| Company / Organisation Name: | Olvin |
|---|---|
| Team / Department: | Data Science / Product |
| Address: | 4 Bloomsbury Place, London, WC1A 3QA |

**Provisional title for project:**

Site selection methodology for retailers

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

According to Forbes, opening a retail store requires at least a $100,000 initial investment. In the need to de-risk this investment, retailers are desperate to find a site that is a "homerun". And yet the process for site selection is still seen as an art, not a science. We want to change that.

This project seeks to answer the following questions; why do some stores thrive while others nosedive? What are the factors that influence the success of a store? Can these factors be determined to improve site selection?

We believe that with our data on store visits acting as a key indicator of performance, we can find the answers.

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

- **Store visits** – used it as a key indicator of a store's performance
- **Store features** such as category, proximate locations, size – used to determine what factors imply success
- **Store visitor data** such as demographics (anonymised and probabilistic dataset) – used to determine success
- Additional data sources such as **traffic counts** and **census data** – all used to determine success

**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 – student will be required to sign an NDA

**Essential skills**

Python, SQL, knowledge of statistics

**Desirable skills**

GCP

**Preferred degree programmes (if any)**

Any computer science or geography degree

**Preferred selection method**

Phone interview

**Support and training offered by the company**

Regular check in meetings

**Financial assistance offered by the company**

The organisation will pay the honorarium (£500)

**Any other comments**



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