Consumer Data Research Centre

Masters Dissertation Scheme Project form

Company:	Zoopla

Team / Department:	Hometrack - Property Data

Address:	The Cooperage, 5 Copper Row, London SE1 2LH

Provisional title for project: An exploratory study on delineating perceptual neighbourhoods for housing markets

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

Locations in the UK have meaning to the person on the street, but they are not well recognised by authoritative data providers in the UK. When a user of Zoopla.co.uk looks for houses within 5 miles of Muswell Hill, what do they mean? Where does Shirley in Southampton end, and where does Portswood in Southampton begin? What exactly is Glasgow? Sources such as ONS, OS, and Royal Mail have some concepts well thought out, but the person on the street, the user of Zoopla.co.uk won't think in those terms. We are looking to provide a well-constructed, data-based solution to this problem for use with helping Zoopla's consumers find their dream home. During the 3 months of the research project, we're looking to understand how we might go about accomplishing this goal, and we would like to see a comparison of the methodologies available to us, and a proposal for what we might do next to provide the best possible experience for our users.

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

Ordnance Survey AddressBase Premium (OS ABP) to provide address data and coordinates as well as reference identifiers, Zoopla Listings data to provide addresses and coordinates from agents, Zoopla's custom geography model to provide a reference set as-is, any OS or ONS products needed or available to provide GIS views, Zoopla's consumer research data to understand how and why people think about location, and any other data source available from the Registers of Scotland (RoS), His Majesty's Land Registry (HMLR), or our partners.

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings? No, work can be done remotely

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

including use of UPRNs is licensed and confidential.

Essential skills Data analysis, data processing, Python, SQL

Desirable skills GIS experience

Preferred degree programmes (if any) Geography

Preferred selection method Interview

Support and training offered by the company Yes

Financial assistance offered by the company Yes

Any other comments

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