1. There are too many (branch) stores for each POI.
   1. Something wrong in your code?
2. Nice to address sampling bias. How would you approach this question? Formally / informally
3. How do you handle the POIs sharing the address?
4. Now try to think about grouping
   1. 2 brands category
   2. Major stores vs. independent stores (see the distribution)
   3. Small traffic POIs vs. Huge traffic POIs