Proposal: Analytical Success

Presented by: *Kai Matkin - CS, Erik Sanders - CS, Blake Krupa - DS, & Allison Day - DS*

Buisness Needs:

Idea:

> Analyze larger companies and pick out key values that lead to their success. (i.e. location, traffic patterns, ideal brand "shoppers" to target) Present unsupervised model to smaller buisnesses.
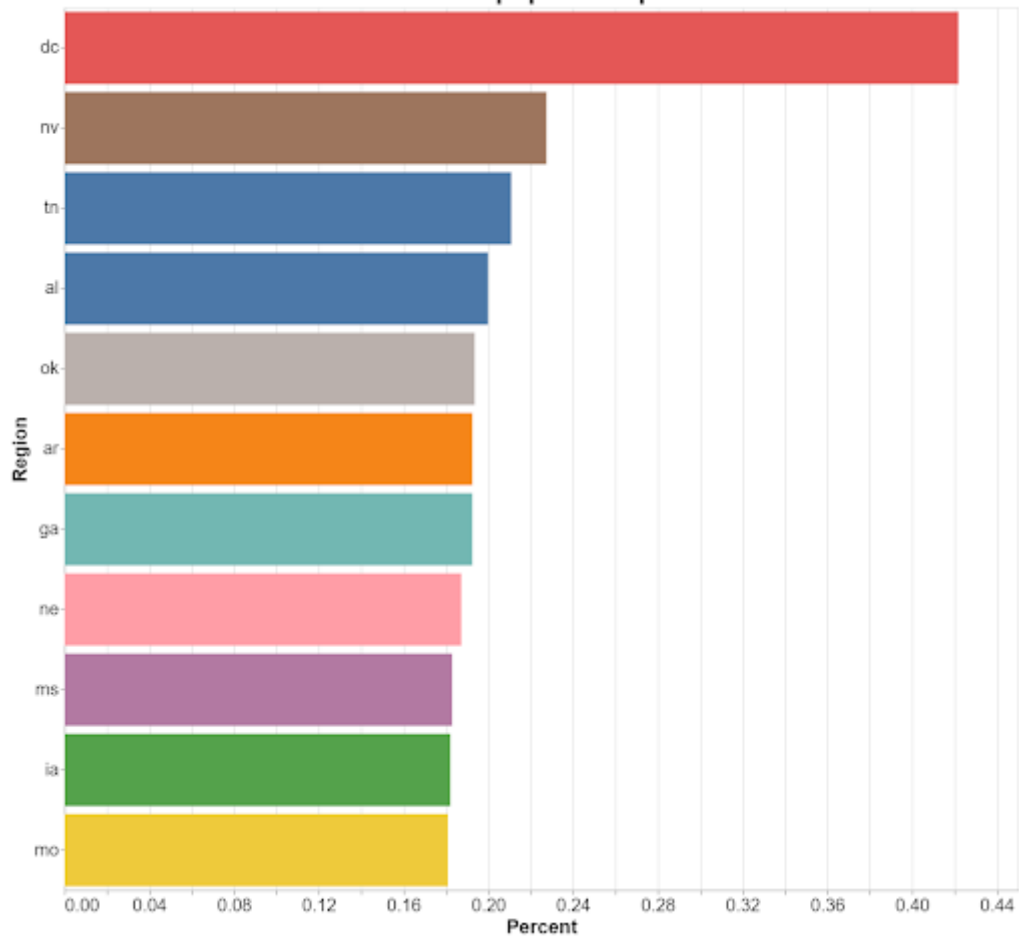
Requirements:

- Data analyzing 3-5 companies in a specific market
- Big data platform to work the data with
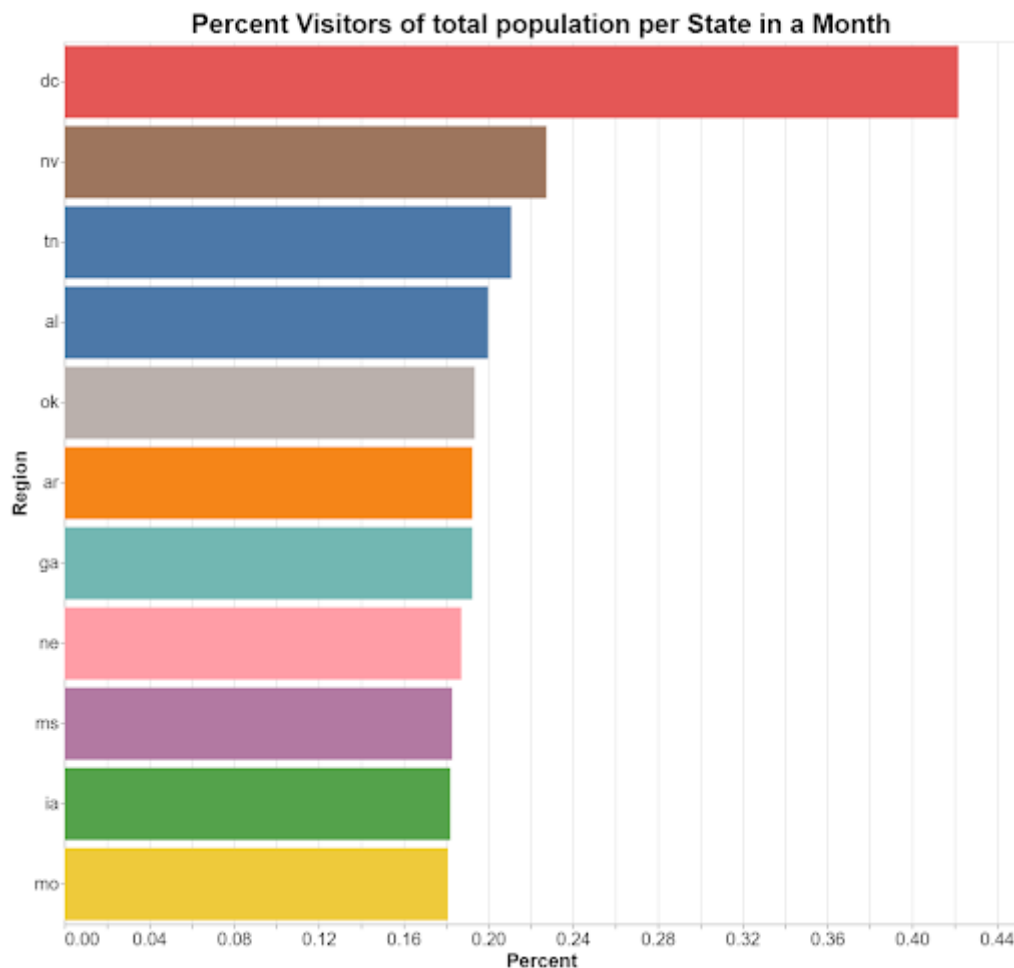- Additional data outside of Safegraph

Safegraph Data:

Findings:

(*NEEDS TO BE UPDATED*)

Percent Visitors of total population per State in a Month

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Other Data:

> From initial findings, we felt additional data from the census could be helpful. Just an understanding of the percent from a given state or census group could provide valuable insight into the success of the market.
> It could also be interesting to pull COVID data and look for any trends that could help our model make predictions.
> Weather conditions might be another indicator of foot traffic in store, and using conditions from specific areas might be helpful.
> Exploring any trends between gas prices and foot traffic could be another area.
> General indicators from dataframes on how well the economy and stock market is doing has the potential to be the most helpful in predicting success of the market.

Success:

Main Point: Find key indicators to larger companies success and present them to smaller companies.

Deliverables:

- ML Model to pick out key indicators to success. (unsupervised/semi-supervised learning)
- Create a graph to show the popularity of a market by region (Rural vs City)
- Is the given market more popular in multiple regions?
- Charts to demonstrate the effectiveness of the markets buildings
- Using median time and visitor count to show if a new building needs to be built in specific area.