



Area segmentation algorithms A Geoinformatic approach to Geomarketing strategies

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Declaration

Abstract

Acknowledgement

1 Introduction

1.1 Definition and aim of Geomarketing

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1.2 Use cases from the field of Geomarketing

blabla

1.3 Motivation and Research Question

blabla

1.4 Methods

blabla

1.5 Outline

2 Related Work

- 2.1 KIT Institute of Operations Research: discrete optimization and logistic
- 2.2 Regio Graph

3 Application of area segmentation in the field of Geomarketing

- 3.1 Optimization of Areas
- 3.2 Greenfieldanalysis
- 3.3 Whitespotanalysis

4 Area segmentation approaches and their implementation

- 4.1 Segmentations considering homogenous distribution
 - I Considering just Criteria
 - II Considering average criteria value in proportion to number
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 - IV Criteria and Distance: from inside to outside: SmallestCri
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 - VI Criteria and Distance: from outside to inside + inside to o
 - VII sum of criteria divided by number locations + Distance
 - VIII Distance + criteria

5 Problems of the implemented approaches

- 5.1 Performance
- 5.2 Requirements from the field of Geomarketing
- 5.2.1 Incoherent areas
- 5.2.2 Inhomogeneous distribution

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- 5.2.3 Rearrangement / Infinite loops during rearrangement
- 5.2.4 Need of threshold Values

6 Comparison of implemented approaches

- 6.1 Performance
- 6.2 Problems
- 6.3 Requirements
- 6.4 Conclusion

7 Application of algorithm XYZ to Geomarketing analysis

- 7.1 Optimization of Areas
- 7.1.1 Conditions and Aims
- 7.1.2 Approach of algorithm
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8 Realworld scenario: integretaded Algorithm to the mapChart Manager

9 Evaluation

10 Discussion and Perspective

- 10.1 Summary
- 10.2 Limitations
- 10.3 Comparison to related work
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