Company Name:	Sainsburys
Team / Department:	Property Insight & Analytics
Address:	Sainsburys Supermarkets Unit 1 Draken Drive Ansty Park Coventry CV7 9RD

Provisional title for project:

Detecting Local Congestion on Store Access Routes

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

When producing spatial interaction and other models of store performance, we use a variety of explanatory variables such as demographics, population estimates, competitor locations, and sales areas. However, we currently have no automated way of assessing micro-location factors such as the effects of traffic congestion upon store access roads and the surrounding area. This project will look at a variety of sources such as traffic counts and road network configuration, the Here journey time API, and points of interest that may cause occasional disruption such as stadia, to understand and profile stores by their access constraints at different times of week and year.

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

The student will need to use the Here API to extract data, alongside open data such as OSM POIs and traffic count data from the Department for Transport.

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

Yes - at the Coventry address provided

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

No

Essential skills

The project requires the ability to code (though help will be provided), perform spatial analysis tasks, present findings and explore results via maps.

Desirable skills

Knowledge of Alteryx would be advantageous

Preferred degree programmes (if any)

Geography/GIS, Computer/Data Science, Urban Analytics

Preferred selection method

Face-to-face interview and telephone interviews if required.

Support and training offered by the company

1 hour every 2 weeks, plus any ad-hoc support as necessary.

Financial assistance offered by the company

The organisation will pay the honorarium (£500)

Any other comments

Bring your enthusiasm:)

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