Comparison of approaches for area segmentation and application to geomarketing analysis

Comparison of area segmentation approaches for the application to geomarketing analysis

Development of an area segmentation algorithm for geomarketing analysis

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*Zuordnung des Polys zu dem Standort, der am nähsten*

* + 1. segmentation considering just the criteria

*Zuordnung des Polys zu Standort, wo geringere Summe des zu beachtenen Kriteriums*

* + 1. Segmentation considering sum of criteria / number of locations

*X=sum of criteria/number of locations; jeder Standort bekommt so viele Polys damit x erfüllt*

* + 1. segmentation combining criteria and distance
       1. from inside to outside

*Zuordnung des Polys zu Standort, der am nähsten; Standort, wo geringere Summe des zu beachtenen Kriteriums, bekommt nächstes Poly*

* + - 1. from outside to inside + inside to outside

*Einschränken der Anzahl an Polys, indem äußere Polys, die eindeutig einem Standort zugeordnet werden können, zugeordnet werden: alle Polys werden 1x durchgegangen; anschließend Zuordnung wie bei iv1*

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