• What is your specific area of interest?

Our area of interest lies in analyzing retail industry POIs such as clothing, drug stores, food stores, etc. as it would allow us to understand consumer behavior at these store locations spread over Boston. Studying this industry will assist us with our research on launching a new service product business initiative that we are working on as part of our Entrepreneurship and Rapid Prototyping course at IBS. Additionally, we would also like to dive more into the big retail goods store brands which is a dying business as observed in the news. Big retail stores like JCpenny, Alex and Ani, etc . have claimed bankruptcy in multiple states across the US.

• Why is it more important than other areas?

As mentioned above, retail industry has been a buzz of discussion for many investors and shoppers for a while now. People have shifted their shopping preferences to online platforms as it provides them convenience and ability to review options in a matter of clicks. Moreover, since covid happened, many shoppers have exclusively moved to online transactions. Overall, working on this will give us more insight on the trajectory of this industry POIs. We will study the patterns of opening and closing of businesses. Last, we would like to know which ones are thriving market leader POIs to recommend opening of new businesses or expansion of current businesses.

• Why is the cell phone tracking data fit for your interest?

It fits our interest because using this we can study human behavior that leads to the popularity of certain POIS. The change in visits behavior and the additional brand info visit data shows us thriving and declining industries. This data can be used for marketing suggestions to these brands. Using cell phone tracking data, we can compare the footfall for same brand POIs in Boston to make inventory handling recommendations.