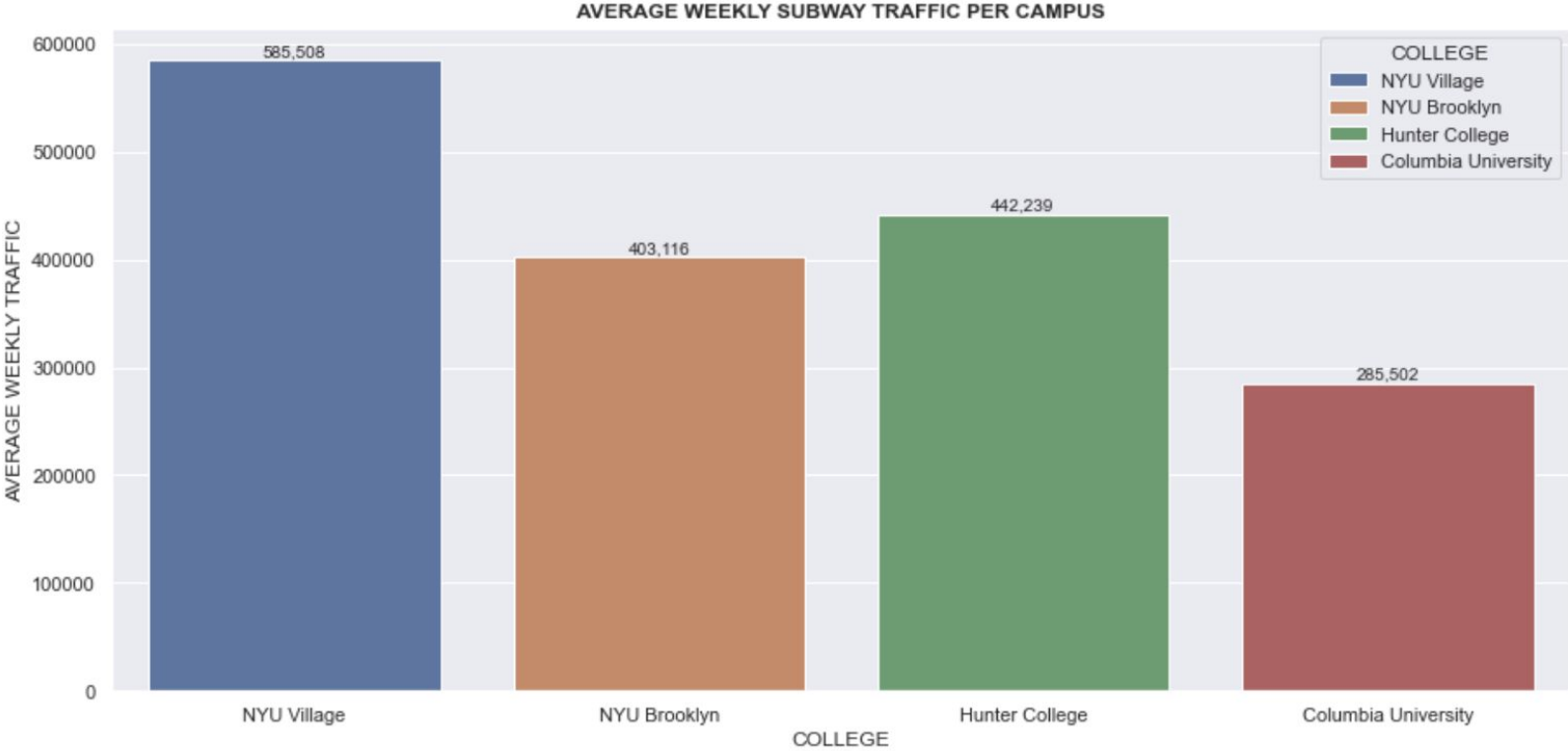
3. 12 target subway stations with the highest average daily traffic



3. 12 target subway stations by average daily traffic with subway lines



4. Average weekly traffic per campus





4. Traffic average totals

Total average daily traffic: 245,195

Total average weekly traffic: 1,716,365

Total average monthly traffic: 6,865,460



5. Impression & conversion estimates

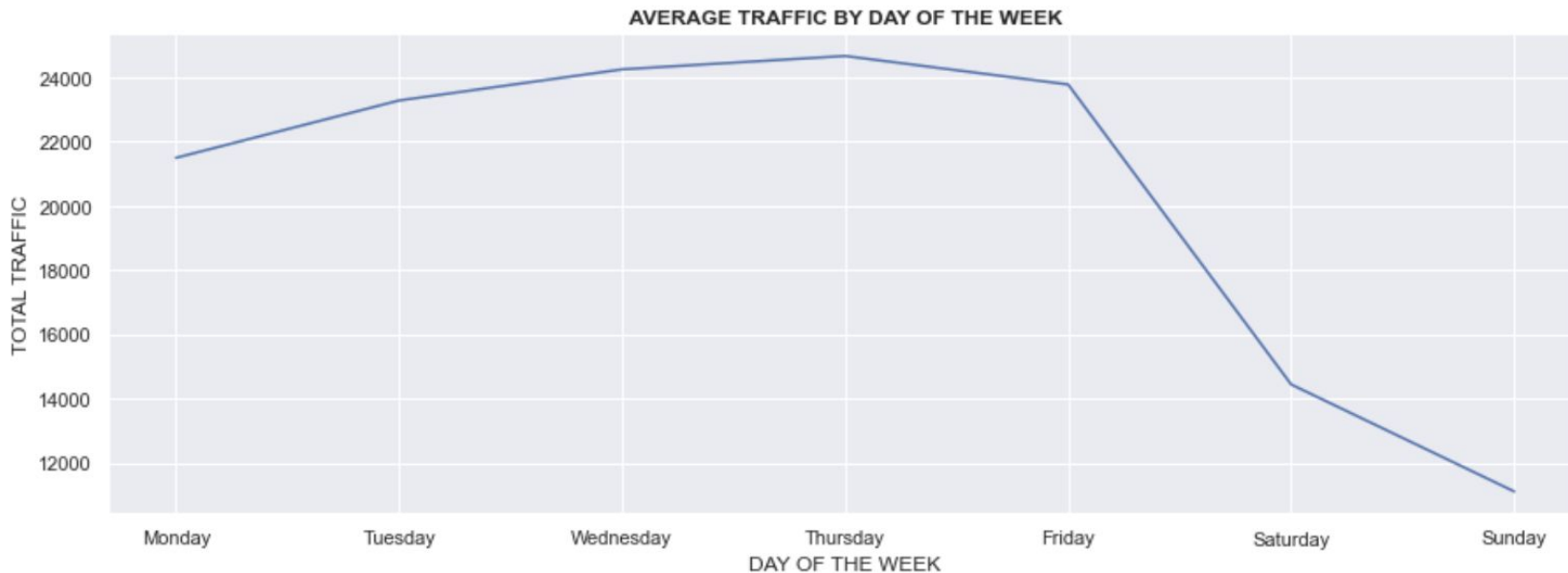
Average monthly impressions (20% engagement):
1,373,092

Average monthly sign ups (5% conversation rate):
68,654



Additional insight

Days of the week that will likely bring website traffic hikes:
Wednesdays and Thursdays





Next steps

- Include a unique promo code or a QR code in the ads' creative to more precisely track the traffic from the stations and measure the success of the ads
- Based on user sign ups, identify most common fields of study with mentorship requests to add other schools with those concentrations.
- Consider adding ads in the subway trains for specific subway lines