

A wide-angle photograph of a Migros supermarket interior. The store is brightly lit with overhead fluorescent lights. In the foreground, there are several wooden crates and baskets filled with fresh produce, including oranges, leeks, and leafy greens. Some produce is also displayed in green plastic crates. In the background, more aisles and shelves are visible, with various signs and displays. The overall atmosphere is clean and organized.

MIGROS

Revenue forecasting and store location planning

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MIGROS

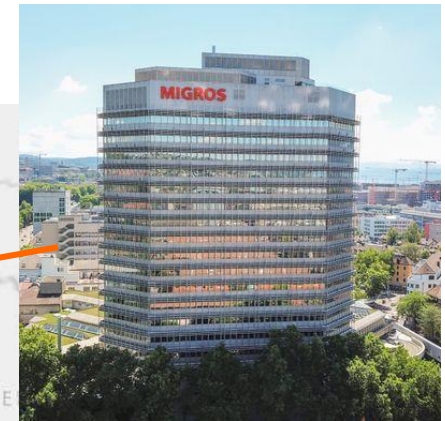
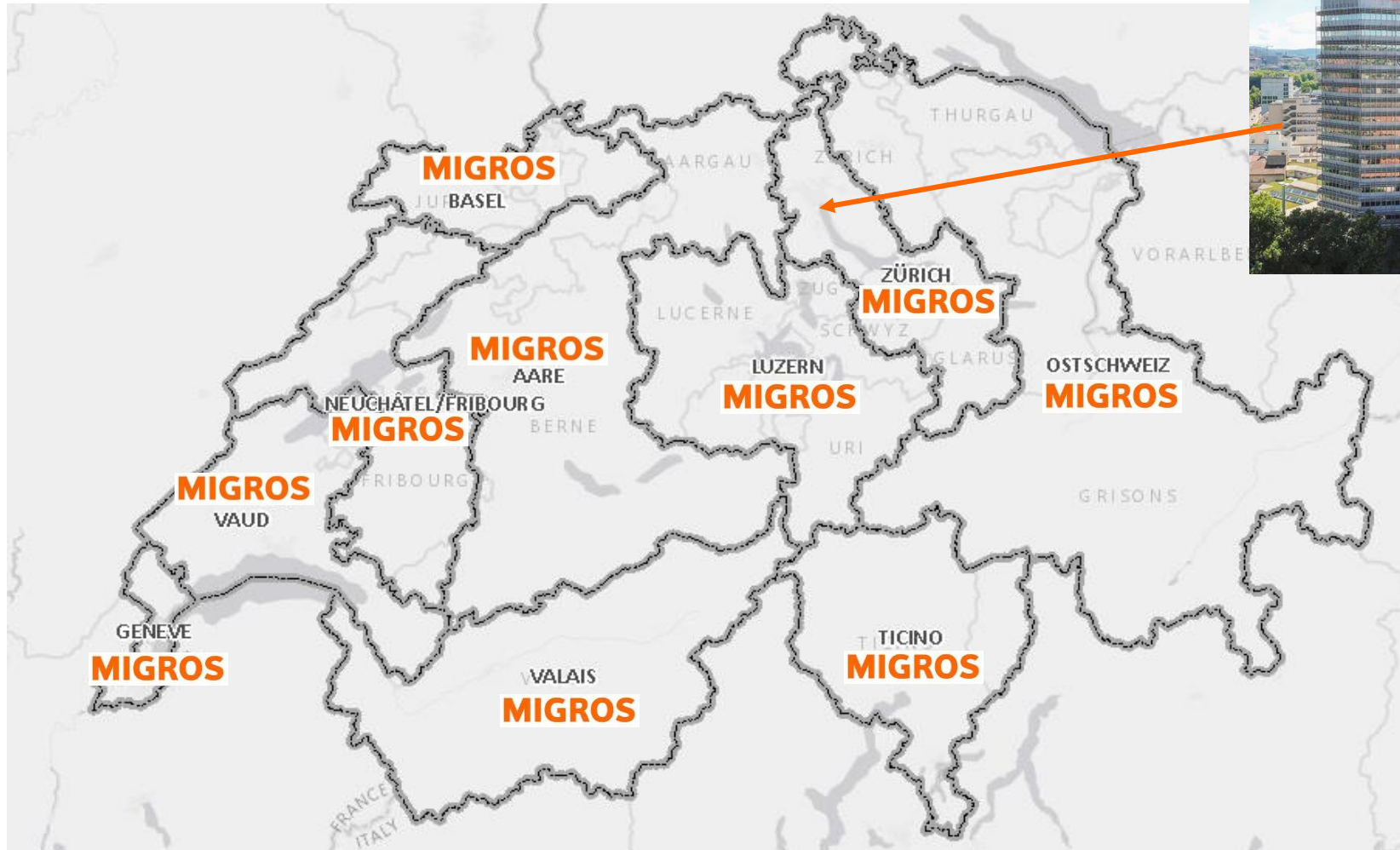
Should we build a store here?

Europaallee, Zürich



Local decisions are supported by data-based approach

Migros = 10 regional Migros cooperatives





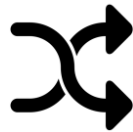
accurate

and



interpretable

revenue forecasts for



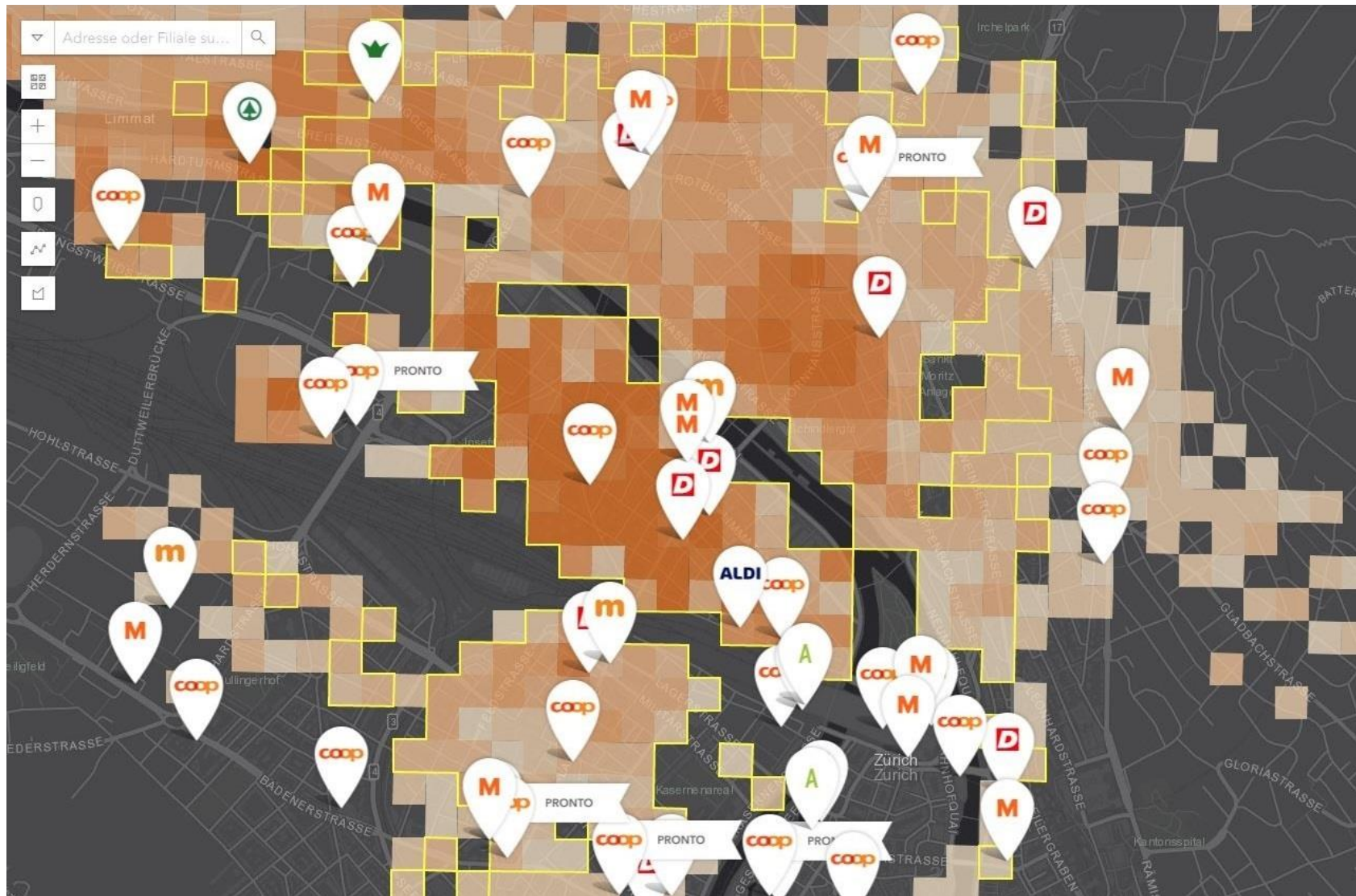
arbitrary scenarios



available via an appealing
graphical user-interface

GUI

Define scenario → Calculate → Analyze & Modify → Export



Our goal



accurate



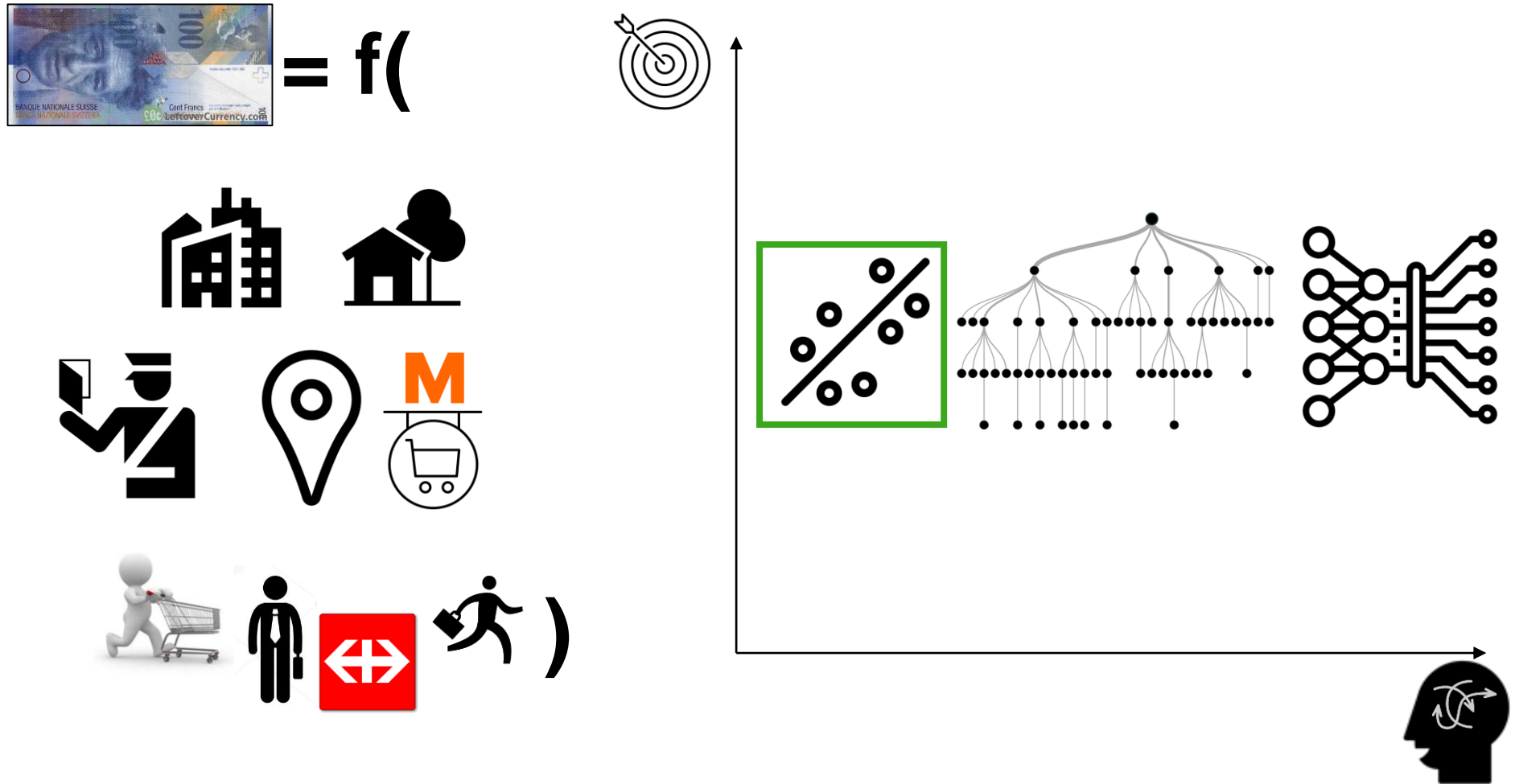
interpretable



arbitrary scenarios

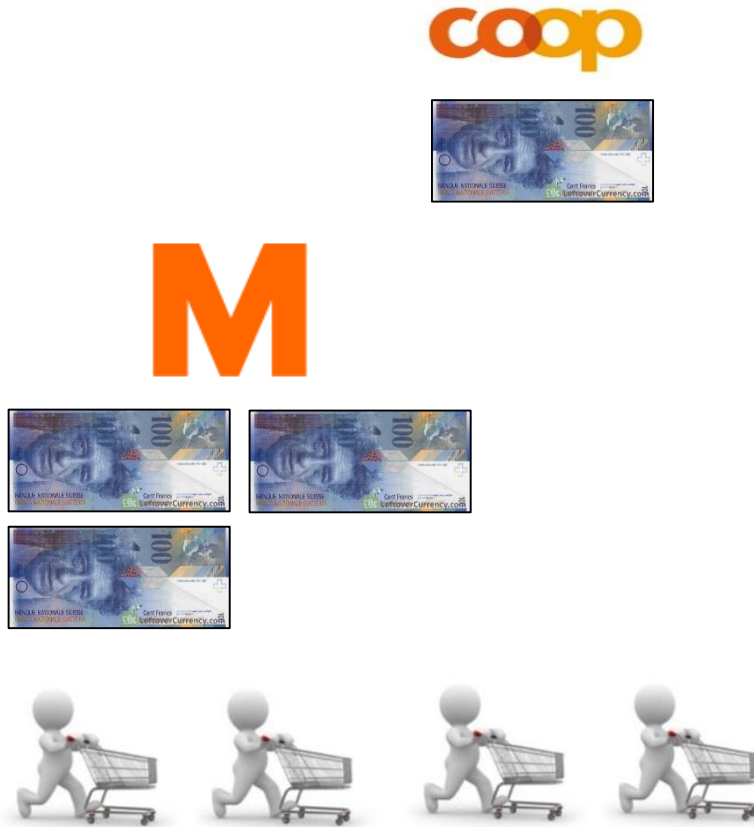
Machine Learning approach

Supervised learning



Machine Learning can't solve this!

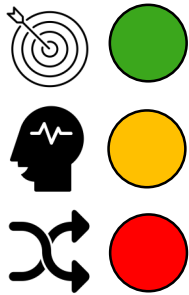
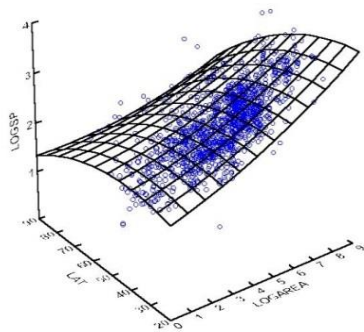
Conserve total amount of money



Revenue forecasting approaches

with their respective pros and cons

Machine Learning

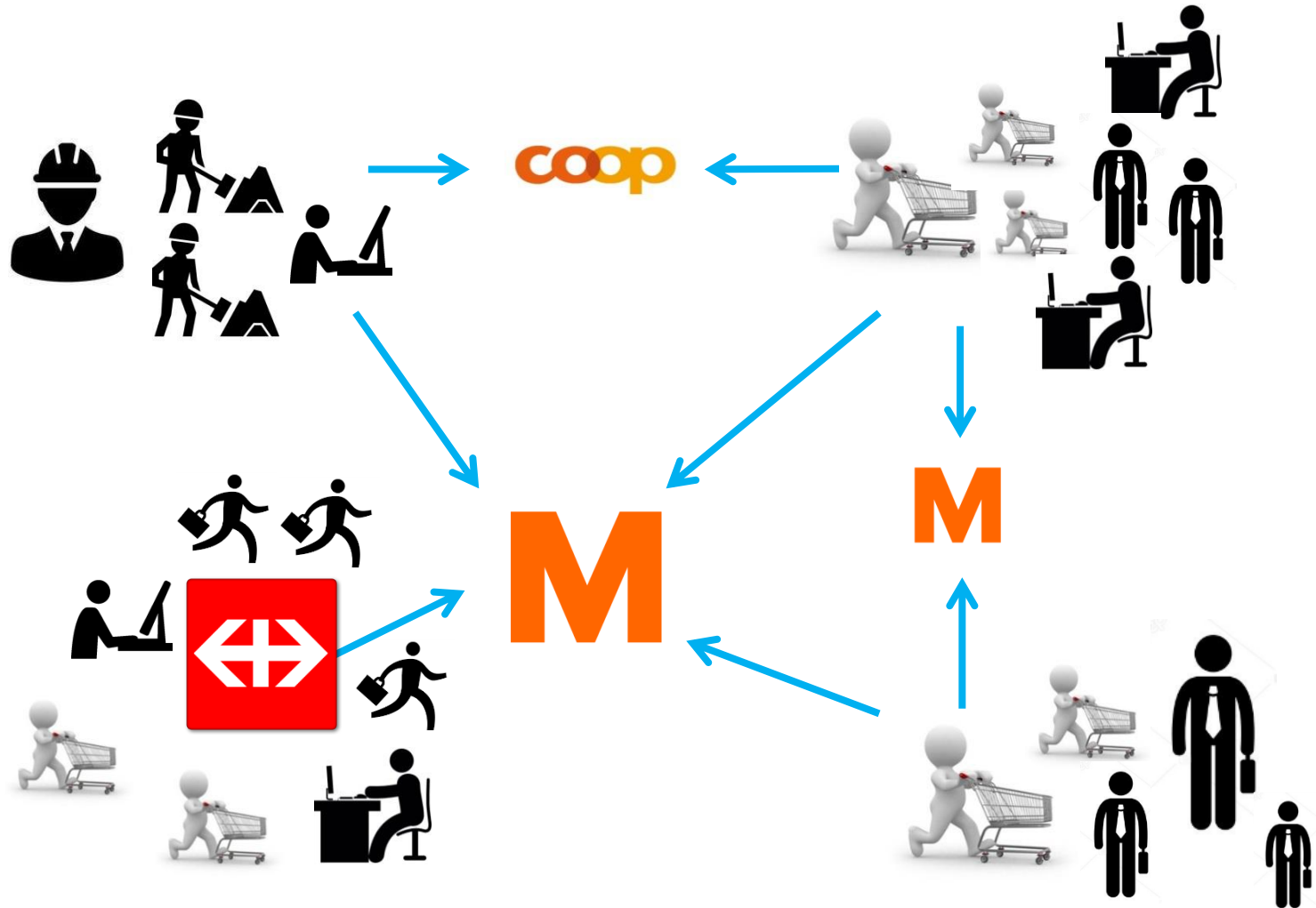


Heuristic Model



Heuristic approach

Consumer behavior can be modeled using a «gravity model»



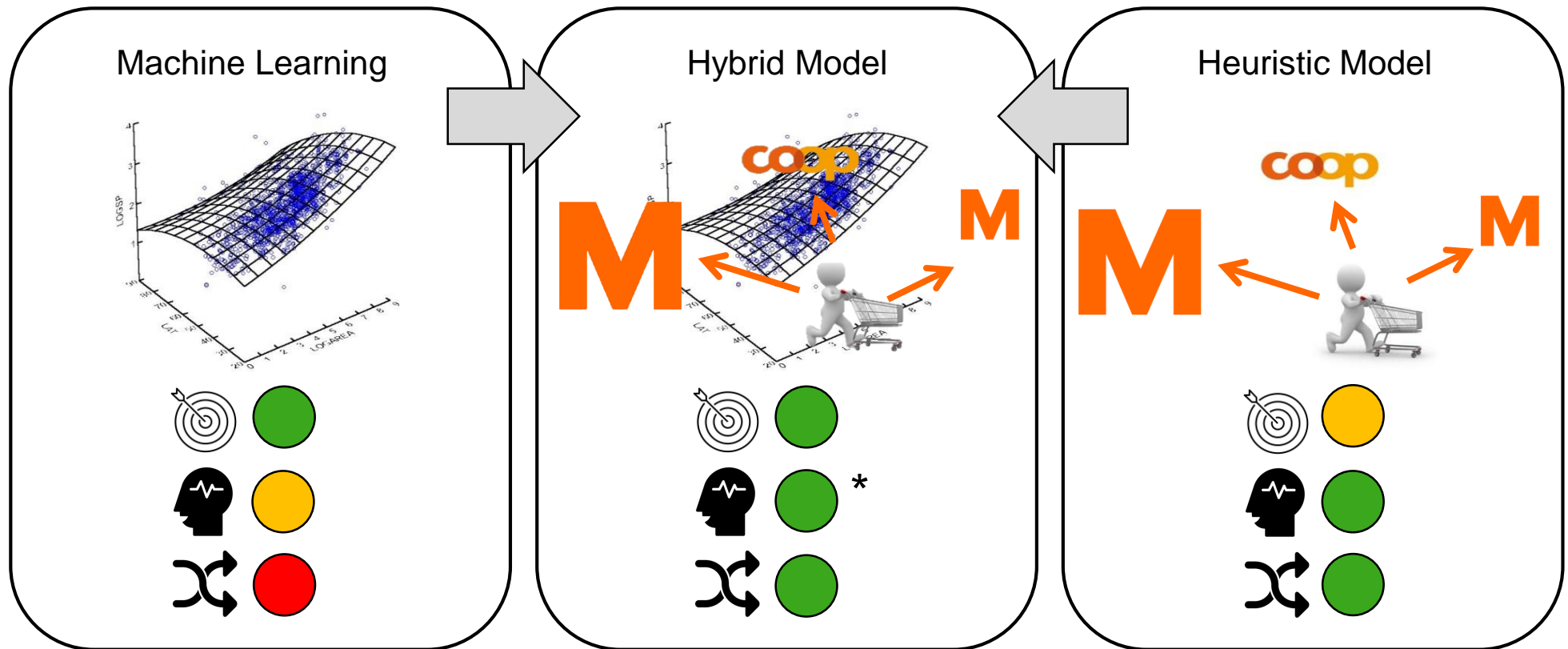
Heuristic approach can solve this!

Conserve total amount of money



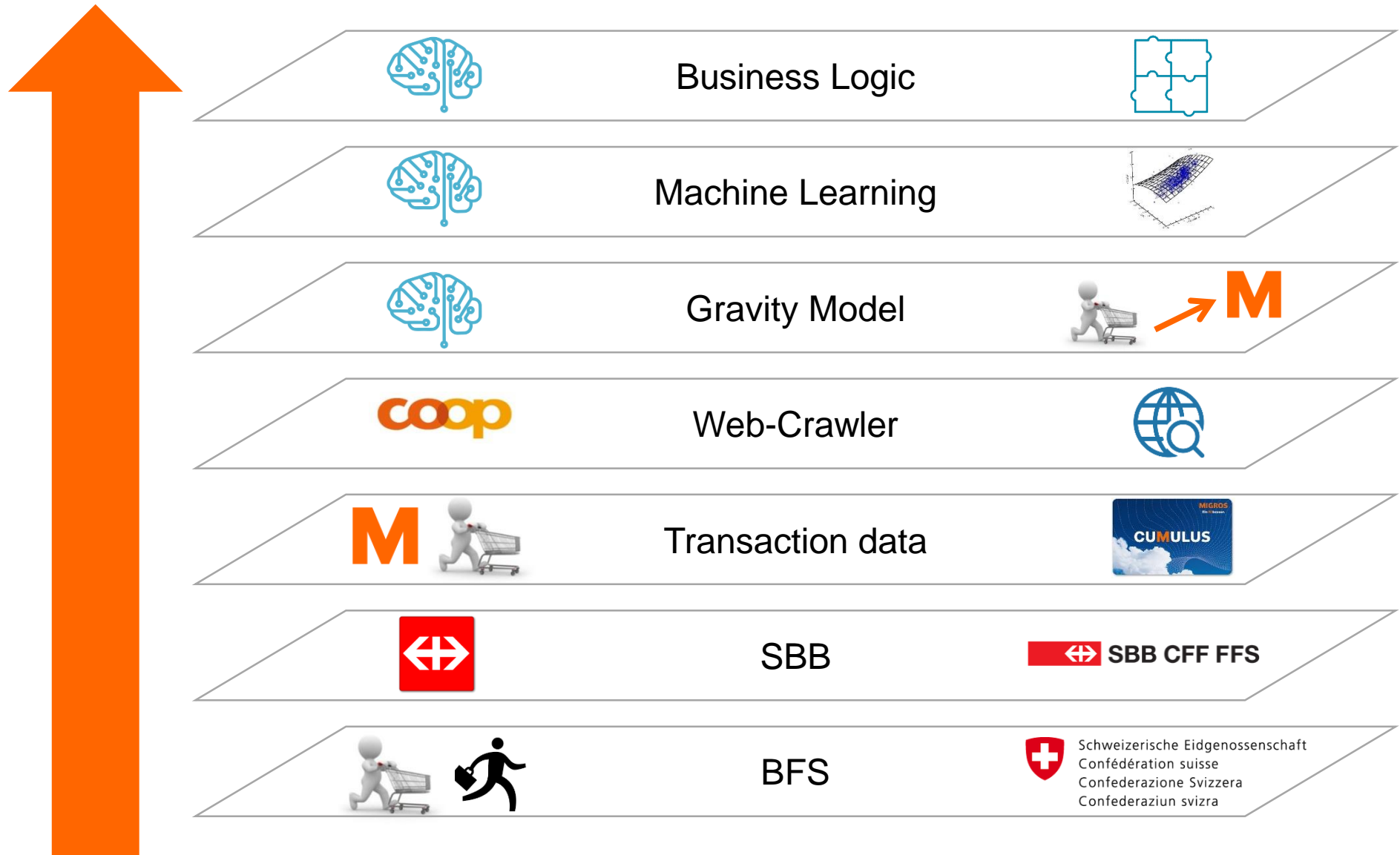
Revenue forecasting approaches

with their respective pros and cons

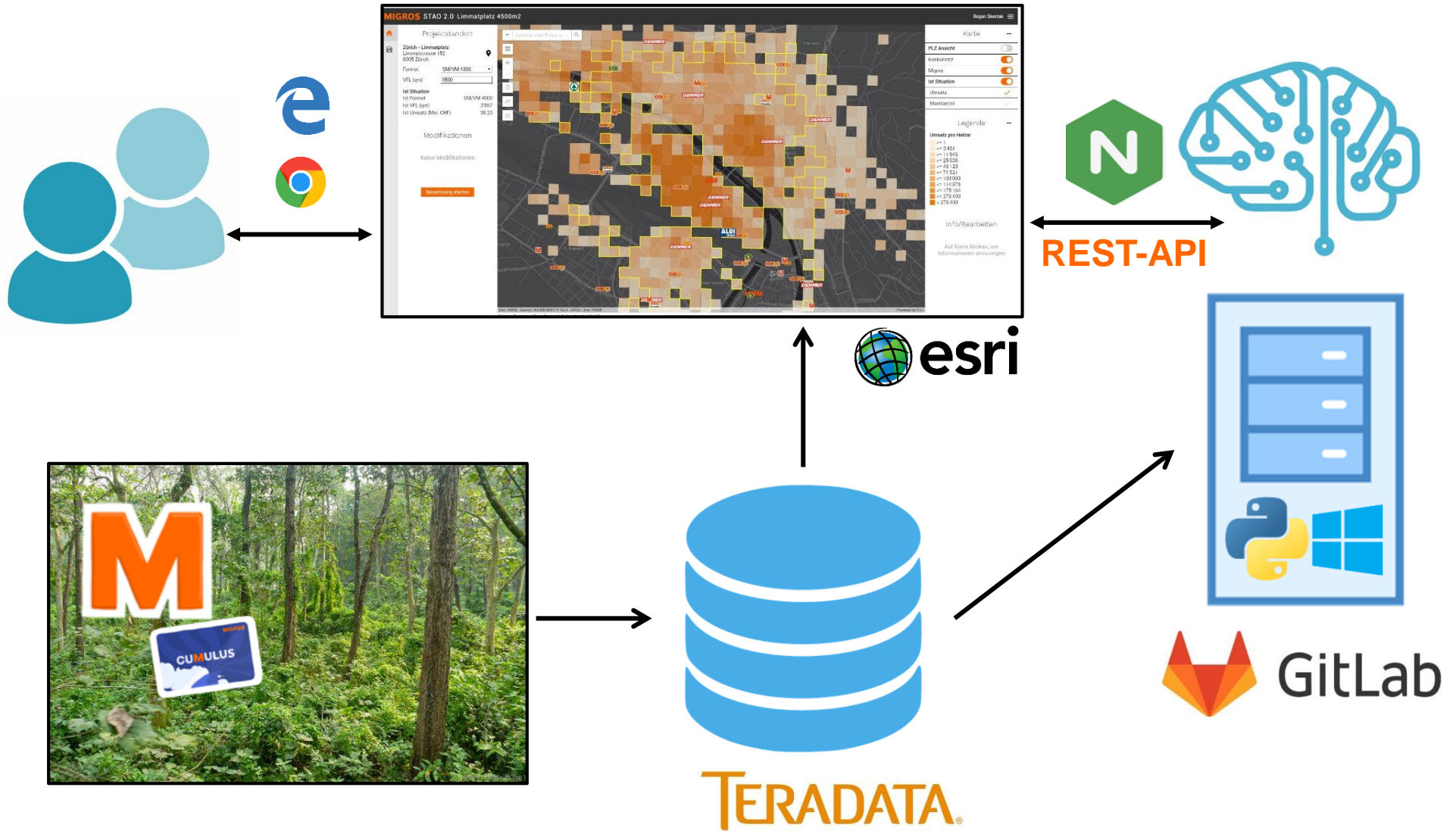


* detailed understanding takes some effort

Data and logical layers



System overview



MIGROS

The image shows the interior of a Migros supermarket. The ceiling is made of wooden slats and has the word "MIGROS" in large, orange, 3D letters. The floor is made of light-colored tiles. On the left, there are displays of fresh produce, including oranges and leeks, arranged in wooden crates and baskets. In the background, there are more shelves and a green exit sign. The overall lighting is warm and bright.

`sys.exit(0)`

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