Revenue forecasting and store location planning

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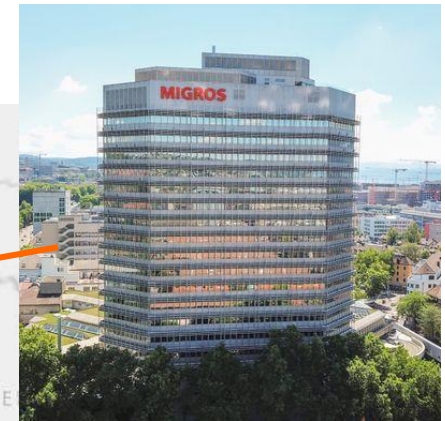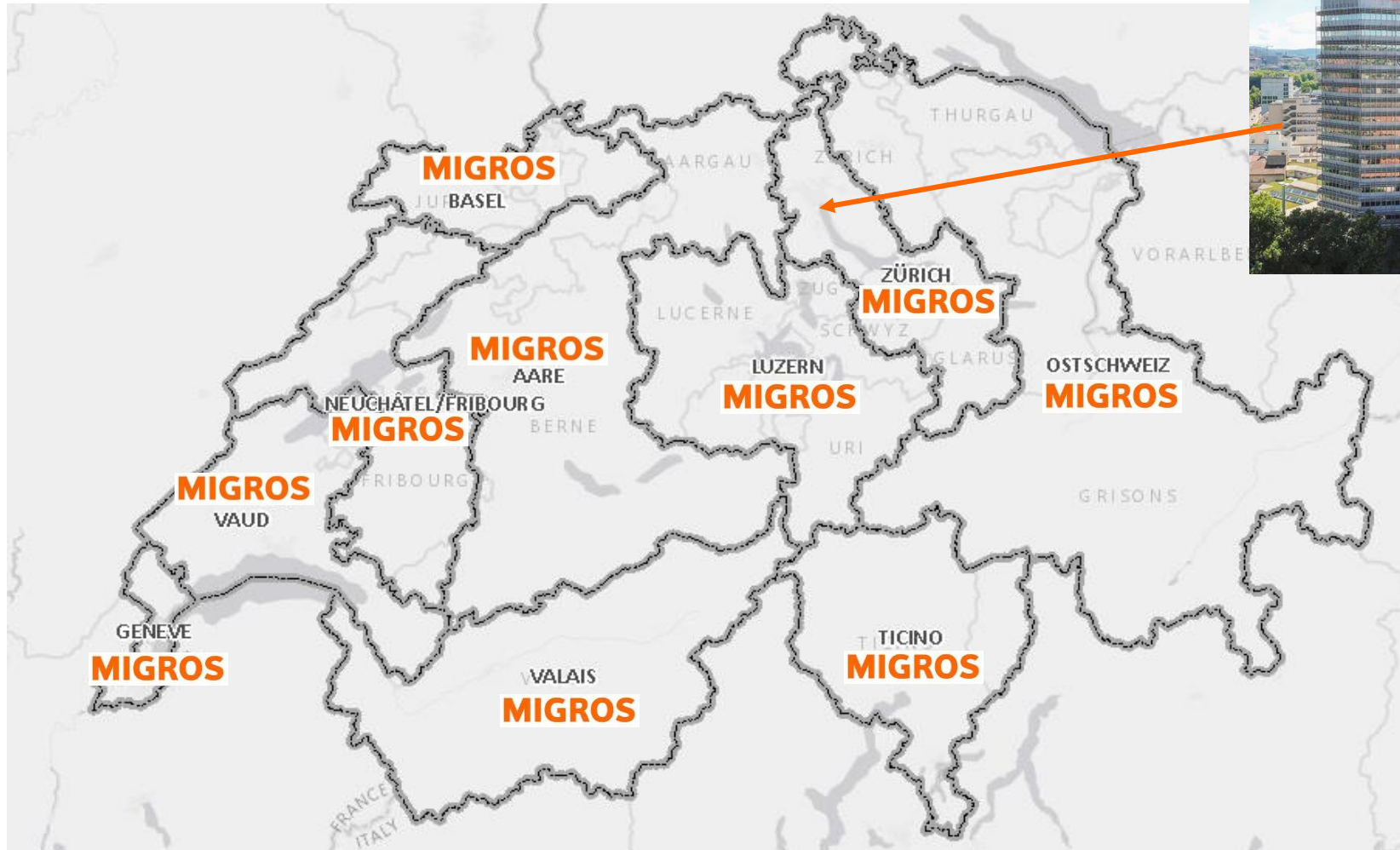
SBDUG Meetup, 08.07.2019

MIGROS

Should we build a store here?

Europaallee, Zürich

Local decisions are supported by data-based approach
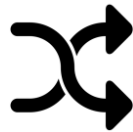
Migros = 10 regional Migros cooperatives
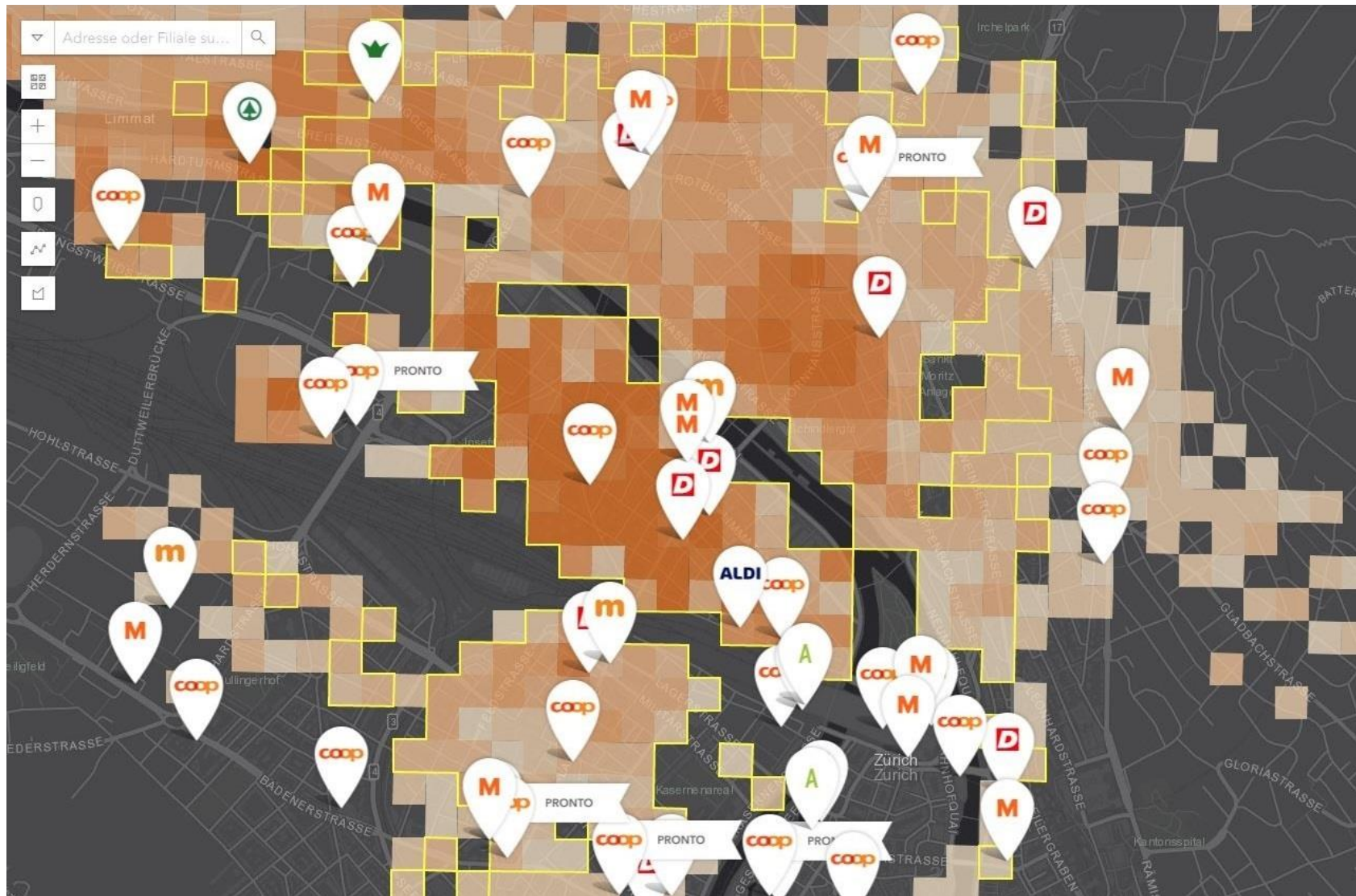
accurate
and
interpretable
revenue forecasts for
arbitrary scenarios

available via an appealing
graphical user-interface

GUI

accurate

interpretable

arbitrary scenarios

Machine Learning approach
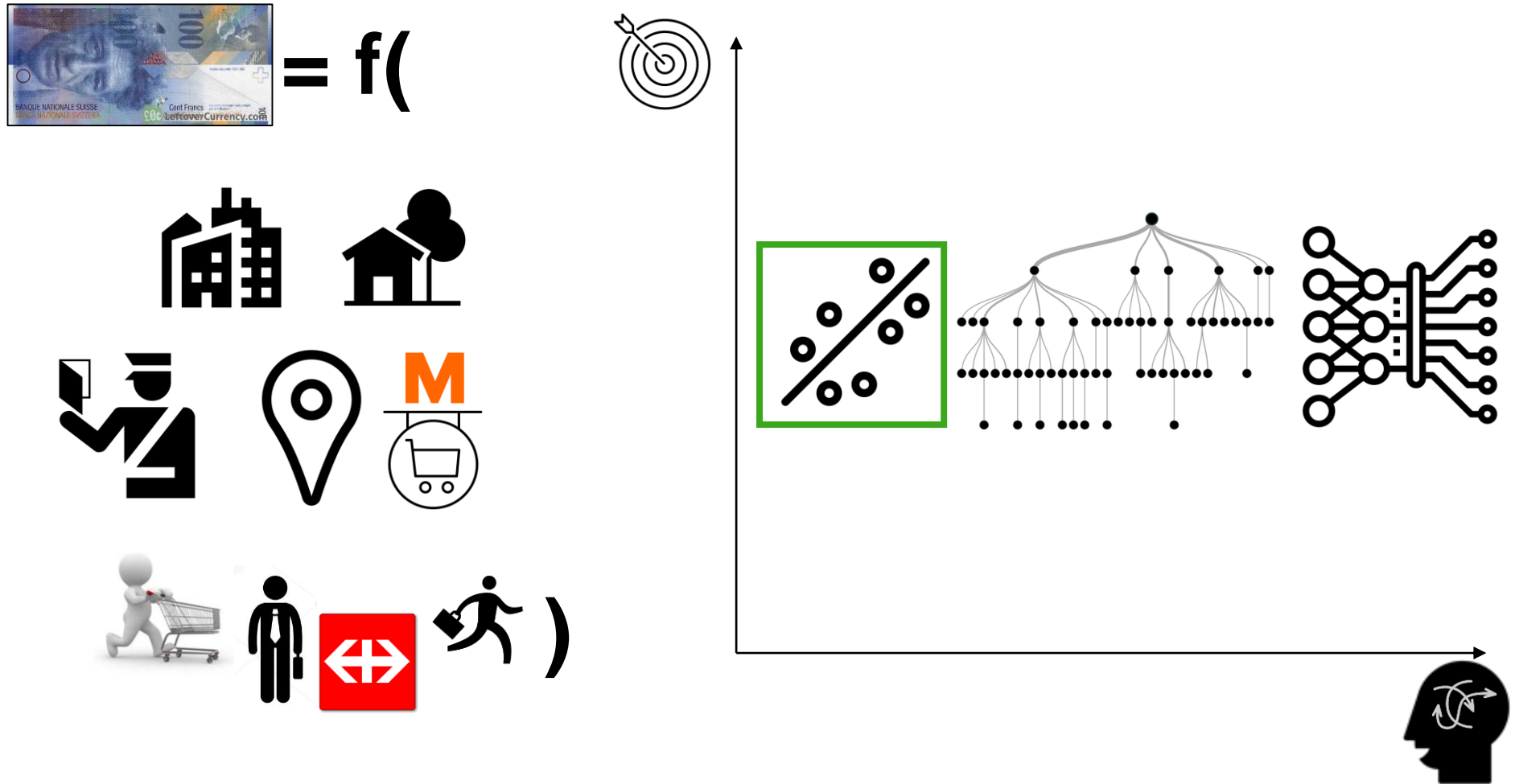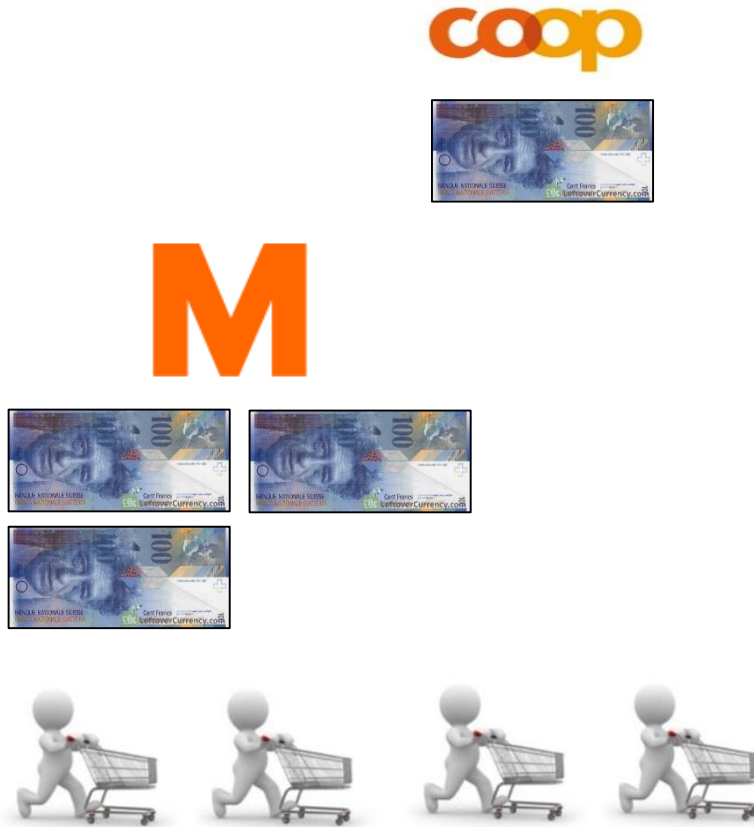
Conserve total amount of money

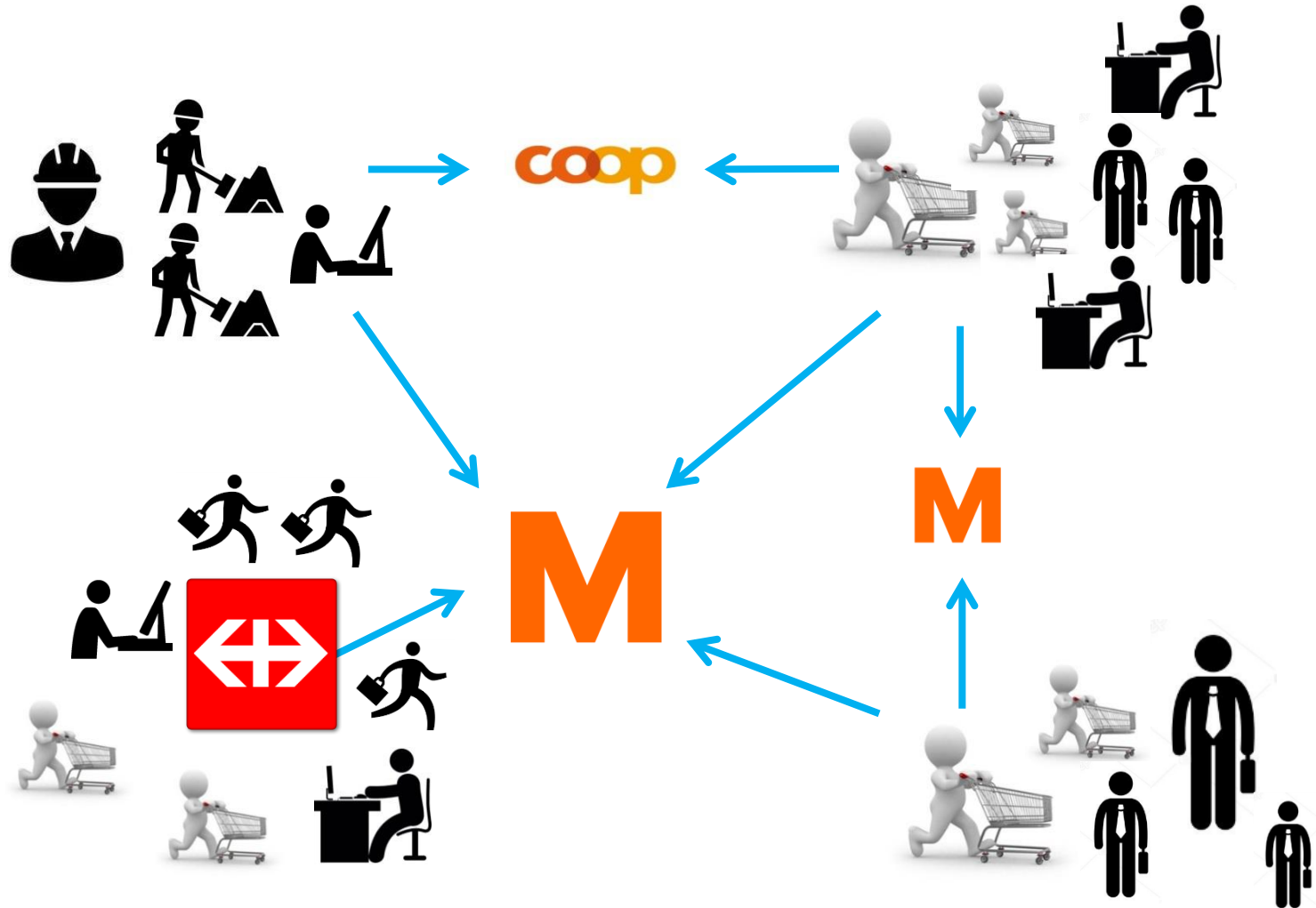# Revenue forecasting approaches
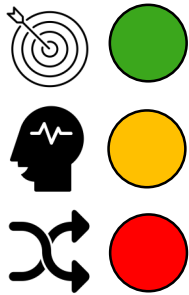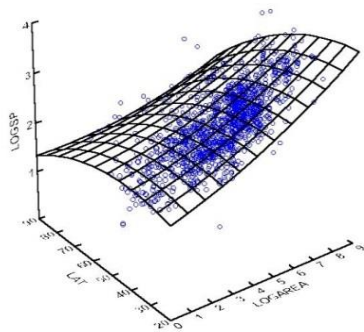
with their respective pros and cons

Consumer behavior can be modeled using a «gravity model»
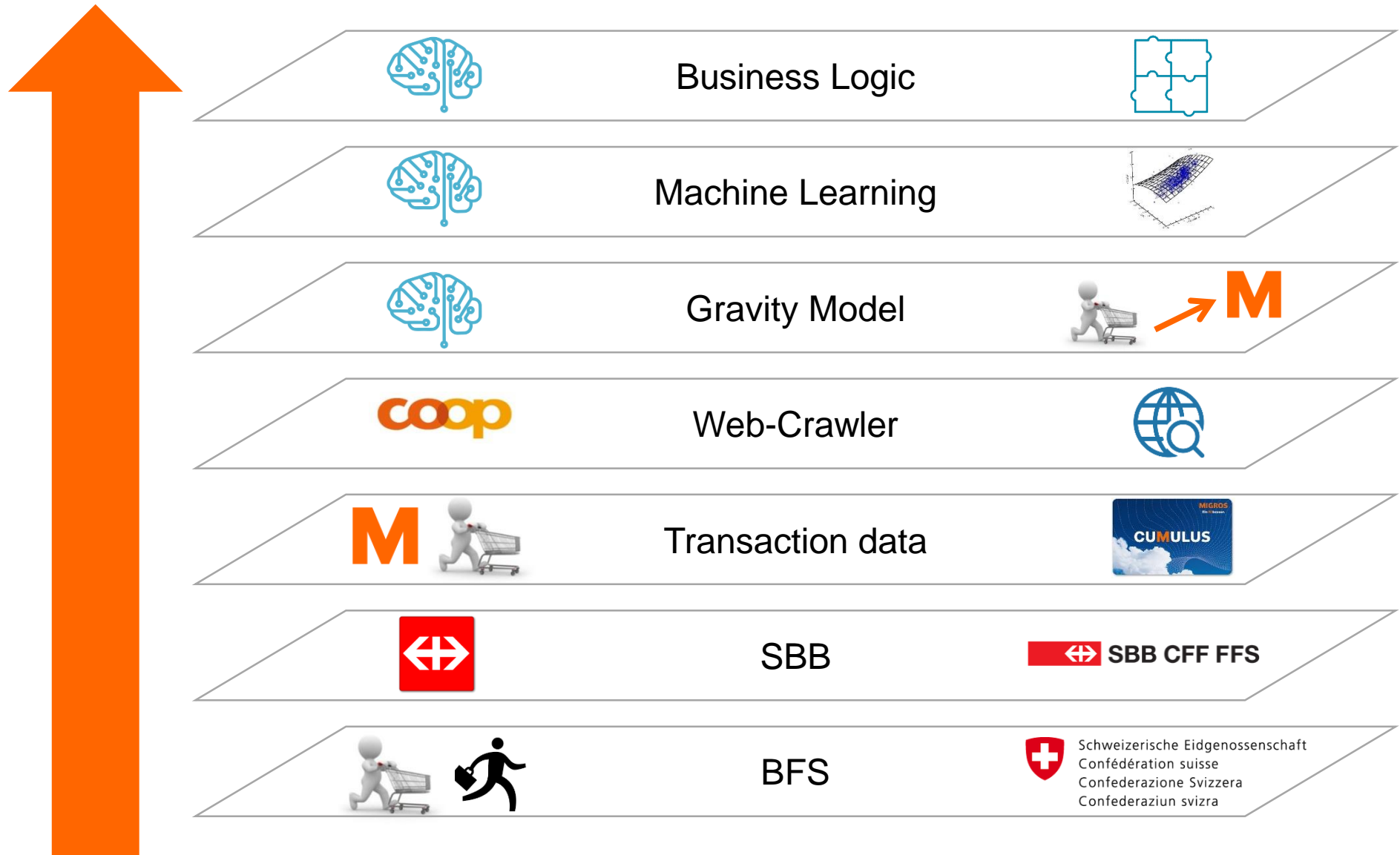
Conserve total amount of money

Revenue forecasting approaches

with their respective pros and cons
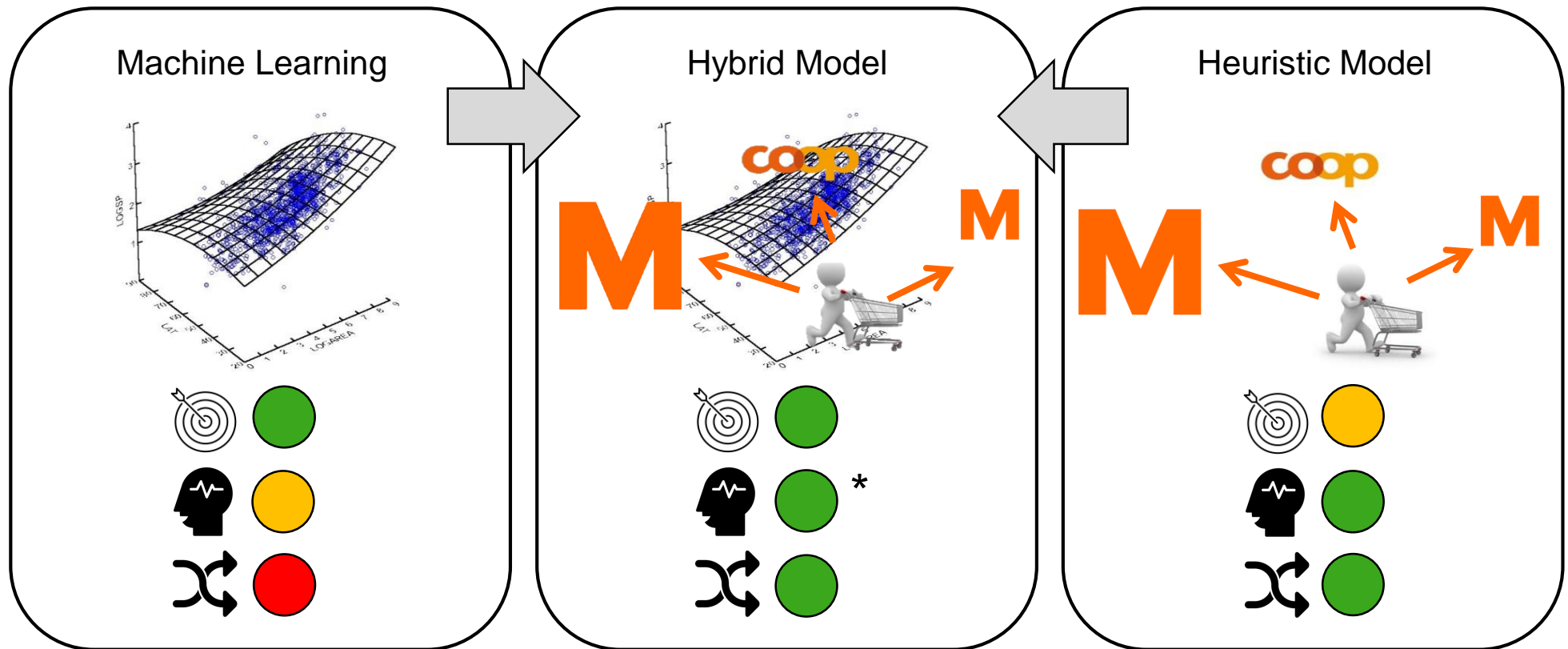
* detailed understanding takes some effort

Data and logical layers
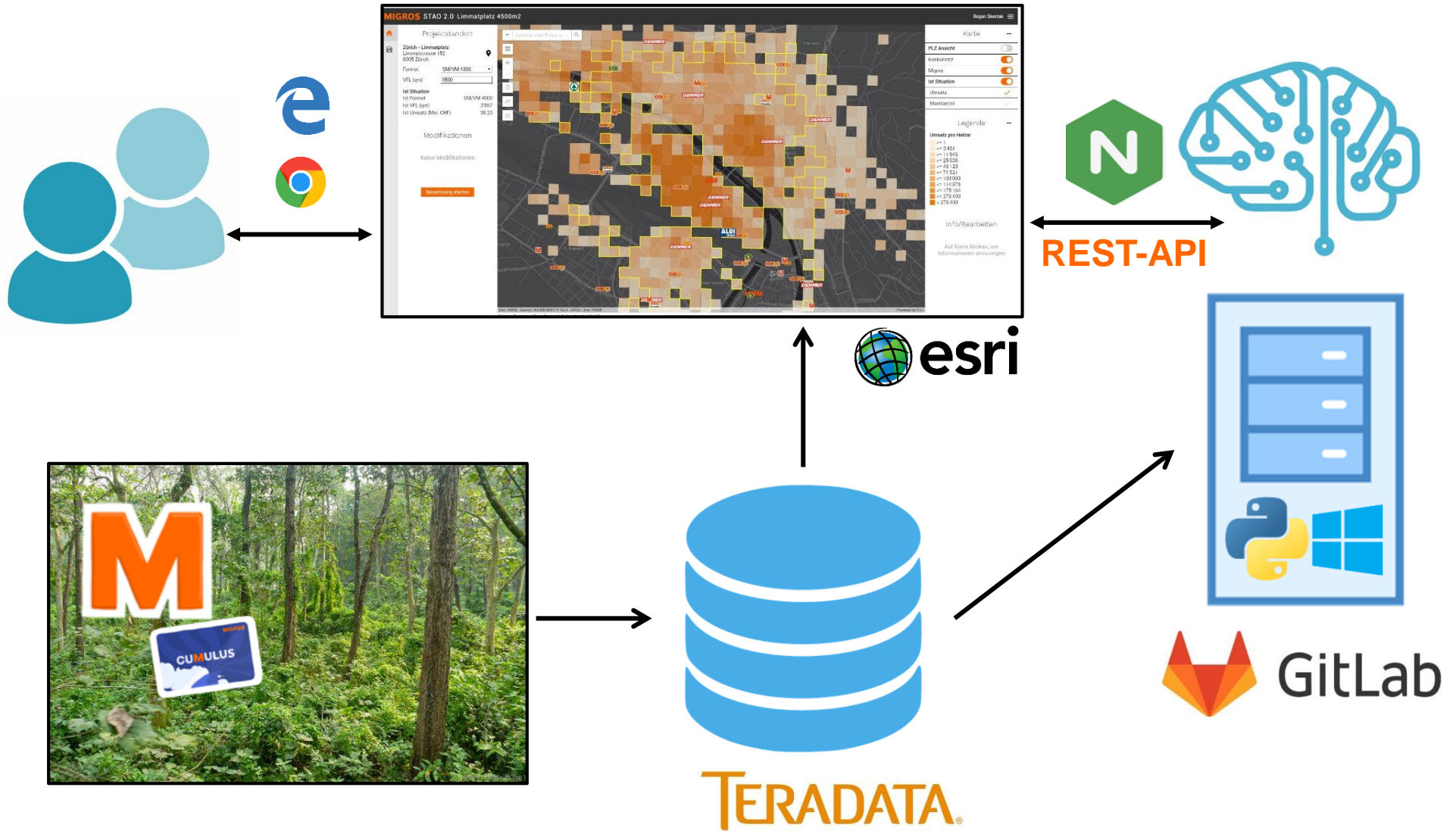
Business Logic

Machine Learning

Gravity Model

Web-Crawler

Transaction data

SBB

BFS

System overview

REST-API

«Agile» development

sys.exit(0)

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