

Strategy proposal for socar zone through demand analysis

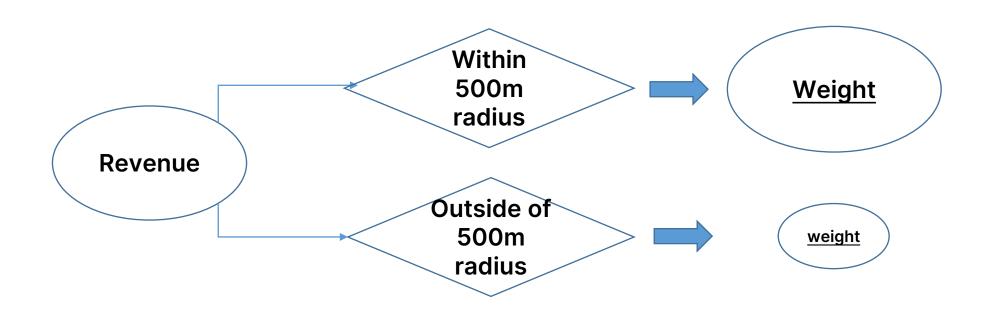
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MOTIVATION AND GOAL

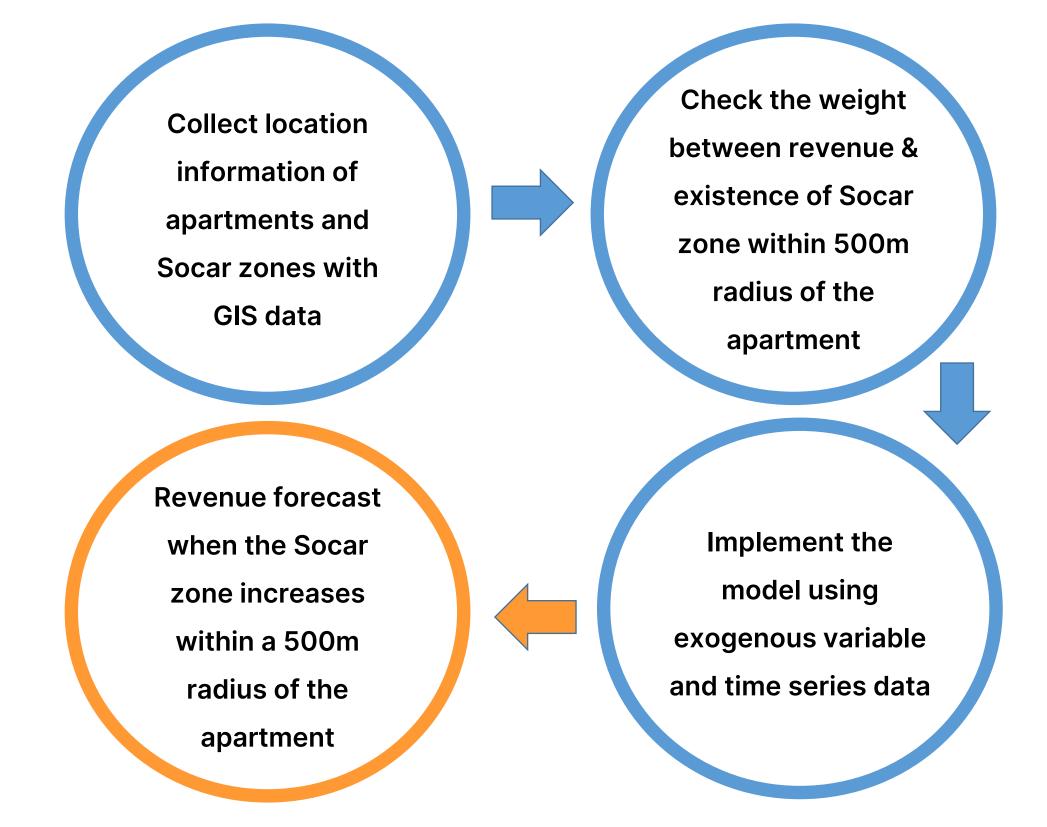
- ✓ Factors affecting Socar's revenue 80% of consumers chose convenience and promptness as the main factors for positive customer experience.
- ✓ Convenience of use Socar zone is the starting and ending point of customer use.
- ✓ Location selection of Socar zone locate Socar zone within 500m radius of the apartment

PROJECT DETAILS

- ✓ Collect location information of apartments and Socar zones with GIS data
- ✓ Clustering according to the existence of Socar zone within a radius of 500 m of the apartment
- ✓ Through correlation analysis, confirm the correlation between revenue and whether there is a Socar zone within a 500m radius of the apartment



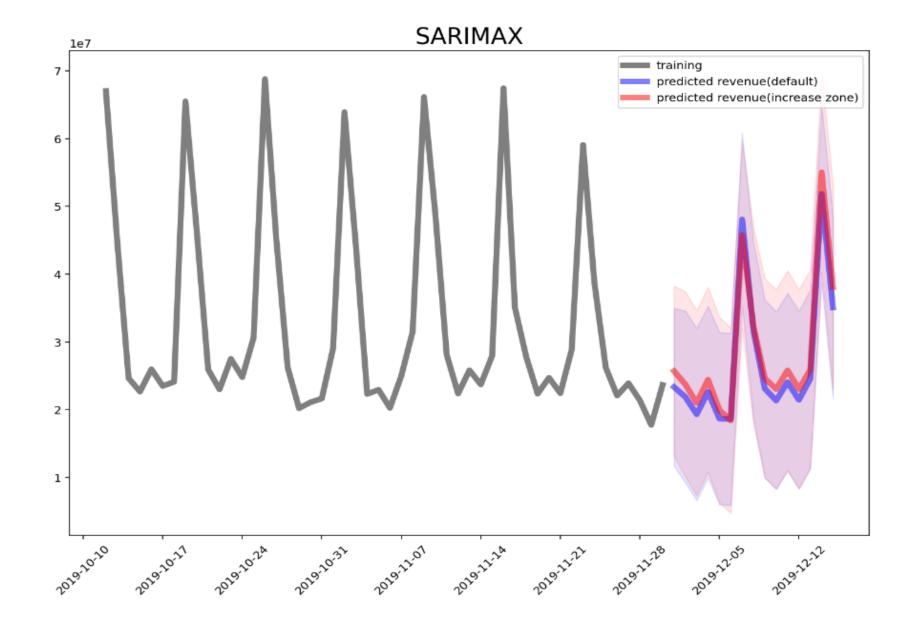
PROJECT DESIGN



- Demand forecasting by implementing the optimal model
 - Improve the performance of the model and evaluate the model
 - Revenue forecast for expansion of Socar zone within a 500m radius of the apartment
 - Suggest location for Socar zone







- Microscopic Demand Analysis **Using Dynamic Regression Model**
 - A dynamic regression model is a model that considers both time series data and exogenous variables. Using this model, even complex time series data can improve predictive performance. Prediction is possible through micro-analysis, which is useful even when comparing data with regional differences.
 - Git hub: https://github.com/Deok-Hun/aiffelthon_public/blob/main/README.md