Masters Dissertation Scheme Project form

Company Name:	Local Data Company
Team / Department:	Sales and Marketing
Address:	13-19 Vine Hill, EC1R 5DW, London, UK

Provisional title for project:

Forecasting the survival rate of tenants using historical occupier data and key performance drivers

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

This project will look to use our proprietary data to understand the likelihood for an occupier to remain in a shop after 1 year, 3 year and 5 years using 10 years of occupational data across over 1 million changes of occupier. This will also look to understand factors that are key to the survival looking at competitor density around the site, demographics, overall health of the town and other market factors. The aim will be to build a model that can predict the survival rate, that can be used as a forecasting tool retrospectively testing the model against 10 years of data to help predict future vacancy rates

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

The data made available will be around openings and closures data across GB that the Local Data Company collects across 3,000 retail locations. In addition the student will be expected to make use of demographics data from ONS and other open source data available through the CDRC data packs for towns. Local Data Company will also provide the student with some additional 3rd party data licensed by Local Data Company

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

Yes - The publication of results would need to be approved by Local Data Company, with no raw data transferable and the model being proprietary to Local Data Company

Essential skills

The student will need to be able to work with unstructured data, and be able to handle large datasets with several variables. A key element of this work will be around survival analysis (time-to-event), so an understanding or interest in this technique will be key. The student will need to be highly organised to manage multiple data sets, as well as be creative in their manipulation of data

Desirable skills

Other data analytics that could be applied to this project, but are not essential are: Machine learning, Segmentation, Regression

Preferred degree programmes (if any)

Geographic Data Science, Business Analytics, Data Science, Geospatial Data

Preferred selection method

Online interview

Support and training offered by the company

Online meetings every two weeks

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

For details on how to apply, please visit:
www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/