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

Provisional title for project:

Analysis of retail performance using multiple regression methods

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

This project will require the student to implement statistical techniques such as regression to understand the relative geographic performance of a retail centre using a combination of proprietary datasets such as GPS (derived from smart phone apps) and spend data (from debit/credit card providers) and public data such as weather, accessibility and land use (Ordnance Survey) and affluence/demographics (census).

The key objective is to understand the level of influence that internal and external factors have on determining retail performance. Through understanding a baseline expectation of consumer behaviour patterns, retailers can forecast future expected demand patterns, and more efficiently manage their assets.

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?

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 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/