STRATEGY PROPOSAL FOR SOCAR ZONE THROUGH DEMAND ANALYSIS
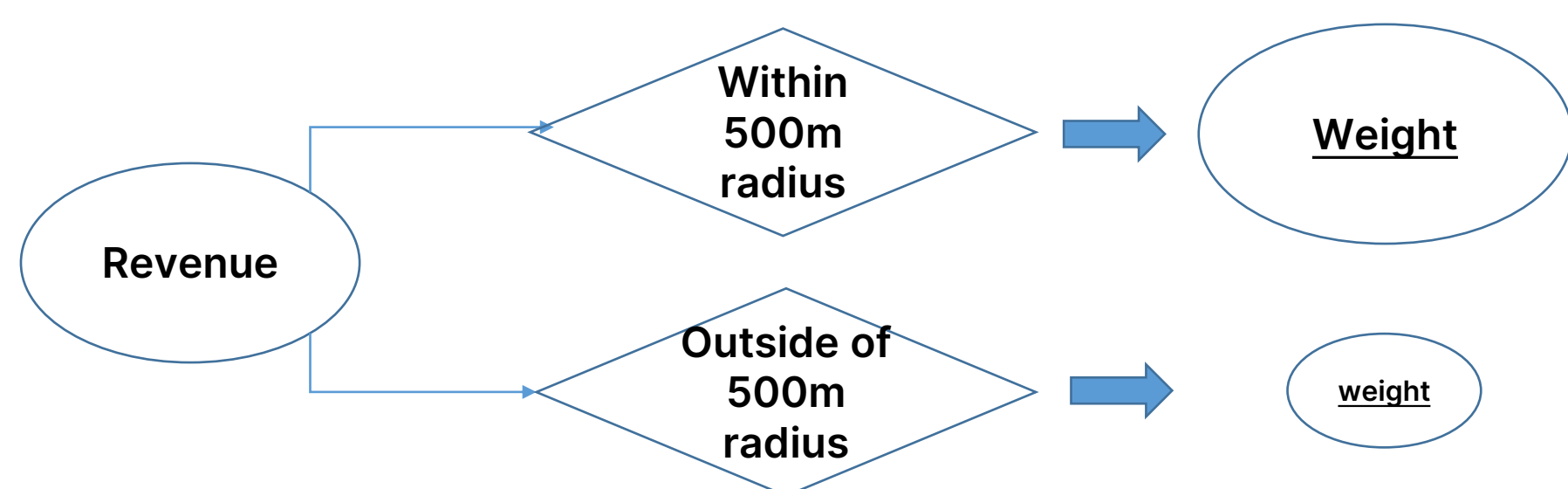
MODULABS × SOCAR

팀 명 중.꺾.마   팀 구성

MOTIVATION AND GOAL
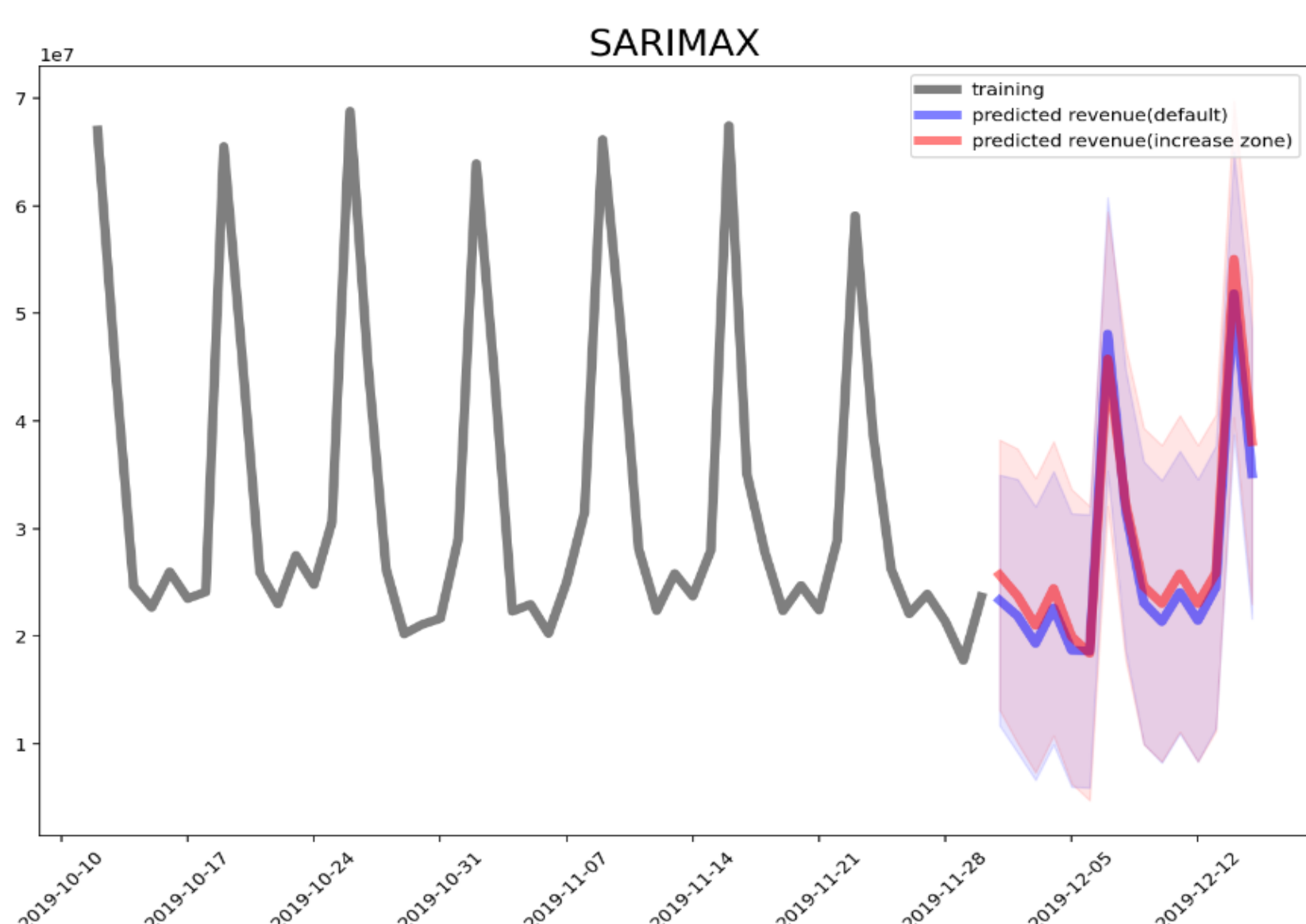
✓ **Factors affecting Socar's revenue**
80% of consumers chose convenience and promptness as the main factors for positive customer experience.

✓ **Convenience of use**
Socar zone is the starting and ending point of customer use.

✓ **Location selection of Socar zone**
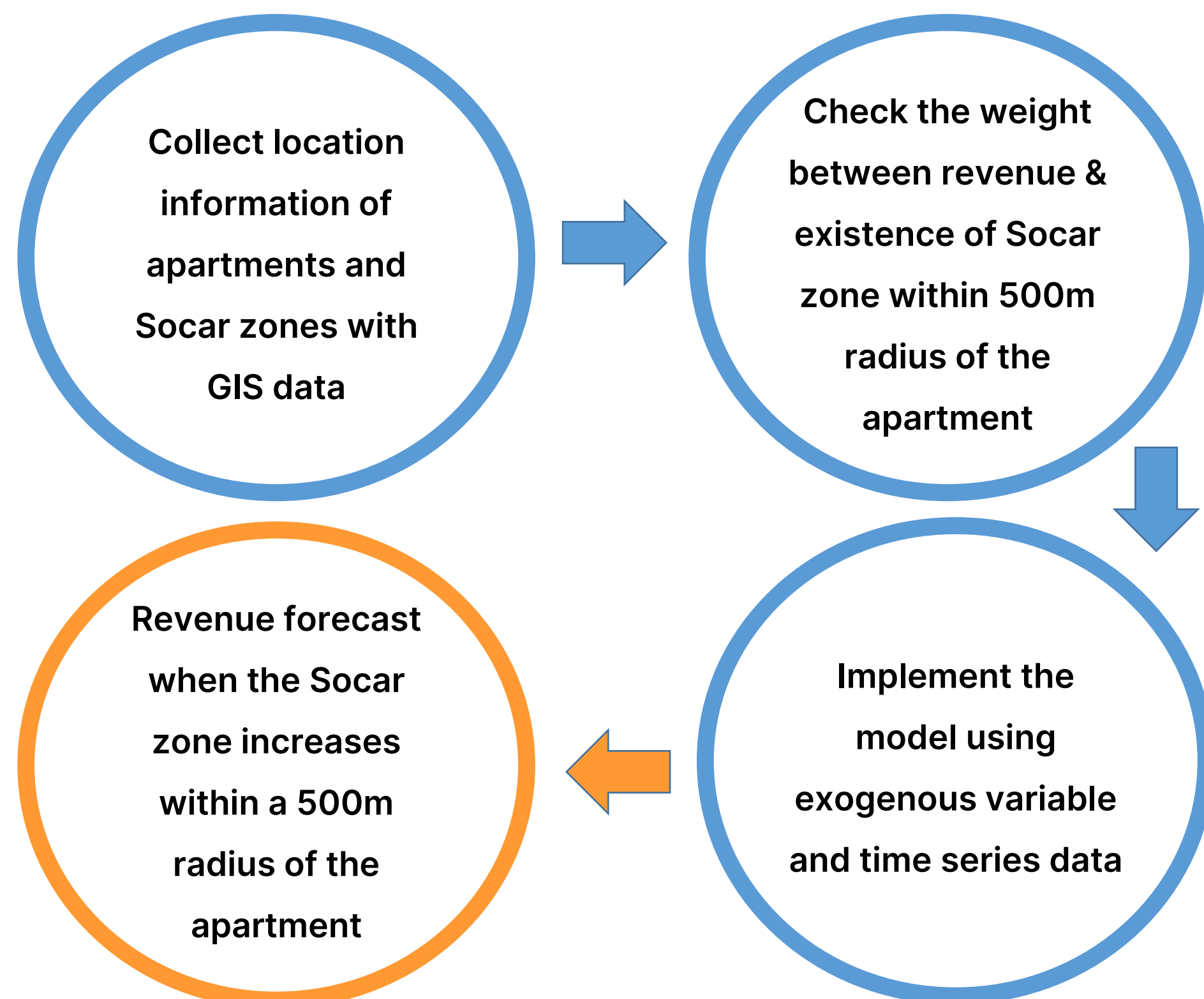locate Socar zone within 500m radius of the apartment

PROJECT DETAILS

✓ Collect location information of apartments and Socar zones with GIS data

✓ Clustering according to the existence of Socar zone within a radius of 500 m of the apartment

✓ Through correlation analysis, confirm the correlation between revenue and whether there is a Socar zone within a 500m radius of the apartment

PROJECT DESIGN

Collect location information of apartments and Socar zones with GIS data → Check the weight between revenue & existence of Socar zone within 500m radius of the apartment → Implement the model using exogenous variable and time series data → Revenue forecast when the Socar zone increases within a 500m radius of the apartment

✓ Demand forecasting by implementing the optimal model
  • Improve the performance of the model and evaluate the model
  • Revenue forecast for expansion of Socar zone within a 500m radius of the apartment
  • Suggest location for Socar zone

Example of the location of the new Socar zone

MODELING

✓ **Microscopic Demand Analysis Using Dynamic Regression Model**

• A dynamic regression model is a model that considers both time series data and exogenous variables. Using this model, even complex time series data can improve predictive performance. Prediction is possible through micro-analysis, which is useful even when comparing data with regional differences.

• Git hub : https://github.com/Deok-Hun/aiffelthon_public/blob/main/README.md

SOCAR x AIFFEL 해커톤 결과 발표회