

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

Provisional title for project:

Use of GPS and spend data to understand the key differences in spectator behaviour at Stadiums and Arenas in London.

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

Using a combination of GPS data (collected from a range of Apps) and aggregated spend data (from debit/credit card providers) to derive insights relating to spectator behaviours (e.g. catchment area, dwell time, spend by home location and event type) at several stadiums and arenas in London.

The objective is to benchmark each venue and event type to generate useful intelligence for retailers/vendors, venue operators and other stakeholders (e.g. transport operators and Local Authorities) when planning and operating their venues, services and activities, so that they are better tailored to the expected visitor mix and their behaviours.

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

Essential skills (NB): Experience of using SQL and GIS based tools

Desirable: Visualisation tools and Python

Preferred degree programmes (if any):

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?

TBC

Preferred selection method

Face-to-face is the preferred selection method

Support and training offered by the company

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

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/>