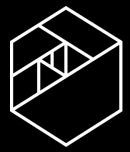
Using EDA to Optimize Street-team Efforts for WTWY Annual Gala

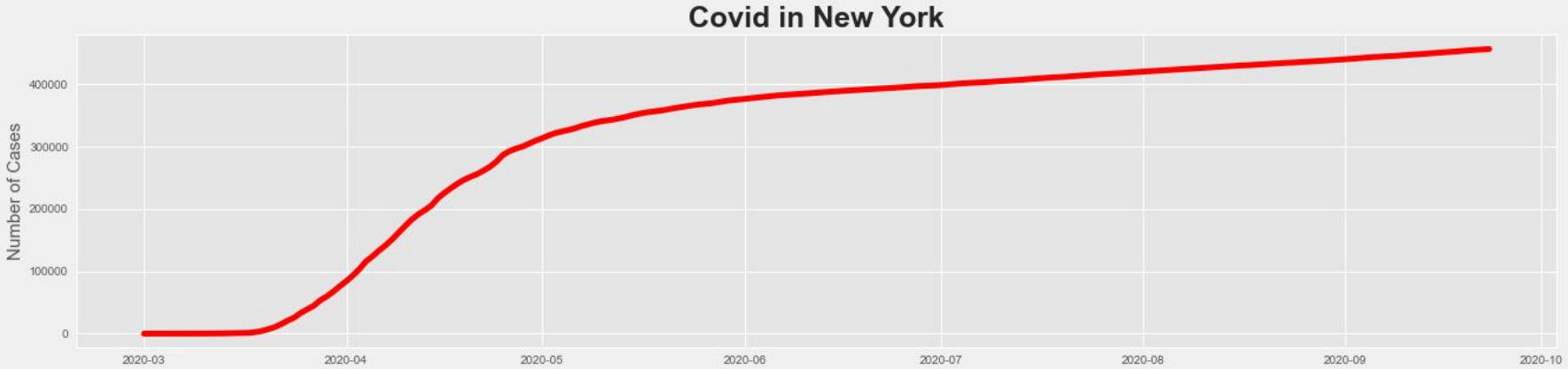
Tim Dooley, Mason Ellard, Max Gebhard, Joe Cowell

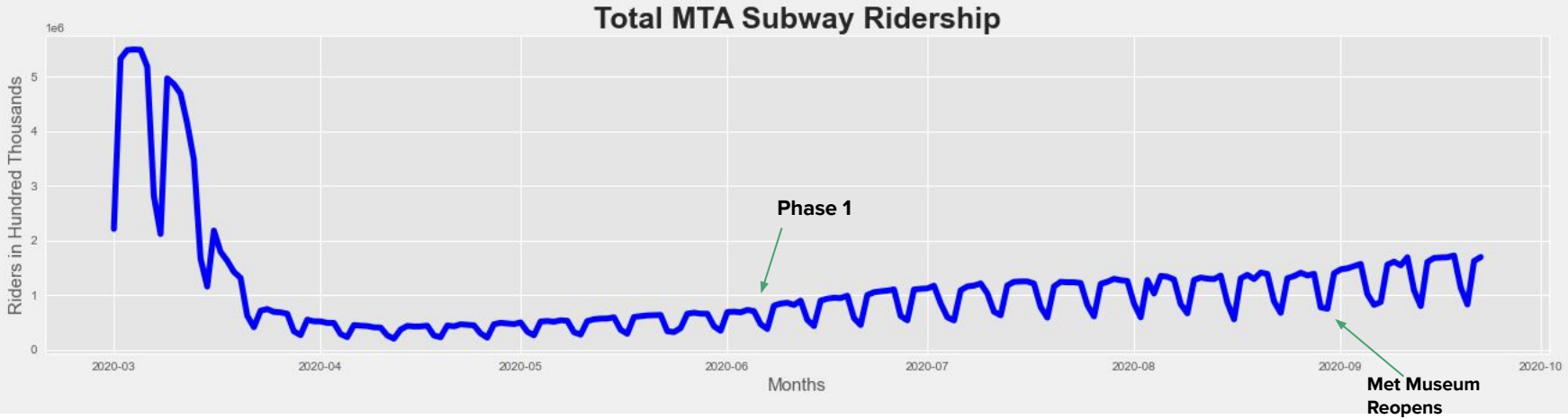


METIS

Goal

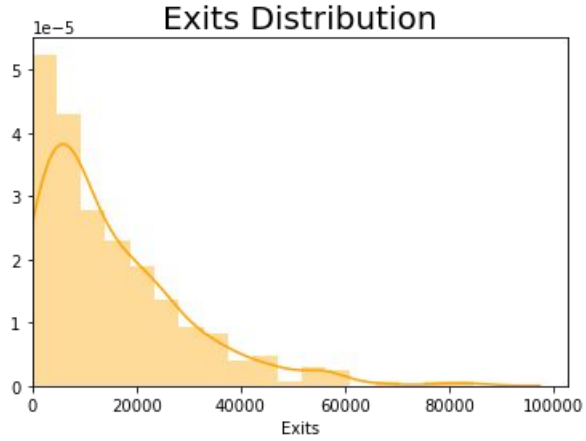
- To optimize the efforts of street teams purposed to generate attendance and engagement at the Gala.
- Data sources:
  - MTA Entry/Exit tallies
  - MTA Ridership
  - NYTimes COVID figures
  - Income demographics

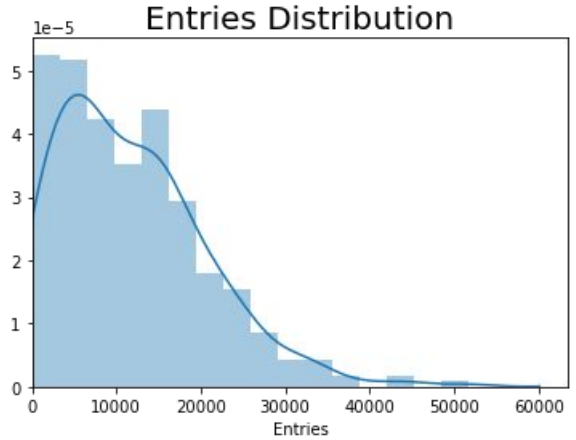

Covid in New York
Number of Cases
400000
300000
200000
100000
0
2020-03
2020-04
2020-05
2020-06
2020-07
2020-08
2020-09
2020-10


Total MTA Subway Ridership
1e6
Riders in Hundred Thousands
5
4
3
2
1
0
Phase 1
Met Museum
Reopens
2020-03
2020-04
2020-05
2020-06
2020-07
2020-08
2020-09
2020-10
Months

Distribution of Entries and Exits

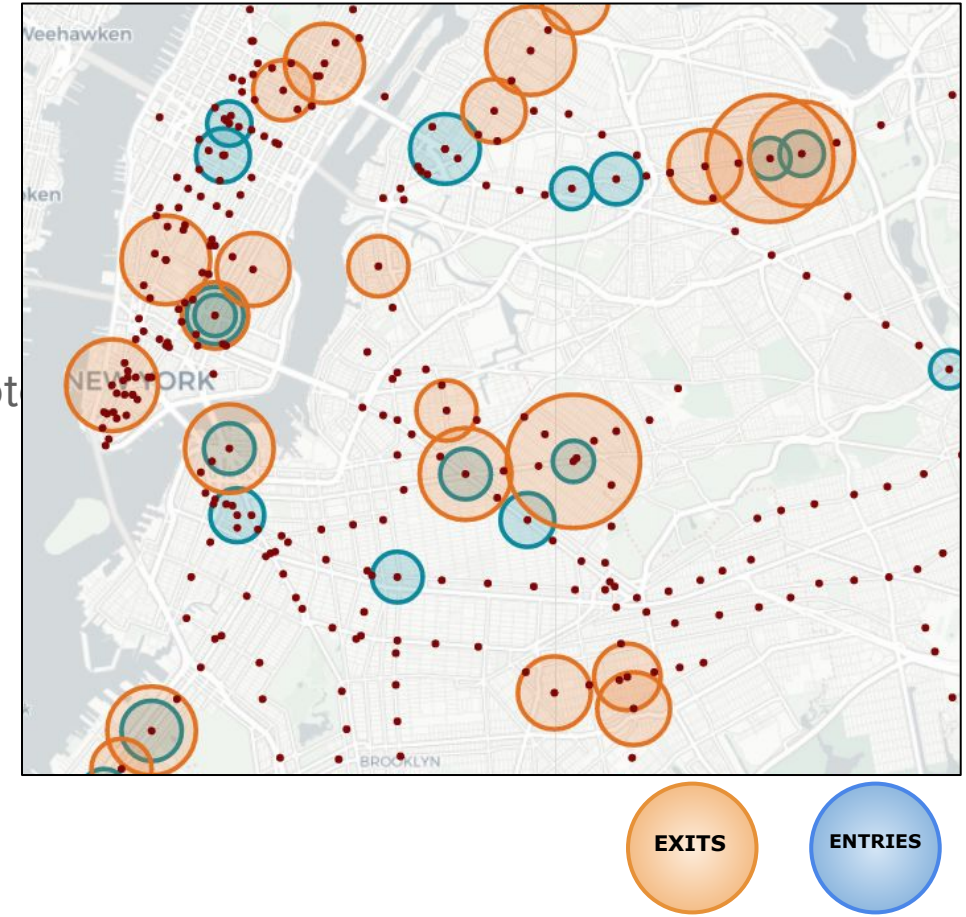
- Exits have a longer tail, with larger values
- Entries are distributed more evenly
- Exits are a bottleneck





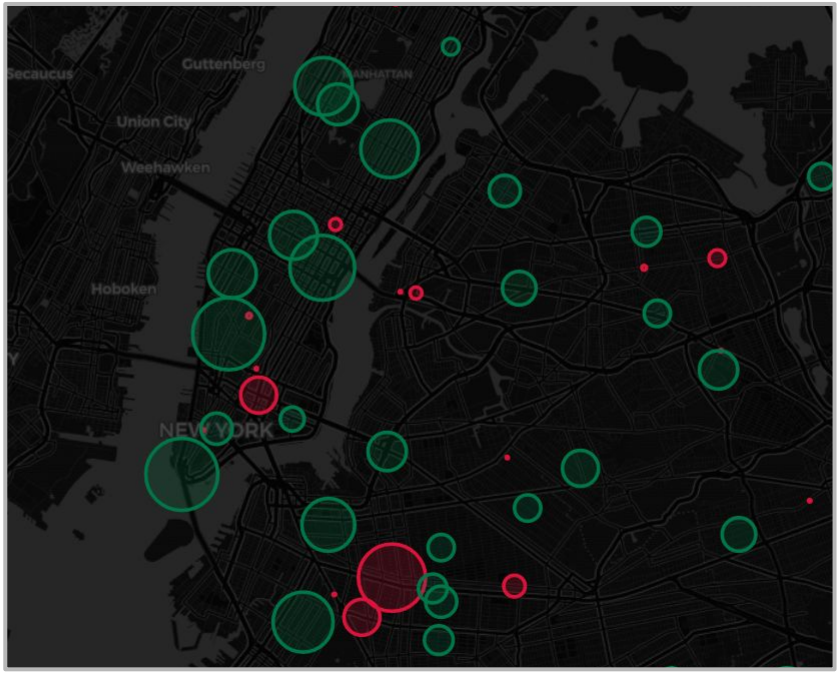
Top Entries and Exits

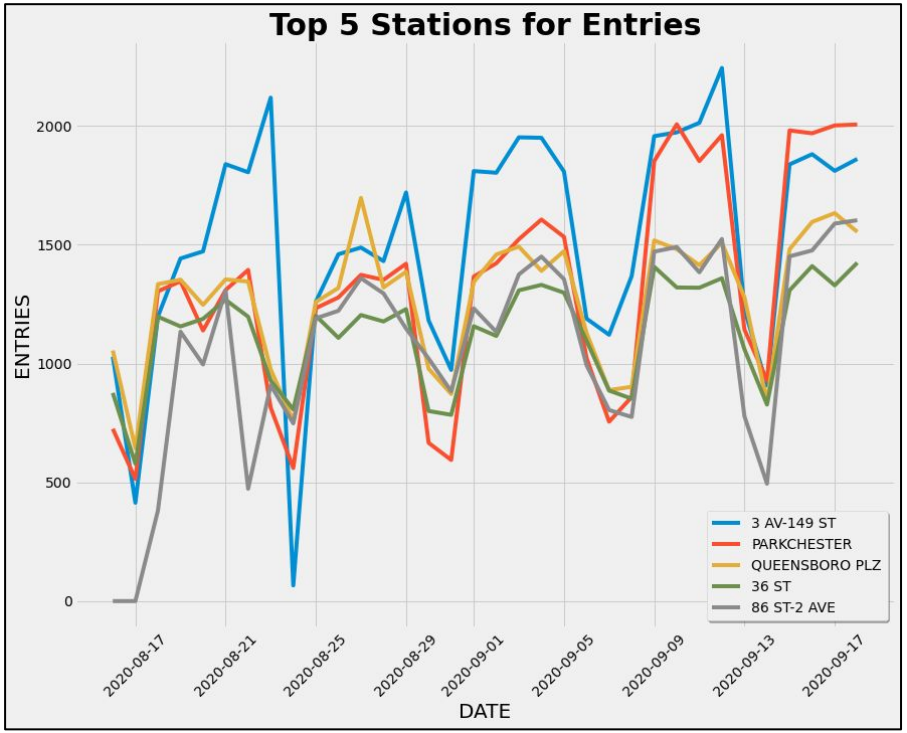
- Exits are bottlenecks
- Allow access to diverse pool of pot contributors
- Potential issues reaching target demographic during the day

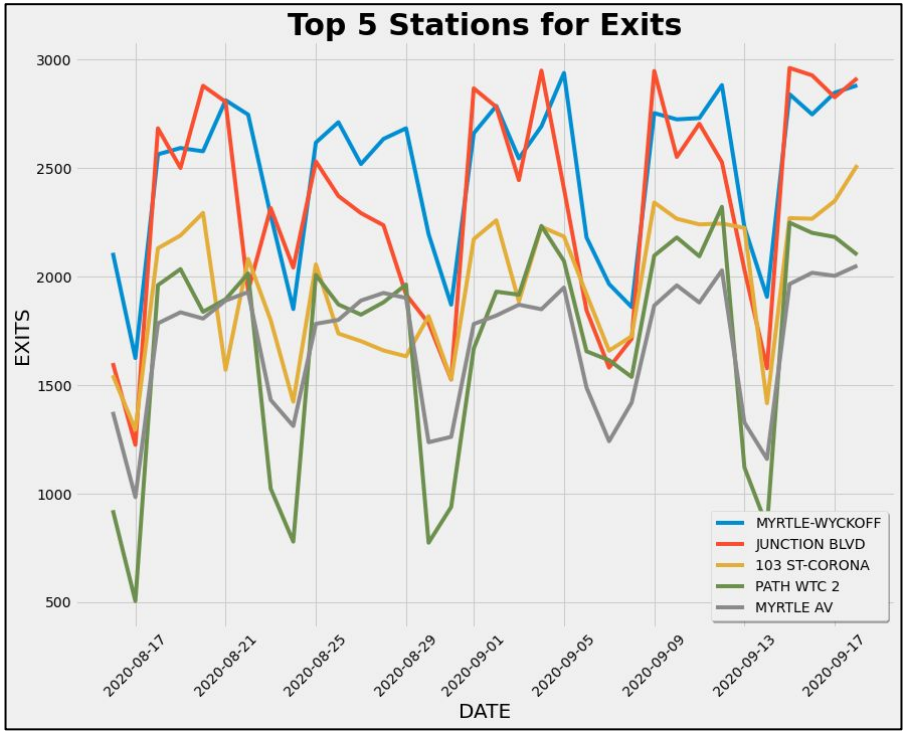


Popular Night Exits and Income

- Top night exits fall in higher income areas
- May indicate higher income demographic
- Night exits have low volume, but are more marginally productive

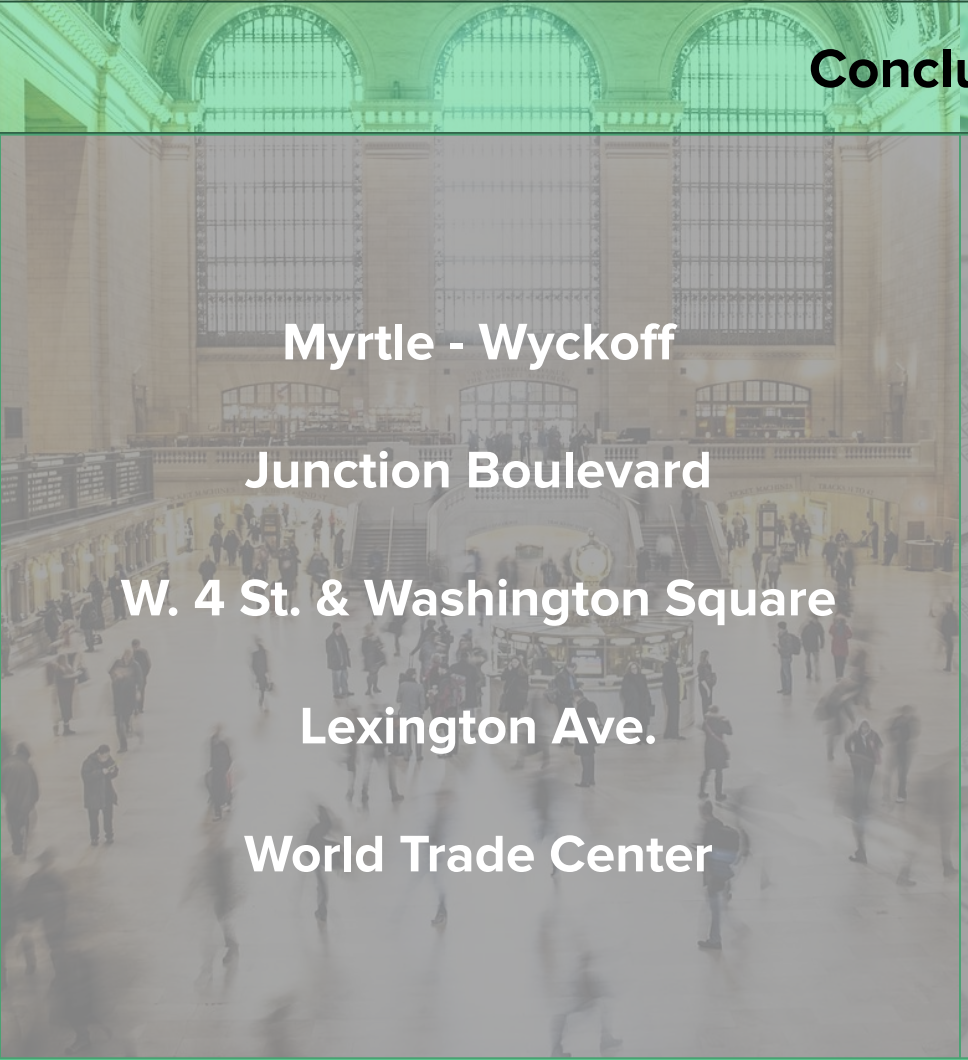






There is clear weekend seasonality, even during COVID. Trending up for Entries & Exits

Conclusions



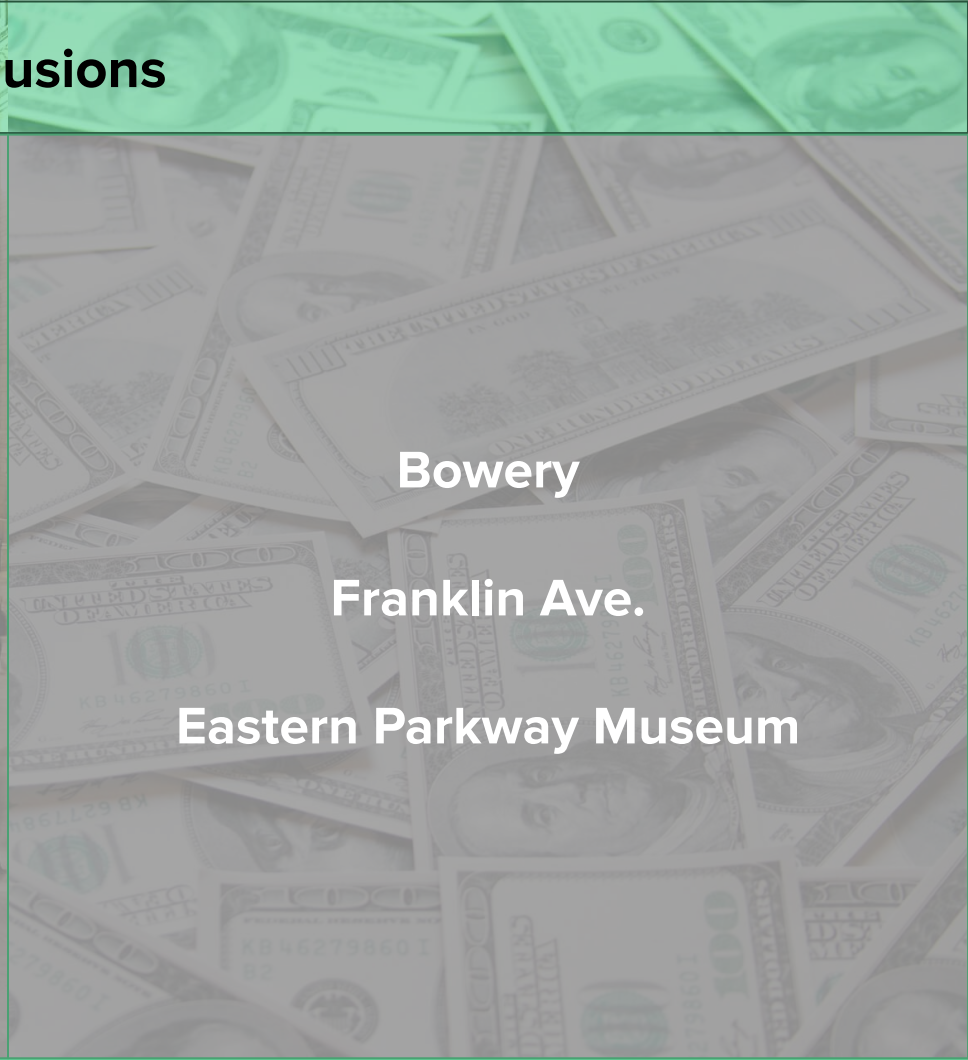
Myrtle - Wyckoff

Junction Boulevard

W. 4 St. & Washington Square

Lexington Ave.

World Trade Center



Bowery

Franklin Ave.

Eastern Parkway Museum

Further Considerations