Company Name:	Movement Strategies
Team / Department:	Movement Analytics
Address:	Farringdon, London

Provisional title for project:

Retail centre footfall: planning and forecasting using time series modelling

Short abstract of what the project would probably entail, and the data to be used:

Explore the performance of time series methods in forecasting an hourly or daily future footfall baseline to a retail centre, layering footfall counts with available contextual data such as weather and transport network conditions.   Footfall counts will be derived from proprietary datasets such as GPS (derived from smart phone apps – showing coordinates of people at regular intervals) or automatic footfall counters

Essential and desirable skills that the student would need to have:

Essential skills (NB):   Python/R   **Desirable:**   Experience of using SQL and GIS based tools   **Preferred degree programmes (if any):**   A programme with a primarily statistical/data science focus

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?

The arrangement can be flexible. However, it is preferable that the student spends as much time as possible in our London offices as increased interaction with our teams leads to a better outcome.

Any issues of data confidentiality and IPR that would need to be resolved?
(e.g. Would there be any restrictions on the Master's dissertation or academic publication arising out of the work?)

All outputs using individual user level data (app data) must adhere to our data confidentiality controls to protect individual privacy

Preferred selection method (face-to-face interview, telephone interview or other meeting)

Face-to-face is the preferred selection method

Support and training offered by the company (please could you state the level of supervision you are happy to provide – e.g. one hour long meetings every two weeks at company HQ)

A full range of support and training is available from Movement Strategies, starting from a 1 hour meeting every 2 weeks, through to a full-time desk being provided at our London offices, with immediate access to a dedicated supervisor and other staff.

Financial assistance offered by the company (e.g. £500 stipend, travel and other expenses).

We agree to pay the student £500 (plus reasonable travel expenses, to be pre-approved)

For details on how to apply, please visit:
https://www.cdrc.ac.uk/retail-masters/details-for-students/