

Project Benson – Group 5

Will, Joe, Devin, Matt

How can we help WTWY...

**How can we help WTWY
maximize contact with
high-potential donors at their
summer gala?**

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Defining high-potential donors



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1. Wealthy, measured by property value
2. Rich, measured by income

≥ \$2,000,000

$\geq \$2,000,000$

≥ \$2 Million !

A photograph of a man with a beard and short hair, wearing a dark blue suit jacket, a white shirt, and a dark tie. He is looking directly at the camera with a surprised or shocked expression. The background is slightly blurred, showing what appears to be an interior room with some furniture and possibly a painting or photograph on the wall.

This place is insane!

Data Sources

MTA Turnstile Data

(<http://web.mta.info/developers/turnstile.html#main-content>)

Property Value Data

(https://www.trulia.com/home_prices/New_York/New_York-heat_map/)

Income Data

(

<http://zipatlas.com/us/ny/new-york/zip-code-comparison/percentage-households-income-over-100k.htm>,

<http://zipatlas.com/us/ny/brooklyn/zip-code-comparison/percentage-households-income-over-100k.htm>,

<http://zipatlas.com/us/ny/long-island-city/zip-code-comparison/percentage-households-income-over-100k.htm>,

<http://zipatlas.com/us/ny/sunnyside/zip-code-comparison/percentage-households-income-over-100k.htm>)

Data Sources



New York City Subway rapid transit station complex

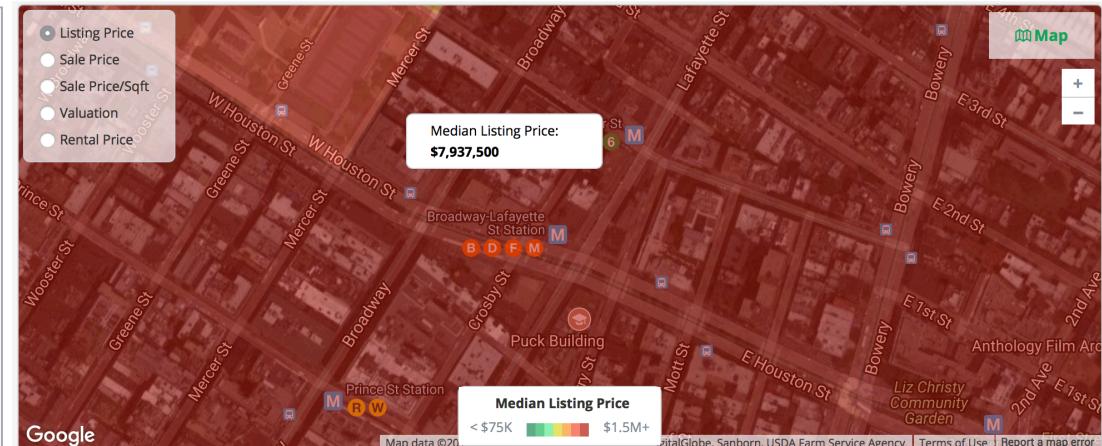


One of the two street stairs along the south side of East Houston Street between Broadway and Crosby Street

Station statistics

Address Bleecker Street & Lafayette Street
New York, NY 10012

Clockwise from Top Right: Trulia, Zip Atlas, Wikipedia



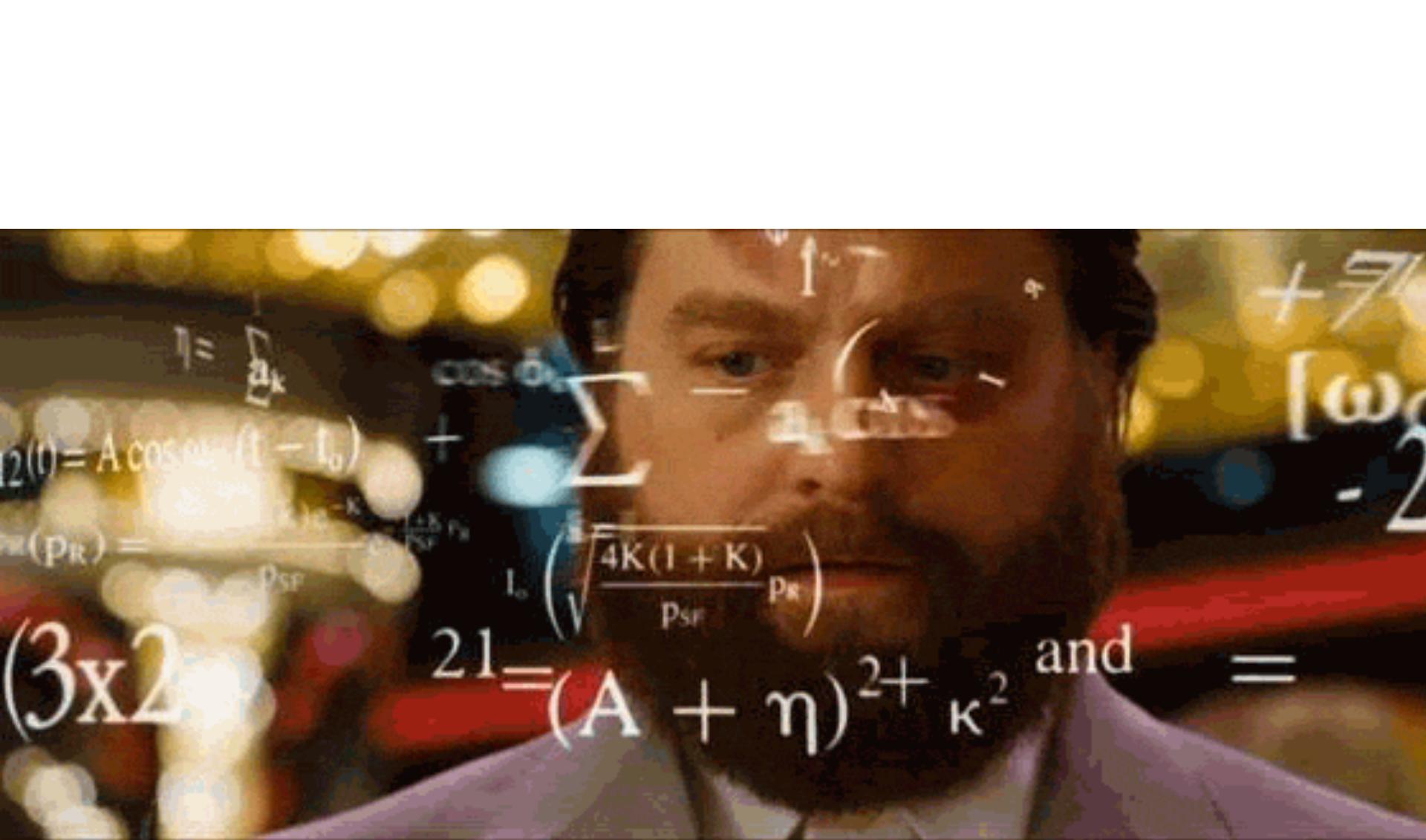
#	Zip Code	Location	City	Population	% H/Icome > \$100k	National Rank
1.	10280	40.708501, -74.016828	New York, New York	6,614	55.09 %	#162
2.	10007	40.713973, -74.008336	New York, New York	3,522	54.94 %	#167
3.	10162	40.769298, -73.949942	New York, New York	1,726	53.62 %	#188
4.	10004	40.691870, -74.014109	New York, New York	1,225	51.56 %	#237
5.	10069	40.775551, -73.989689	New York, New York	1,403	49.11 %	#307
6.	10282	40.717017, -74.015566	New York, New York	1,574	46.98 %	#381
7.	10005	40.705390, -74.008988	New York, New York	884	41.33 %	#595
8.	10006	40.707970, -74.013610	New York, New York	1,447	40.98 %	#612
9.	10022	40.758615, -73.967752	New York, New York	30,642	40.88 %	#620
10.	10024	40.786307, -73.970694	New York, New York	61,414	40.68 %	#628
11.	10028	40.776865, -73.954721	New York, New York	44,987	39.95 %	#669
12.	10021	40.769742, -73.961653	New York, New York	102,078	39.67 %	#687
13.	10023	40.775394, -73.982197	New York, New York	62,206	37.87 %	#794
14.	10128	40.781656, -73.950281	New York, New York	59,856	36.09 %	#900
15.	10017	40.752292, -73.972393	New York, New York	16,201	33.66 %	#1,059
16.	10016	40.744983, -73.978262	New York, New York	51,217	33.62 %	#1,063
17.	10014	40.733471, -74.007098	New York, New York	32,667	33.18 %	#1,103
18.	10011	40.741844, -74.000711	New York, New York	46,669	30.42 %	#1,357
19.	10003	40.731856, -73.989145	New York, New York	53,673	30.01 %	#1,398
20.	10010	40.739122, -73.982363	New York, New York	26,408	29.24 %	#1,499
21.	10019	40.766331, -73.985013	New York, New York	36,012	28.91 %	#1,547
22.	10012	40.725639, -73.998090	New York, New York	26,000	27.75 %	#1,714
23.	10013	40.720067, -74.004829	New York, New York	25,042	24.23 %	#2,243

Data Pre-Processing

- Calculate daily entries
- Add property values and income data
- Calculate composite z-scores

$$z = \frac{x - \mu}{\sigma}$$

$$\text{Composite} = \sum w_i Z_i$$



Data Pre-Processing

- Calculate daily entries
- Add property values and income data
- Calculate composite z-scores

Z-scores = standardized scores

High-Traffic Stations

1. 34th Street–Penn Station
2. Grand Central–42nd Street
3. 34th Street–Herald Square
4. 14th Street–Union Square
5. 42nd Street–Times Square
6. 42nd Street–Port Authority
7. Fulton Street
8. 125th Street
9. 59th Street–Columbus Circle
10. 96th Street

High-Potential Stations

<u>Stations</u>	<u>Score</u>
1. 14th Street–Union Square	1.80
2. 34th Street–Herald Square	1.79
3. 59th Street	1.48
4. Chambers Street	1.36
5. 59th Street–Columbus Circle	1.18
6. Canal Street	1.13
7. 96th Street	0.83
8. West Fourth Street–Washington Square	0.60
9. 14th Street	0.56
10. 72nd Street	0.54

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MTA Map

All changes saved in Drive

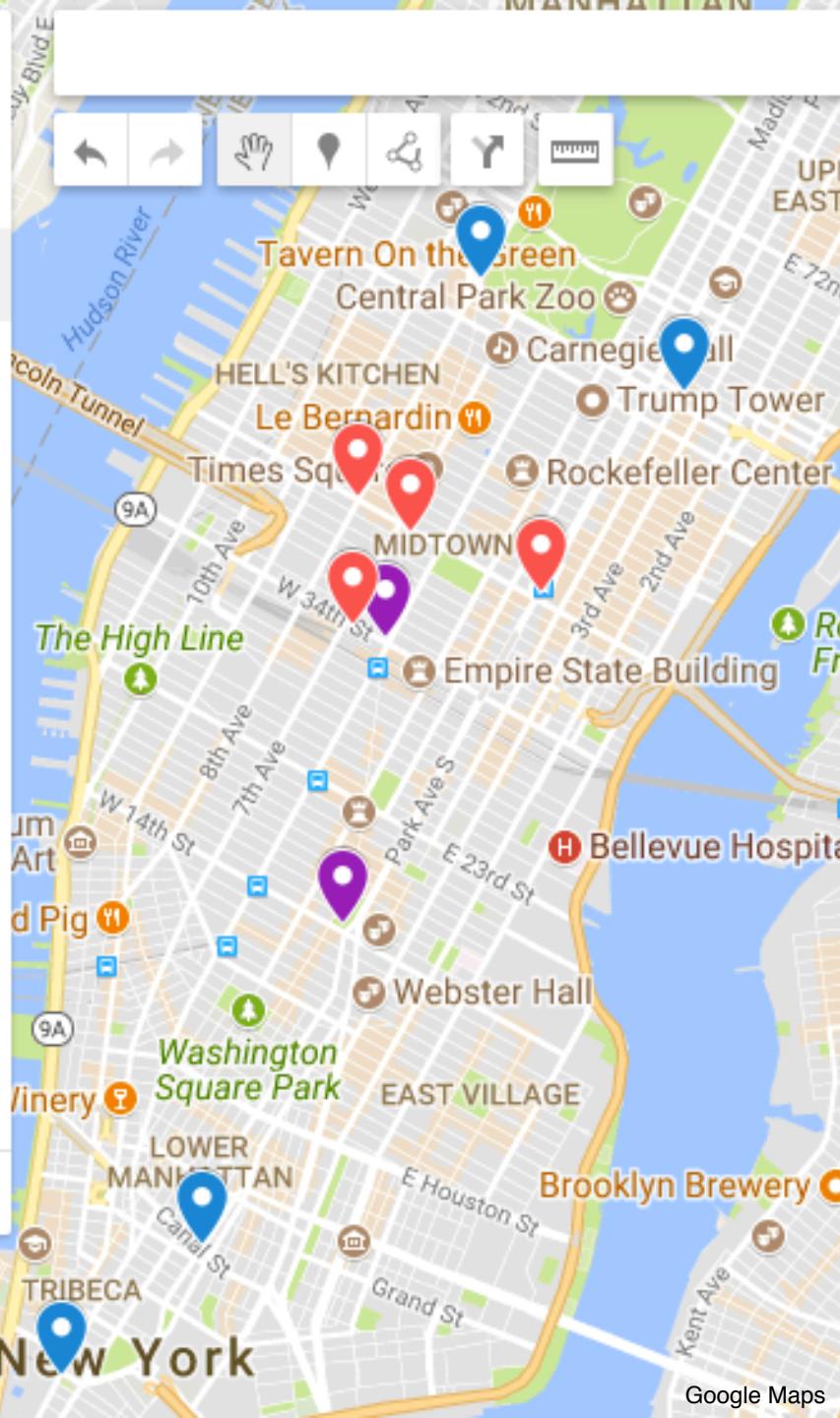
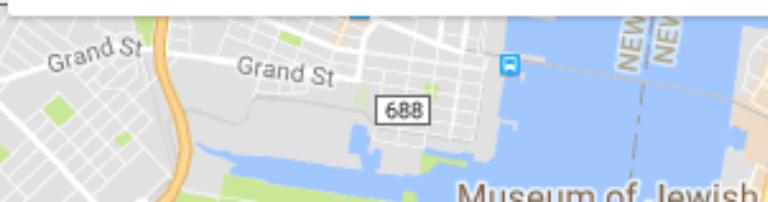
Add layer Share Preview

Untitled layer

Individual styles

- 14 ST - UNION SQ
- 42 ST - GRD CNTRL
- 34 ST - HERALD SQ
- 34 ST - PENN STA
- CANAL ST
- 42 ST-PORT AUTH
- 42 ST-TIMES SQ
- 59 ST-COLUMBUS
- 59 ST
- CHAMBERS ST

Base map



Legend

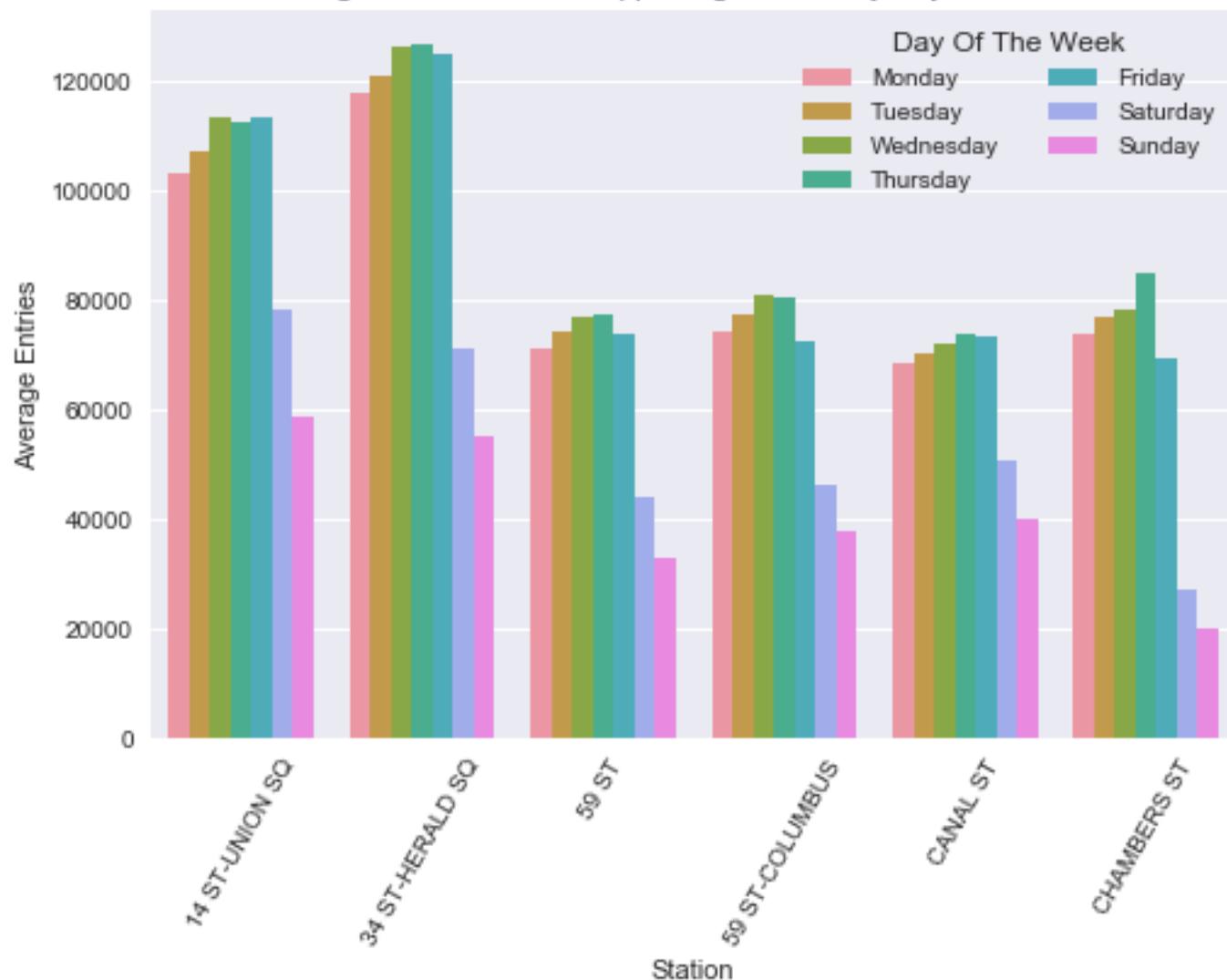
Traffic

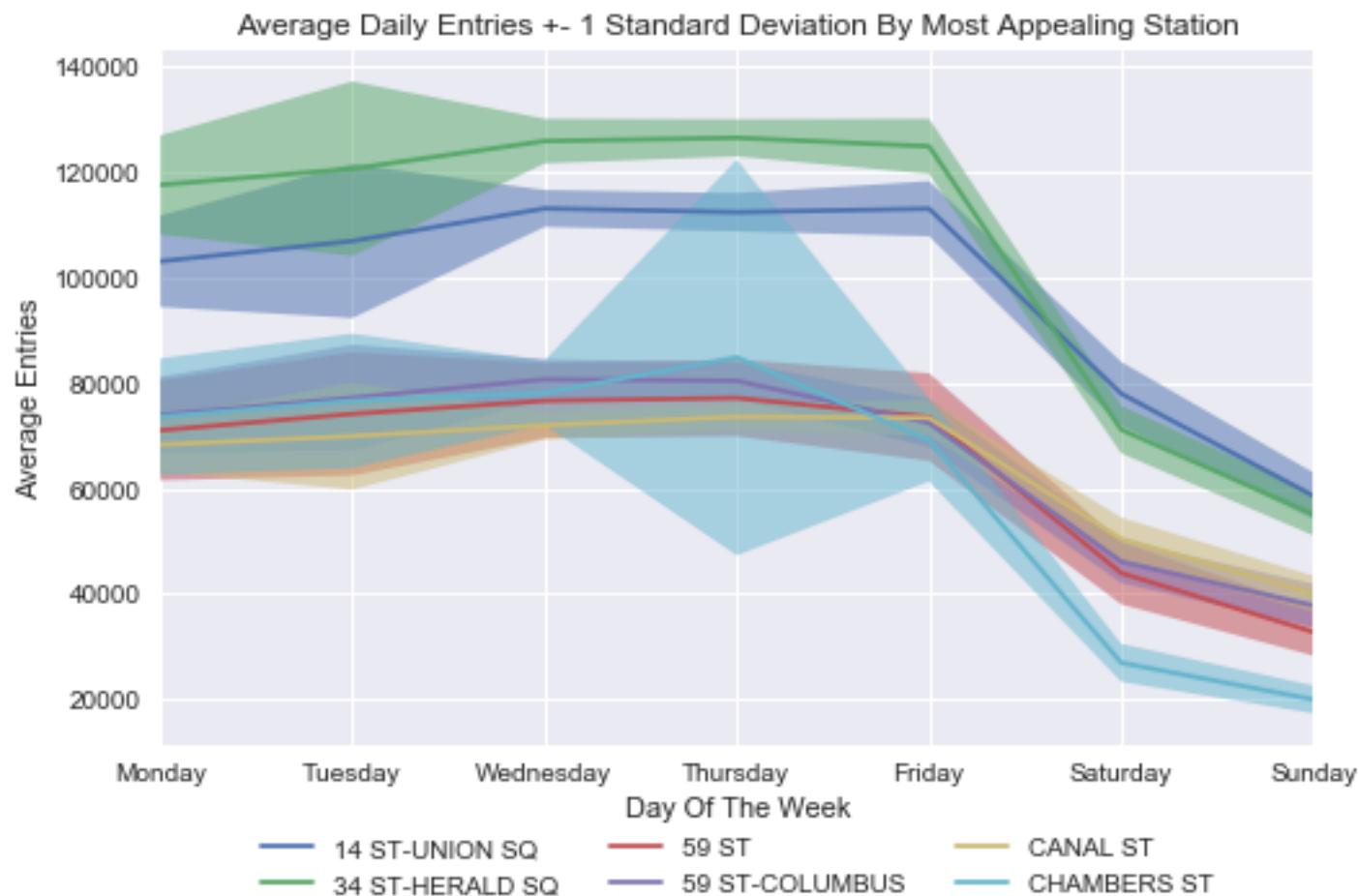
H-P

Both

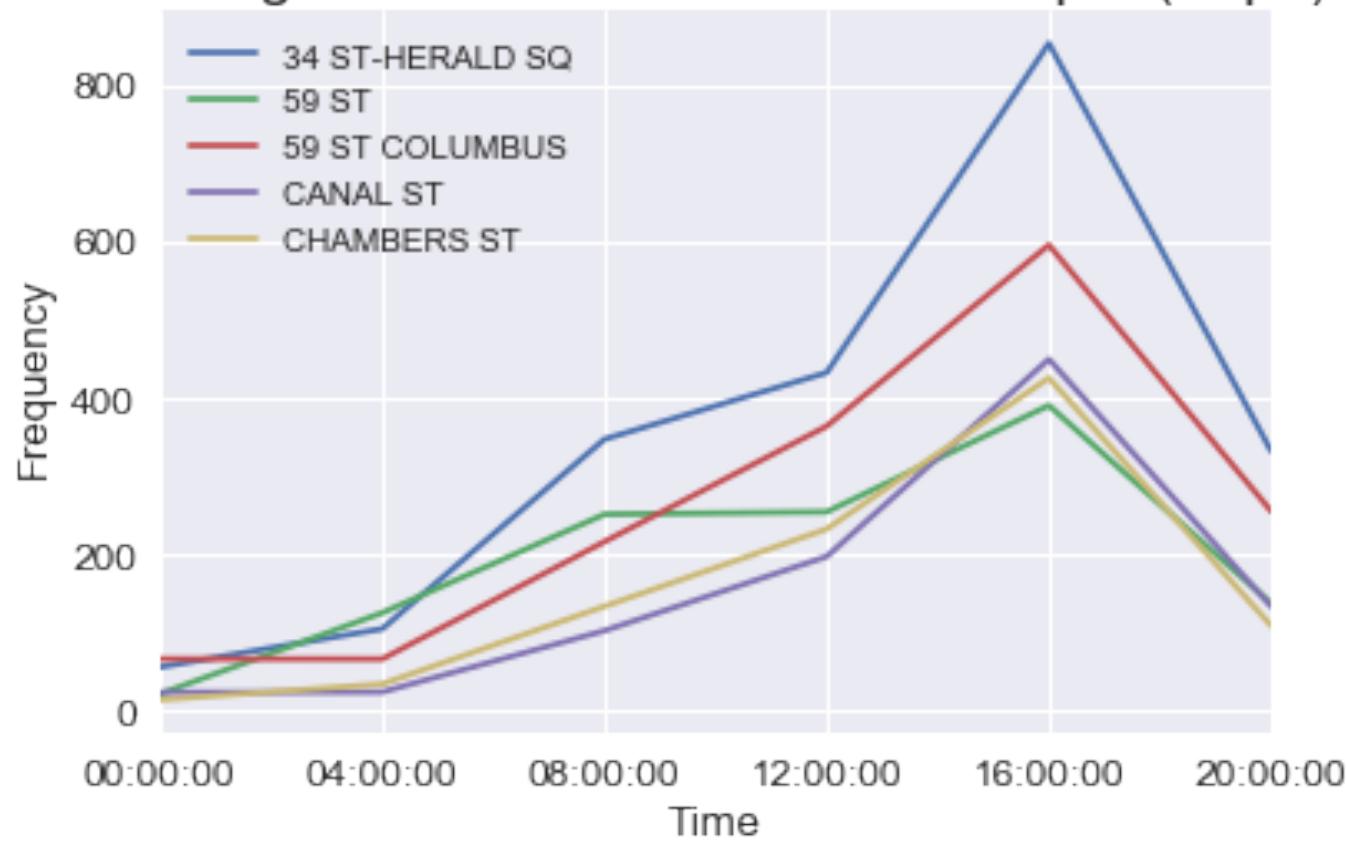
Findings

Average Entries For Most Appealing Stations By Day Of The Week

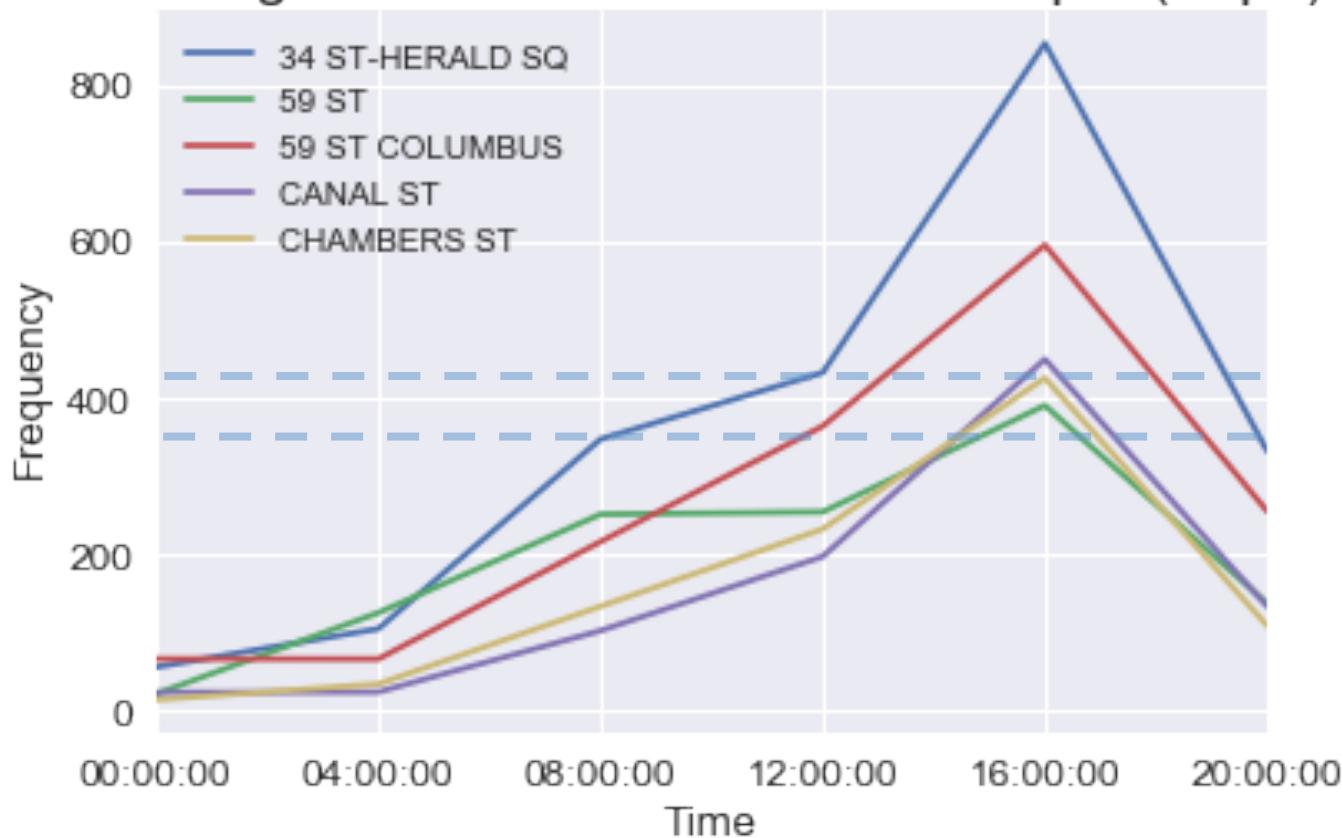




Average Entries between 12am to 8pm (Top5)



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Summary

- Send larger teams to 14th Street–Union Square and 34th Street–Herald Square.

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- Focus on weekday afternoons when subway traffic is higher (but all day for 34th Street–Herald Square).

Summary

- Send larger teams to 14th Street–Union Square and 34th Street–Herald Square.
- Send smaller teams to 59th Street (Lexington Avenue), 59th Street–Columbus Circle, Canal Street and Chambers Street.
- Focus on weekday afternoons when subway traffic is higher (but all day for 34th Street–Herald Square).
- But also send a team to 14th Street–Union Square on weekends.

**This will help increase WTWY's
street teams' contact with
high-potential donors to
increase revenue from the gala
event.**



THANK YOU!

A blurry, low-resolution video still showing a person with red hair and a blue jacket.

NEVER GONNA LET YOU DOWN