



HAITI MONEY REMITTANCE LOCATION ANALYSIS

BACKGROUND AND PROBLEM STATEMENT

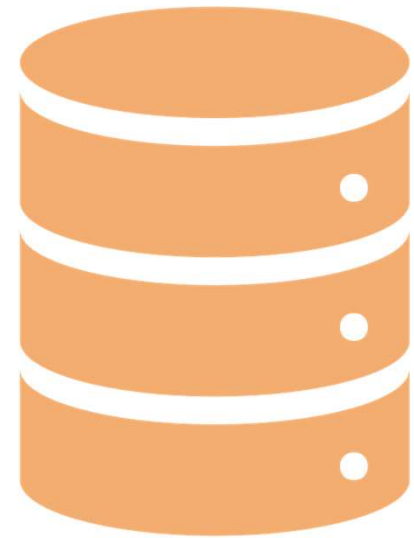
Haiti is a Caribbean country, historically poor and politically unstable. The *CIA World Factbook* also states that "**remittances are the primary source of foreign exchange...**".

Based on this fact, it's important to identify areas of opportunity to open Money Remittance locations in strategic areas that can comply with the demand for this type of service



DATA ACQUISITION

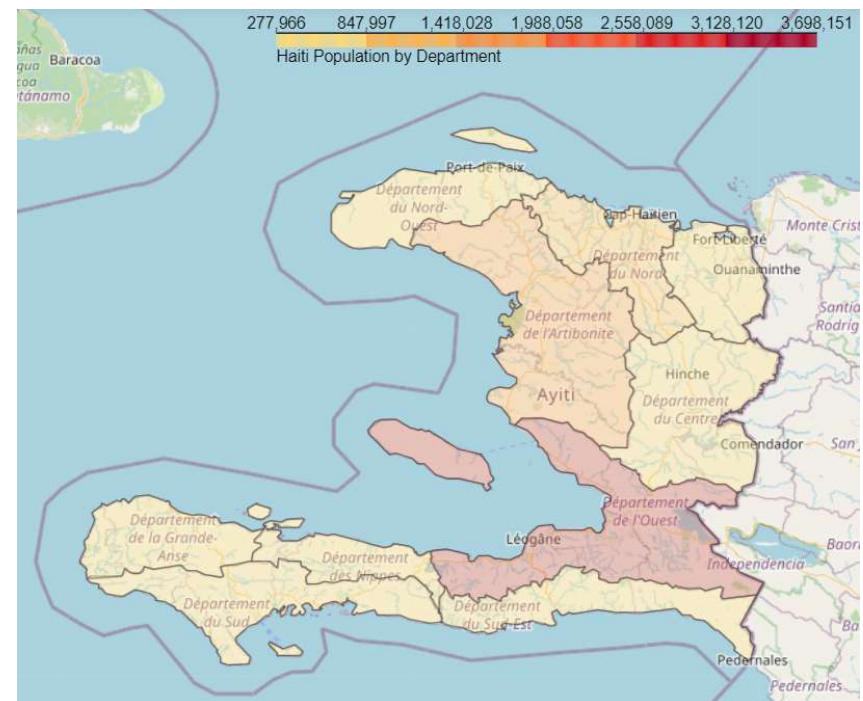
- Data of current locations obtained from one of the remittance company providers (private source) which will be used to understand which areas already have money remittance locations nearby.
- Foursquare API to obtain information on venues for the different Haiti departments for the analysis of possible locations opportunities.
- Wikipedia to obtain data of population per city and department which will help to analyze areas of opportunity.
- Google maps to obtain precise latitude and longitude coordinates.



UNDERSTANDING HAITI GEOGRAPHY

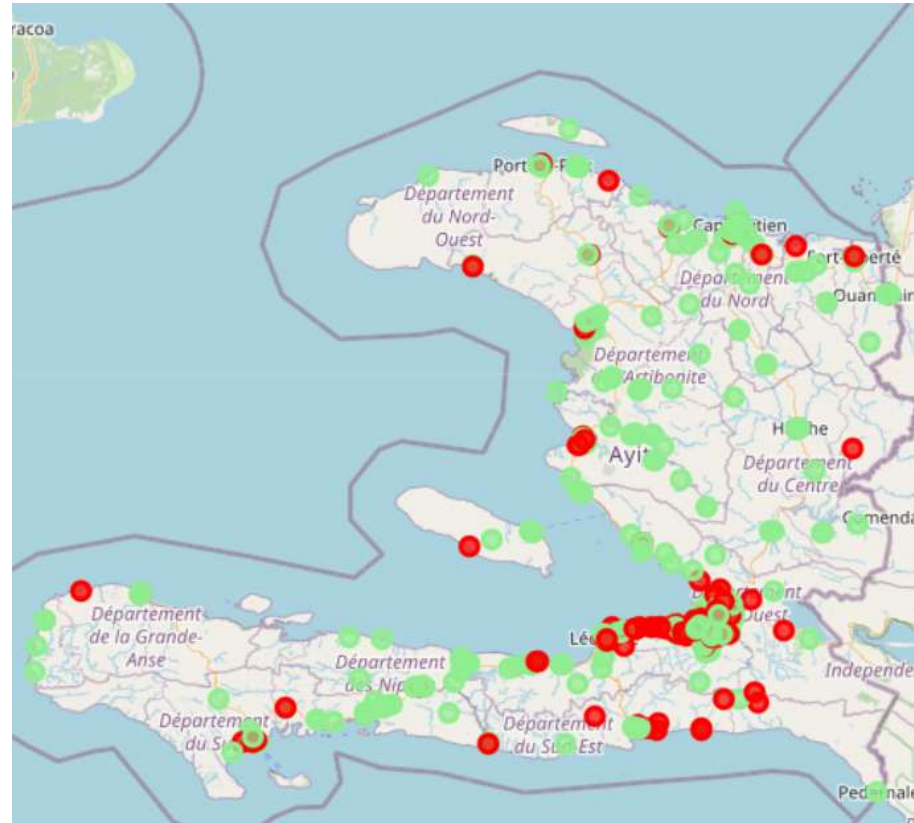
- List of Departments with City count, coordinates and population.

	Department	City	Population	Latitude	Longitude	Capital
0	Artibonite	15	1571020	19.362900	-72.425800	Gonaives
1	Centre	12	678626	18.958300	-72.046800	Hinche
2	Grand'Anse	12	425878	18.548900	-74.077000	Jeremie
3	Nippes	11	311497	18.399100	-73.418000	Miragoane
4	Nord	19	922690	19.568800	-72.189000	Cap-Haitien
5	Nord-Est	13	358277	19.489000	-71.857100	Fort Liberte
6	Nord-Ouest	10	662777	19.837400	-73.040500	Port de Paix
7	Ouest	20	3664620	18.593017	-72.308839	Port au Prince
8	Sud	18	691590	18.332000	-73.700700	Les Cayes
9	Sud-Est	10	575293	18.278400	-72.354800	Jacmel

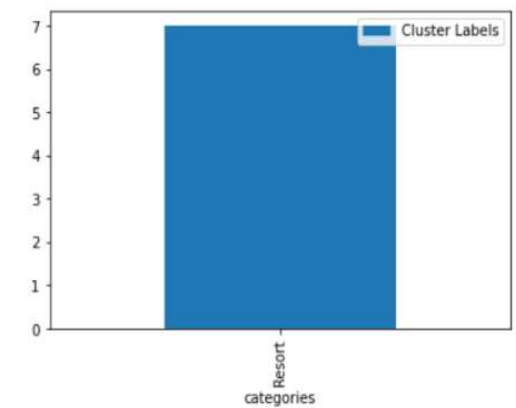
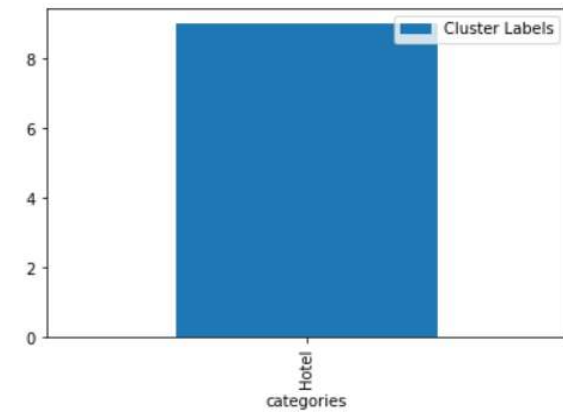
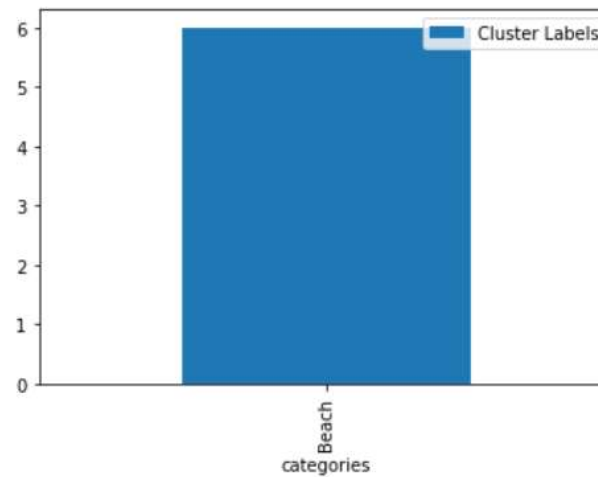
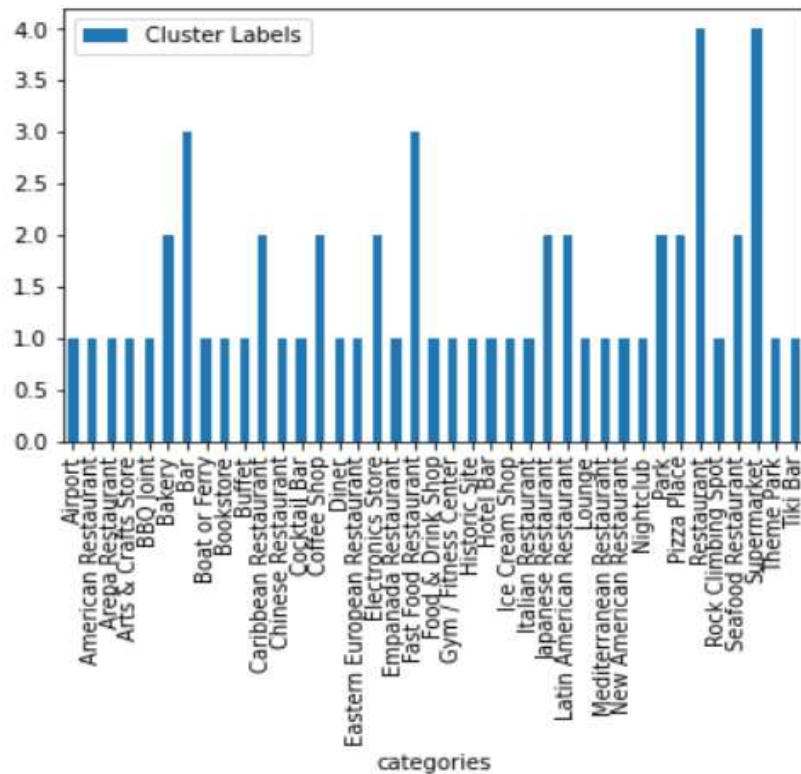


CURRENT MONEY REMITTANCE LOCATIONS VIEW

Map view highlighting locations with
and without activity



HAITI NEARBY VENUES CLUSTER ANALYSIS

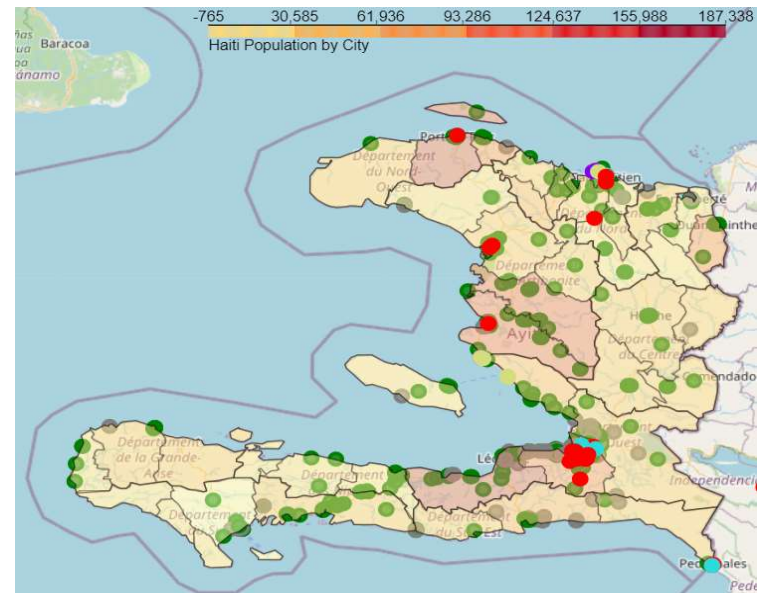


HAITI NEARBY VENUES CLUSTERS

Clusters identified

- Restaurants, Supermarkets and other social Venues
- Beach
- Hotels
- Resorts

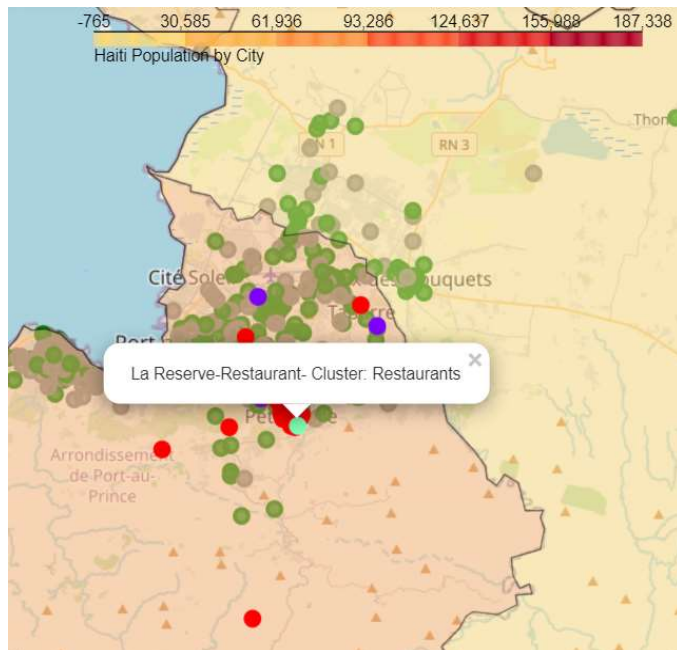
Map results view



NEARBY VENUES CLUSTER RESULTS BY DEPARTMENT

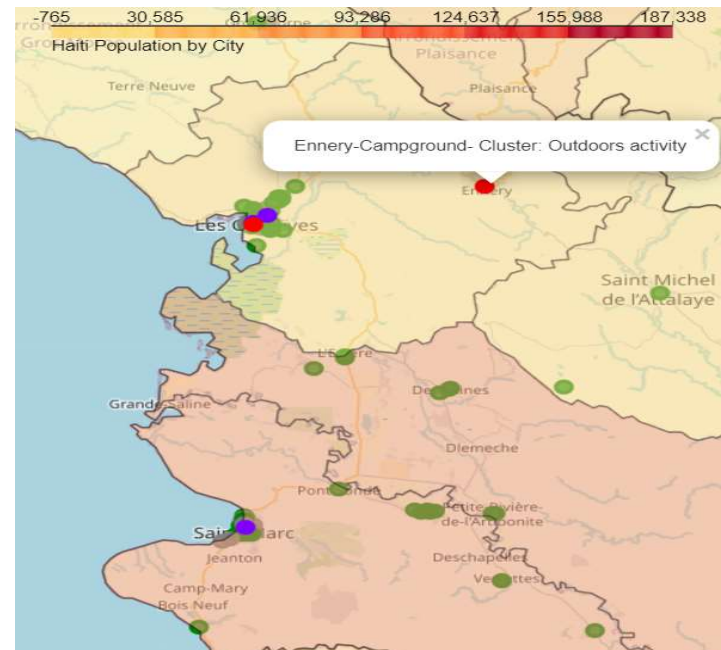


Ouest Department



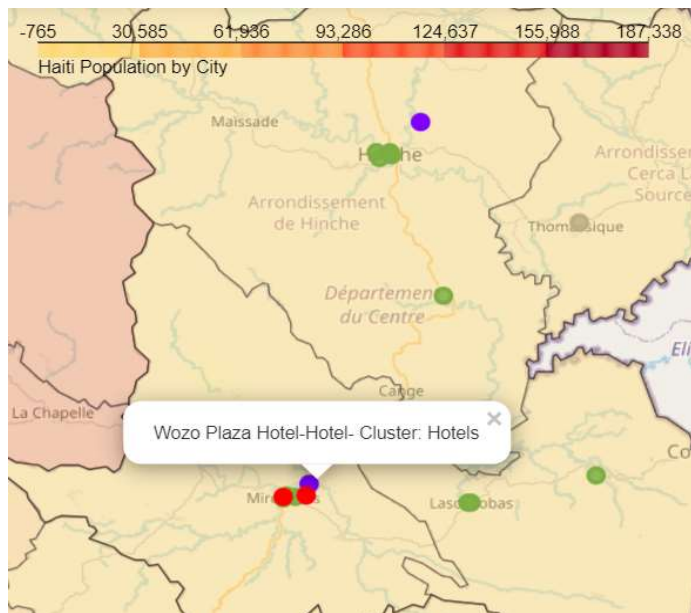
- Resorts and Supermarkets
- Hotels
- Restaurants

Artibonite Department



- Outdoors activity
- Restaurants

Centre Department



- Outdoors activity
- Hotels

Grand'Anse Department



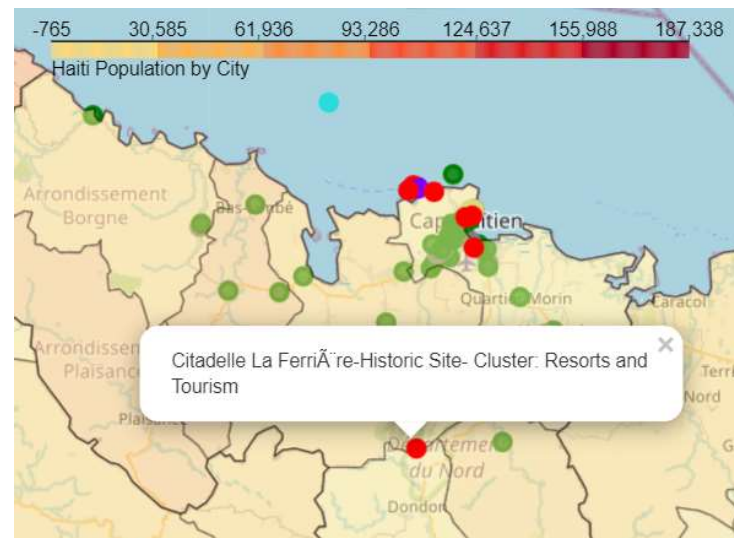
- Outdoors activity and Transportation
- Restaurants

Nippes Department



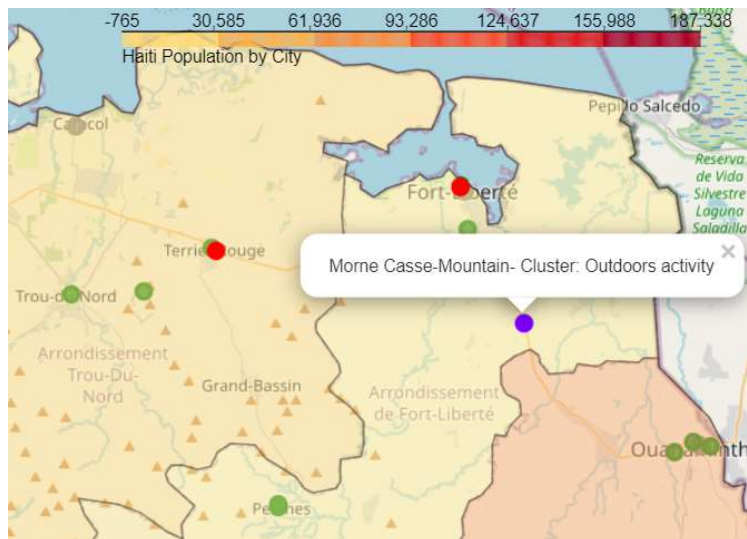
- **Outdoors activity**
- **Restaurants**

Nord Department



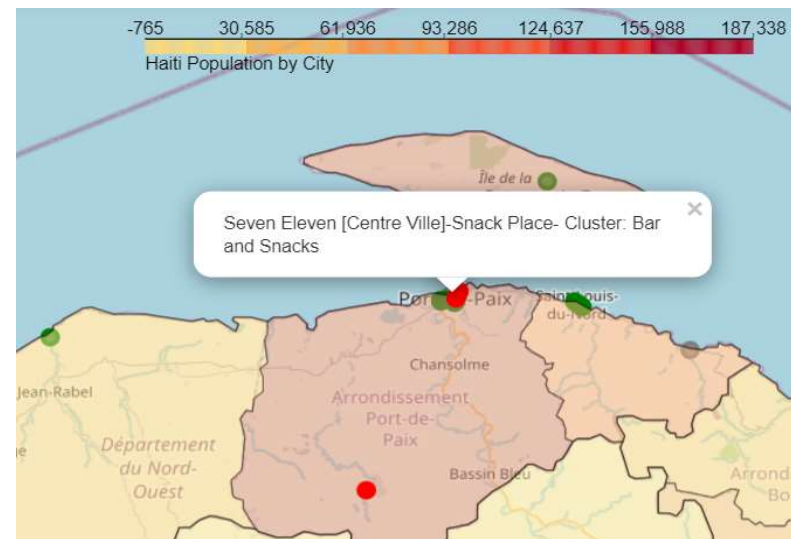
- **Resorts and Tourism**
- **Beach**
- **Water activity**
- **Hotels**

Nord-Est Department



- Beach and Tourism
- Outdoors activity

Nord-Ouest Department



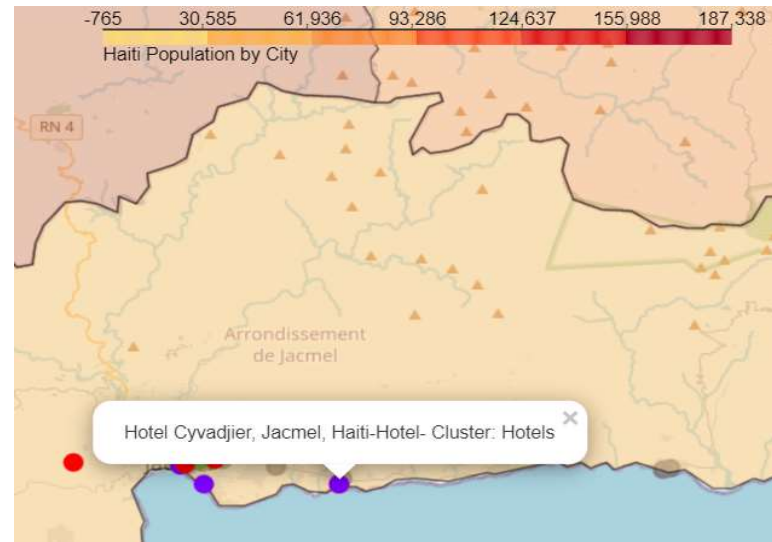
- Bar and Snacks
- Restaurants

Sud Department



- **Food venues**
- **Beach**

Sud-Est Department



- **Restaurants and Outdoors activity**
- **Hotels**



RESULTS AND CONCLUSIONS

- The final map for Haiti and for each Department provides visibility of possible gaps where Money Remittance locations could be a good opportunity for a Money Remittance enterprise and gain for Haitian community.
- As additional points, the analysis provided other inputs for the enterprise to review, analyze and optimize their current locations distribution.
- There are several opportunities for the stakeholders on different areas:
 - Data clean-up to ensure coordinates and addresses are accurate.
 - Current locations very close to other locations which affects activity/productivity. They should review with local team to analyze the cases and better resource usage.
 - Work with local team to review potential zones in which a location could be enabled to attract more customers or even a new category of customers.