**Recap/ closing/ next steps**

Our challenge for this project was to tell a story with data using technologies reviewed in course work and to add in some undiscussed technologies as well.

When we initially came together, we wanted build something useful and business focused. We had a lot of great ideas and knew that we would not have the opportunity to pursue them all in within two weeks.

What we learned along the way

With Ashish’s first-hand expertise in corporate retail, we learned that large companies outsource data collection on their demographic targets, which is costly.

We also learned that postal services will discount mass mailings if every address in a specific zip code receives a certain piece of mail; such as coupons.

In a business like, Bed Bath & Beyond where coupons are a large part of the business model, its crucial to identify the right zip codes to target for coupon distribution.

Where are we now

Like I mentioned previously, we had a lot of **Great Ideas**

In our two-week timeline, we were able to set a Trade Area (mileage from a business) and visualize the area on a map.

We can return Trade Area demographics by zip code in the form of an interactive data table

We can visualize potential store to store Trade Area cannibalization for businesses with multiple locations.

Where do we go from here?

The things we wanted to add…

User Input for competitor(s) company name to drive an API call, retuning a list of your competitor’s locations and plotting them against your store locations.

Mass plotting of Trade Area’s (over lapping circles) to show the users store to store market cannibalization and interactions with competitor locations

Applying the data acquired from the “mass plotting” visualization to identify locations that are underserved or not served at all.