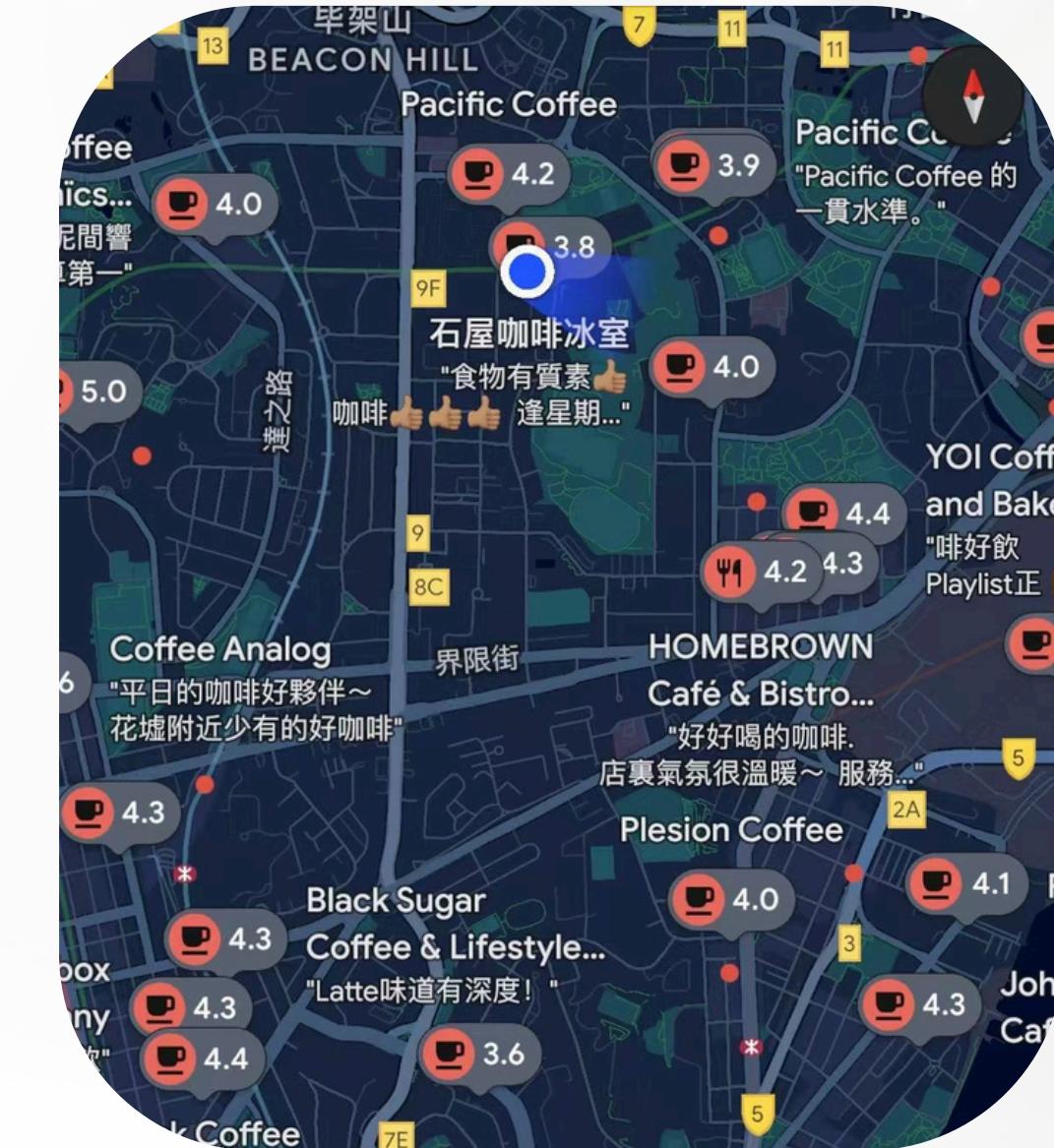


SITEWISE

A Data-Driven Retail Location
Recommendation Platform



TEAM MEMBERS

We share the same academic background, the same goals, and the same passion. However, we excel in different areas.



NI Rui
BCDA Year3
Project Lead
&
Business Strategy



ZHANG Lanying
BCDA Year3
Market Research
&
Competitive Analysis

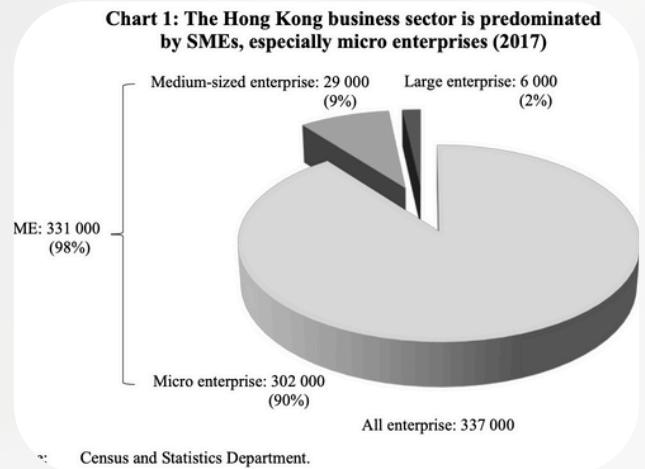


QU Yichen
BCDA Year3
Data Analytics
&
Modeling Lead



CHEN Xiaoqian
BCDA Year4
Product Design
&
User Experience

PROBLEM



Hong Kong is one of the most **competitive** and **costly** retail markets globally.



Businesses are struggling to find suitable street-front shops, while many such shops are struggling to **attract suitable tenants**.



For small and medium-sized retailers, poor site selection often leads to **high fixed costs, low customer fit**, and ultimately **business failure**. However, most retailers rely on personal experience, real estate agents, or limited publicly available information for site selection decisions currently.

SOLUTION

The screenshot displays the 'Retail Location Optimization Platform' interface. On the left, a sidebar titled 'Input Parameters' includes fields for 'Monthly Budget (HKD/m²)' (set to 2100), 'Target Customer Age Group' (set to '25-44 years'), 'Preferred Districts (Optional)' (set to 'Choose an option'), and 'Advanced Options'. The main area is titled 'Retail Location Optimization Platform' and shows a summary: 'Sai Kung' is the 'Best Recommended District' with a 'Highest Score' of '100.0%' and '18' matching districts. Below this, a table titled 'Top 5 Recommended Districts Details' lists the following data:

District	Average Rent (HKD/m ² /month)	Average Daily Traffic	Number of Bus Stops	Recommendation Score
Sai Kung	1,105	24,842.5	193	100
Kwun Tong	1,079	27,651.3889	259	96.48
Wong Tai Sin	1,079	28,098.3333	122	96.3
Kowloon City	1,079	22,651.0938	304	95.01
Tuen Mun	1,105	21,610	198	93.37

SiteWise is a website designed to help small and medium-sized retailers in Hong Kong find suitable store locations based on their specific business needs. Users can receive data-driven recommendations tailored to their business requirements, rather than relying solely on intuition.

SOLUTION



CUSTOMIZABLE PARAMETER INPUT

Input Parameters

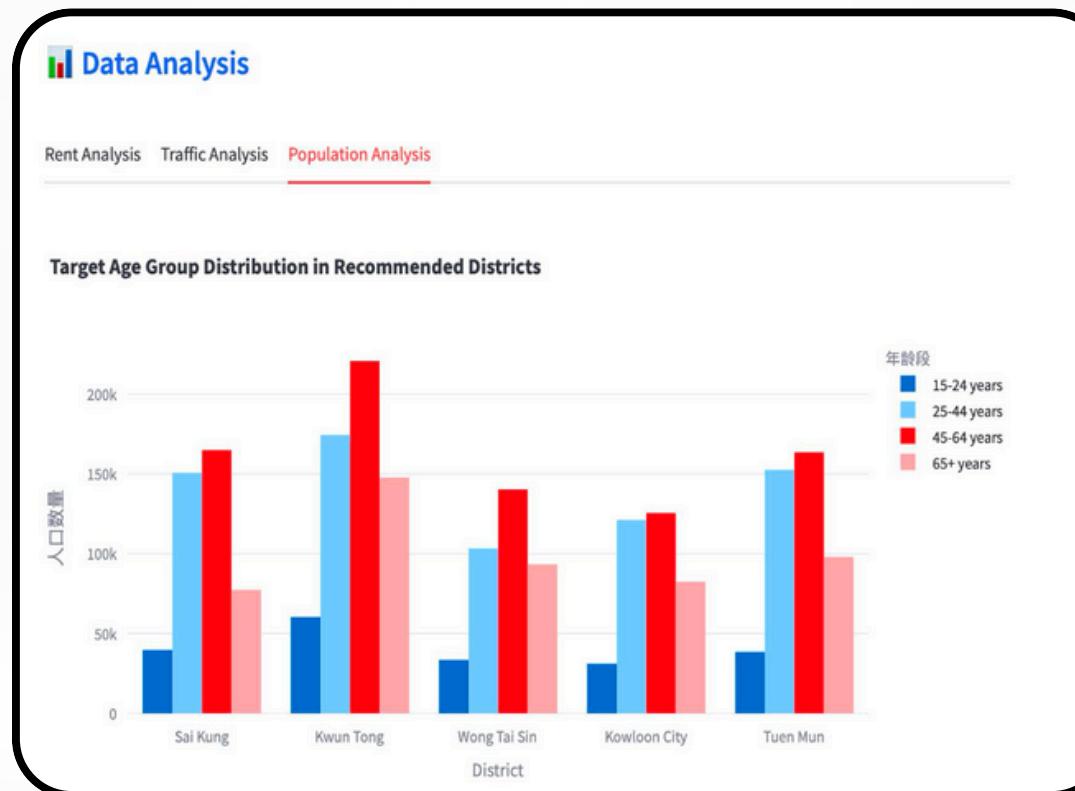
Monthly Budget (HKD/m²) 500 3000

Target Customer Age Group

Preferred Districts (Optional)

Advanced Options ▾

VISUALIZED DATA



RECOMMENDED DISTRICTS DETAILS

Top 5 Recommended Districts Details

District	Average Rent (HKD/m ² /month)	Average Daily Traffic	Number of Bus Stops	Recommendation Score
Sai Kung	1,105	24,842.5	193	100
Kwun Tong	1,079	27,651.3889	259	96.48
Wong Tai Sin	1,079	28,096.3333	122	96.3
Kowloon City	1,079	22,651.0938	304	95.81
Tuen Mun	1,105	21,610	198	93.37

A map of Hong Kong with several districts highlighted by red circles. The districts include Tuen Mun, Kwun Tong, Wong Tai Sin, Tsing Yi, Sha Tin, and Ma On Shan. The map also shows the coastline and some surrounding areas like Discovery Bay and Tseung Kwan O.

COMPETITION



Retail Network Expertise

在零售网络效能方面取得领先

在过去的80年里，汽车零售行业并没有发生重大变化——一直行驶旅程的电动化及数字化迫使行业重新思考其（实体）零售环境，您的成功与否取决于您的表现能否与消费者行为保持一致。S&P Global Mobility[标普全球汽车]为客户提供一整套服务，包括市场研究和网络设计图、微区位层面的数据分析以及由经验丰富的咨询专家团队提供的定制化建议。

TRADITIONAL REAL ESTATE AGENCIES

Traditional real estate agencies primarily focus on **renting out** their vacant street-front shops, rather than considering from the retailer's perspective which locations are more conducive to **long-term profitability**.



LARGE RETAIL SITE SELECTION COMPANY

Most existing site selection tools are too **expensive** for small and medium-sized retailers to afford. Furthermore, these tools often fail to provide a comprehensive assessment of **all key factors** and rely on **consultant experience**.

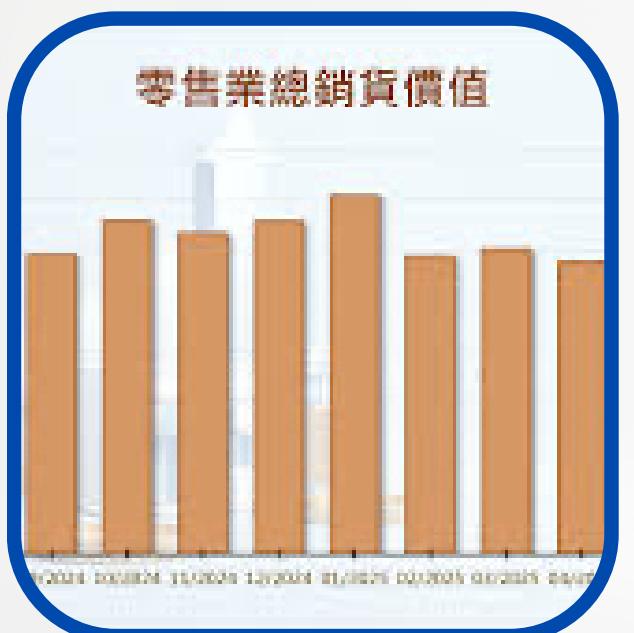
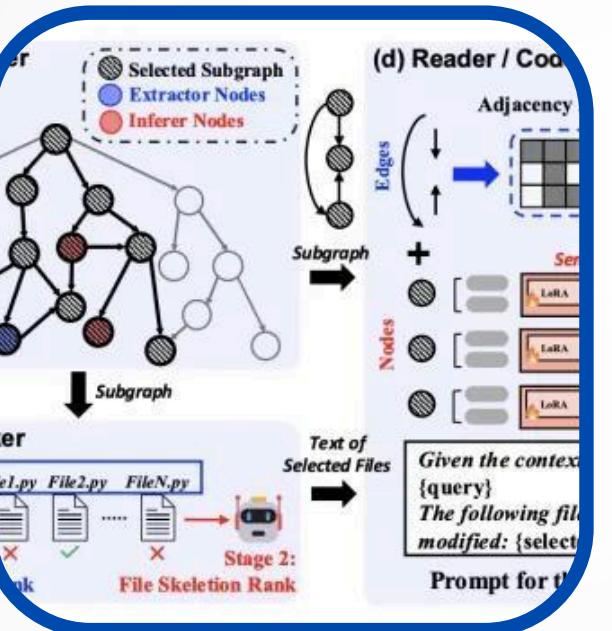
Criteria	Traditional Agencies	Existing Site Tools	SiteWise
Cost Efficiency	○	○	●
Data Depth	○ (half filled)	○	●
Objectivity	○	●	●

Affordable

Multi-dimensional

Data-Driven

FEASIBILITY



A large, bold, red 3D text graphic that reads 'LOW COST' in a stylized font.

ABUNDANT DATA

Most of the data we use comes from the Hong Kong Open Data Platform, where the data is **free, plentiful, and dynamically updated**.

MATURE TECHNOLOGY

The models required to build the platform are **widely used** in related fields, and their effectiveness is **widely recognized**.

URGENT DEMAND

Hong Kong's retail industry is developing **rapidly**, and many retailers have **failed or struggled to start** due to site selection issues.

LOW COST

Most of our data resources are **free**, our team members have **programming skills** and can build their own platform, and we don't have strict requirements regarding office location.

FUTURE PLAN

1

Integrate with mainstream real estate platforms to obtain real-time, accurate leasing data.

2

Upgrade our tools to provide customized analytics centered on SMEs, including customer matching, competitor analysis, and inventory management.

3

Expand our business to other data-rich cities and regions outside Hong Kong.

MAKE
BUSINESS
SIMPLE

MAKE BUSINESS SIMPLE

IMPACTS



8 DECENT WORK AND
ECONOMIC GROWTH

Reducing operational risks helps SMEs survive, thereby contributing to local employment stability.



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE

We do not replace traditional businesses. We modernize them with digital infrastructure to make smarter decisions.

THANK YOU