# Introduction

## Definition and aim of Geomarketing

## Use cases from the field of Geomarketing

## Motivation and Research question

## Methods

## Outline

# Related Work

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

## RegioGraph

## SimTool

## (Easy Map District Manager)

## (DISTRICT from CartoGIS)

# Application of area segmentation in the field of Geomarketing

## Optimization of Areas

## Greenfieldanalysis

## Whitespotanalysis

# Approaches of area segmentation and their implementation

## Approaches and Implementation

### Segmentations considering only homogenous distribution

#### segmentation considering just the criteria

#### Segmentation considering sum of criteria / number of locations

### Segmentations considering only distance/compactness

#### segmentation considering just the distance

### segmentations considering homogenous distribution and distance

#### criteria + Distance: from inside to outside

##### smallestCritGetsNearest

##### smallestCritGetsTrueNearest

#### criteria + Distance: from outside to inside + inside to outside

#### sum of criteria/number of locations + Distance

#### Distance + criteria - rearranging

## Problems of approachs

### Performance

### Requirements from the field of Geomarketing

#### Formation of holes

#### Inhomogeneous distribution

#### Rearrangement/Infinite loops during rearrangment

#### Need of threshold values

# Comparison of approaches

## Performance

## Problems

## Requirements

## Conclusion

# Application of Algorithm XYZ 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

# Discussion and Perspective

## Summary

## Limitations

## Comparison to related work

## Perspective