



Company / Organisation Name:	Large Specialist Pet Care Provider
Team / Department:	(sponsor wishes to stay anonymous)
Address:	(sponsor wishes to stay anonymous)

Provisional title for project:

Pets Output Area Classification

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

We are interested in creating a geodemographic classification of pet ownership in the UK. The student would be expected to search out directories of pet ownership (such as dog breeder associations, veterinary practices, etc.) and would also be supplied with loyalty card data by the retailer. The objective would be to devise a classification of pet ownership characteristics consistent with the types of geodemographic classifications that have been developed in partnership with the ESRC Consumer Data Research Centre (CDRC). As such, it is likely that the project would be completed in association with CDRC.

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

A similar type of geodemographic to Output Area Classification (<https://data.cdrc.ac.uk/dataset/output-area-classification-2011>) is to be developed applied to pet ownership, similar in principle to the Internet User Classification for internet use (<https://data.cdrc.ac.uk/dataset/internet-user-classification>). The student will be provided with loyalty card data from the retailer, and will be required to research other data sets (e.g. directories of pet ownership).

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

to be advised by sponsor

Essential skills

Data science, GIS, research

Desirable skills

Geodemographic classification

Preferred degree programmes (if any)

Any

Preferred selection method

Online interview

Support and training offered by the company

Monthly meetings with sponsor and regular supervision by CDRC

Financial assistance offered by the company

The organisation will pay the honorarium (£500)

Any other comments

This project partner has limited availability to support a dissertation topic this year and so is looking for a highly motivated student able to work independently. Supervision provided by CDRC.

For details on how to apply, please visit:

www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme