



<b>Company / Organisation Name:</b>	CBRE
<b>Team / Department:</b>	Supply Chain & Consumer Advisory
<b>Address:</b>	Henrietta House, Henrietta Place, London, W1G 0NB

**Provisional title for project:**

Using mobile device GPS-level locational data to derive retail centre visitation insights.

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

Under the current retail market landscape, objective analysis of potential new locations has never been of higher importance. Retail occupiers are keen to know as much about a potential location as they can before they make any strategic investment decision as getting a site selection wrong can be extremely costly.

At the forefront of most retailers' minds is the levels of foot traffic passing potential new store locations. Using CBRE's extensive mobile device data sets, the successful candidate will have the opportunity to work with large, current and extremely granular data to derive insights which shape real world business decisions.

By working to identify the connection between the numbers of mobile devices observed and recorded footfalls, the candidate will help contribute to CBRE's Retail Analytics function and gain a greater understanding of how big data is used in real world commercial scenarios.

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

CBRE mobile app data (consumer movement)

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

No but regular in person supervision preferable

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

No

**Essential skills**

Data analytics, Excel

**Desirable skills**

Alteryx, interest in retail

**Preferred degree programmes (if any)**

**Preferred selection method**

Interview

**Support and training offered by the company**

Opportunity to be exposed to the workings of a market-leading retail consultancy business, analytics best practice, supervision by business professionals

**Financial assistance offered by the company**

£500 stipend

**Any other comments**

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