



Company Name:	ConsultingWhere
Team / Department:	Management
Address:	Heath End, The Common, Chipperfield, Kings Langley, WD4 9BL

Provisional title for project:

Solutions to the 'attribution problem' in geospatial cost-benefit analysis

Short description of the problem that would be addressed by the project:

This is a long standing problem in economic analysis and is inherent to investment in all information-centric projects. As an example, if market analysis leads to more efficient targeting of a product and future sales might benefit from use of spatial analysis techniques, how much of the benefit ultimately derived to the producer can be attributed to the spatial analysis? The project will review the economic literature on attribution and examine how other information-centric applications have attempted to create generically applicable approaches. This will make it possible to suggest how spatial analysis principles could be applied credibly and systematically across the geospatial market.

Short description of the data sources that would be used in the project, and how they would be used.

General literatures on geospatial analysis and economic applications in marketing.

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

No

Any issues of data confidentiality and IPR that would need to be resolved

No

Essential skills

Understanding of economic evaluation, cost-benefit analysis and GIS applications, quantitative, spatial analysis skills

Desirable skills

Familiarity with the activities and requirements of the sponsoring organisation

Preferred degree programmes (if any)

An economics masters with interest in geospatial data science.

Preferred selection method

Telephone interview

Support and training offered by the company

Supervision and feedback.

Financial assistance offered by the company

The organisation will pay the honorarium (£500)

Travel or other expenses will be incurred and will be reimbursed as appropriate