# Introduction – 5 Seiten

## Definition and aim of Geomarketing

## Microm Micromarketing-Systems and Consult GmbH

## Motivation and Research question

## Methods

## Outline

# Related Work – 7 Seiten

## KIT – Institute of Operations Research: discrete optimization and logistic

## Easy Map District Manager SimTool

## SIM Tool

# Fundamentals of area segmentation –11 Seiten

## Notions and criterias

### Basic areas

### Number of territories

### Territory centres

### Unique assignment of basic areas

### Additionally Planning criterias

## Use cases

### Political Districting

### Sales Districting and optimization

### Whitespot analysis

# Selecting appraoches for implementation – 8 Seiten

## Requirements of approaches considering geomarketing analyses

## Comparison of model types

## Heuristic approaches

# Implementation of area segmentation approaches – ca 22 Seiten

## AllocCrit

## AllocMinDist

## Eat-up

## SmallestCritGetsNearest

## SmallestCritGetsTrueNearest

## OutsideSmallestCritGetsNearest

## EatUpMinDist

## AllocMinDistLocalSearch

# Comparison of implemented approaches

## comparison

## Problems / Requirements from the field of Geomarketing

## Conclusion

# Application of algorithm AllocMinDistLocalSearch to Geomarketing analysis

## Optimization of Areas

### Conditions and Aim

### Approach of Optimization algorithm

## Greenfieldanalysis

### Conditions and Aim

### Approach of Greenfield algorithm

## Whitespotanalysis

### Conditions and Aim

### Approach of Whitespotalgorithm

# Realworld scenario: integrated Algorithm to the mapChart Manager

# Evaluation

# Discussion and Perspective

## Summary

## Limitations

## Comparison to related work

## Perspective