

ML Regionalization Model

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A blurred background image of a laptop screen. The screen shows a line graph with a blue line and a pie chart with green and blue segments. The text is overlaid on this background.

Mission statement: US sales regions will be defined by their market features and not limited by their geography as the workforce embraces the WFH model.

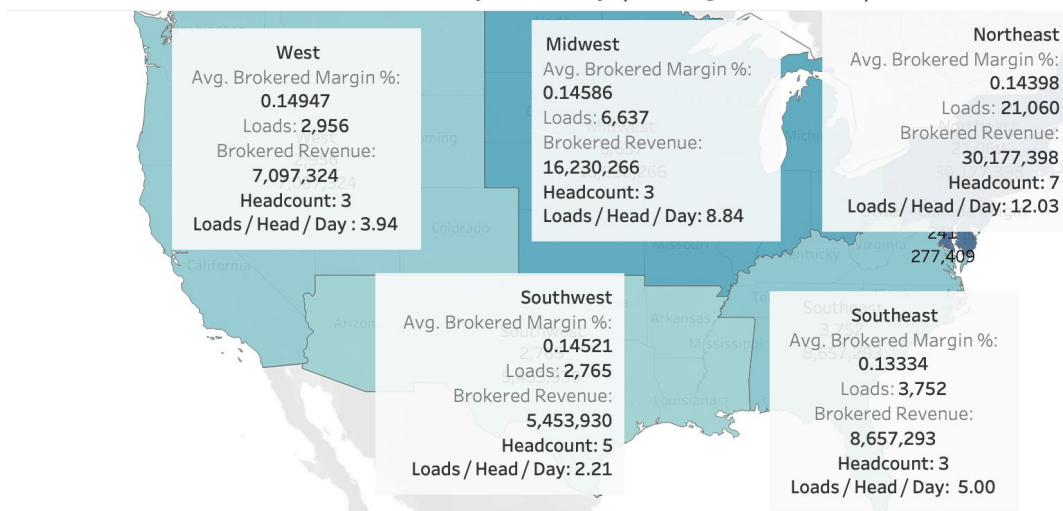
The problem

A client is looking to scale and grow 2x over the next 5 years and has noted satellite offices.

Regions have been defined by geographic proximity for sales coverage, but the lack of development on the west coast and newness of the office is dampens West Coast market development.

Sales associates are often working across regions for enterprise accounts, confusing the customer base and causing poor customer experience.

Brokered Revenue and Load Count By Territory (Rolling 12 Months)



A close-up, slightly blurred photograph of a person's hands. The person is wearing a dark long-sleeved shirt. Their right hand is holding a white marker and is in the process of drawing or writing on a white surface, likely a whiteboard. The background is out of focus, showing some bokeh light effects. The overall tone is professional and focused.

The solution

ML model to group states
based on attributes to
build regions, allowing
sales to sell to who they
know and what they know.

The Process

Gather Data

3 year csv of transaction history
geoJSON of US map

Set Continuous Variables

Float variables including average
margin and total volume grouped
by origin state ['NAME']

MatPlot - Find the Ideal Region Count

Elbow Method to determine when there are
diminishing returns on increasing the region count

Pandas - Clean Data

Filter to Rolling 12 month from
max date in dataset
Modify column types
Rename headers

Set Discrete Variables

Create dummies to
change customer and
supplier information to
numbers for processing

SKlearn - Regionalize

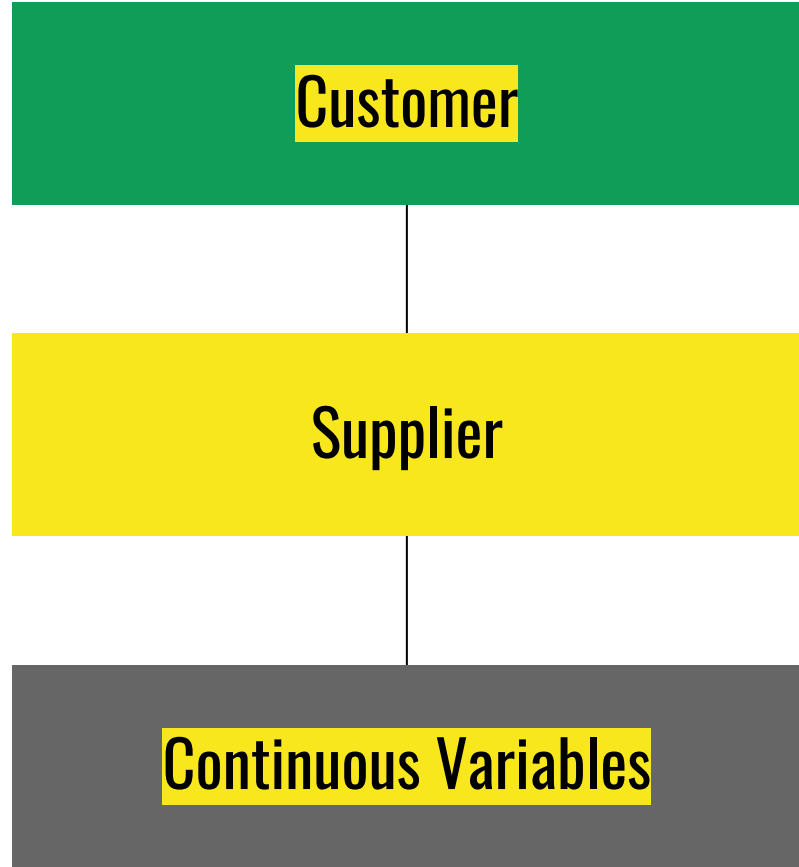
Display the clustered regions
based on the defined
attributes using the optimal
region count

An aerial photograph of a city skyline at dusk or dawn. The sky is a mix of dark purple, blue, and orange. The city is densely packed with skyscrapers, many of which are illuminated with lights. The text "The technology: ML Geospatial Clustering" is overlaid in a large, white, serif font on the left side of the image.

The technology: ML Geospatial Clustering

Clustered Sales Regions by Attributes

Attributes are defined by average load volume (12 month rolling period), average margin, customer, and supplier. Regions are not defined by geographic proximity to each other.



How many regions?

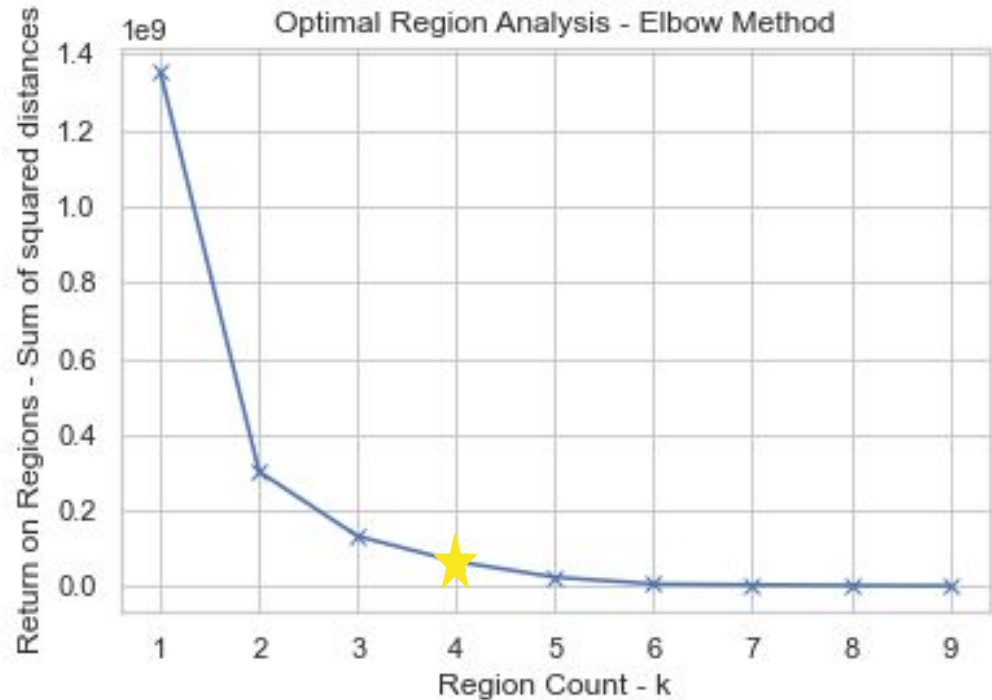
Using the Elbow Method, we can see at what point regions stop being significantly different. We should have no more regions than are significantly different in order to optimize cost of service.

```
In [118]: #Optimal Cluster Calculations
Sum_of_squared_distances = []
K = range(1,10)
for k in K:
    km = KMeans(n_clusters=k)
    #km.fit(X)
    km = km.fit(statesct) #count of Origin state
    Sum_of_squared_distances.append(km.inertia_)

In [119]: Sum_of_squared_distances

Out[119]: [1351964189.8958328,
302673937.33333325,
132534766.49211712,
66259163.158783786,
24764002.950450454,
7213420.424242424,
4991970.007575759,
3285032.6388888895,
2257830.138888889]

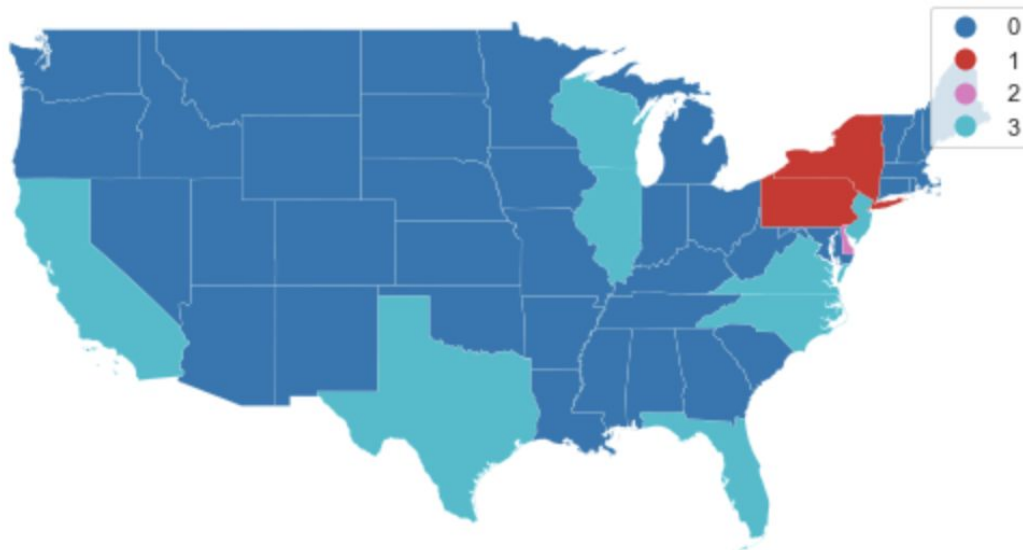
In [143]: #optimal clusters
plt.plot(K, Sum_of_squared_distances, 'bx-')
plt.xlabel('Region Count - k')
plt.ylabel('Return on Regions - Sum of squared distances')
plt.title('Optimal Region Analysis - Elbow Method')
plt.savefig('Elbow Method')
```



The Results

Regions are grouped broadly across time zones based on customers, suppliers, and average margin. By implementing this new regional sales model, sellers can focus on selling even more!

- 0: miscellaneous extending across the US
- 1: focused around the corporate office with NY, PA, and MA
- 2: DE has a unique market
- 3: VA, NC, FL, NJ, CA, TX, MI



```
In [124]: #Cluster in specific groups
cluster_count = 4
km5 = cluster.KMeans(n_clusters=cluster_count)

In [125]: # Fit to data
km5cls = km5.fit(statedb.drop(['geometry', 'NAME'], axis=1).values)

In [140]: # Map clusters
f, ax = plt.subplots(1, figsize=(9, 9))

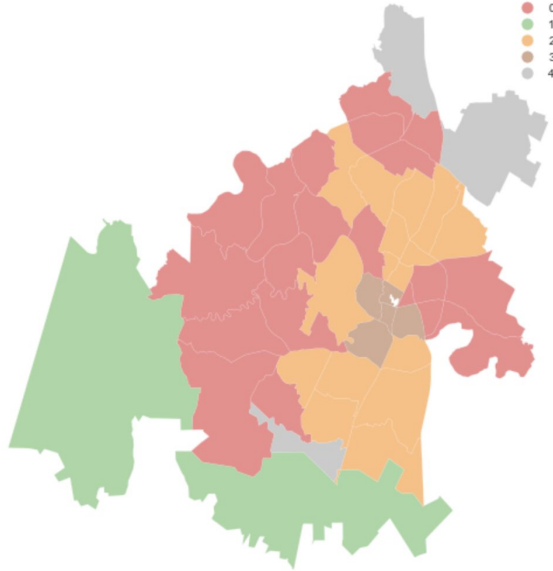
statedb.assign(cl=km5cls.labels_)\
    .plot(column='cl', categorical=True, legend=True, \
        linewidth=0.1, edgecolor='white', ax=ax)

ax.set_axis_off()
plt.savefig('Regions')
```

Resources

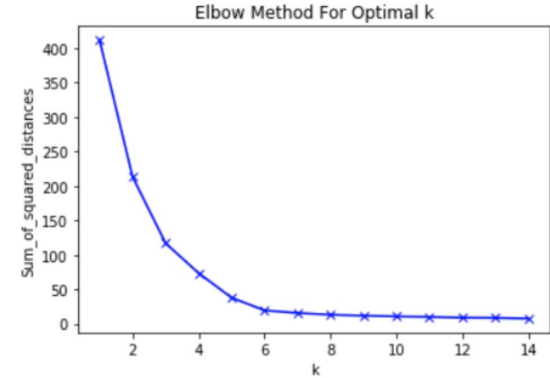


Our model is based off these methods:



Spatial Clustering - Austin AirBnB
http://darribas.org/gds_scipy16/ipynb_md/07_spatial_clustering.html

```
plt.plot(K, Sum_of_squared_distances, 'bx-')  
plt.xlabel('k')  
plt.ylabel('Sum_of_squared_distances')  
plt.title('Elbow Method For Optimal k')  
plt.show()
```



kMeans - Cambridge Blog
<https://blog.cambridgespark.com/how-to-determine-the-optimal-number-of-clusters-for-k-means-clustering-14f27070048f>