







WHERE TO DEPLOY AN ATM*?

* AUTOMATED TELLER MACHINE

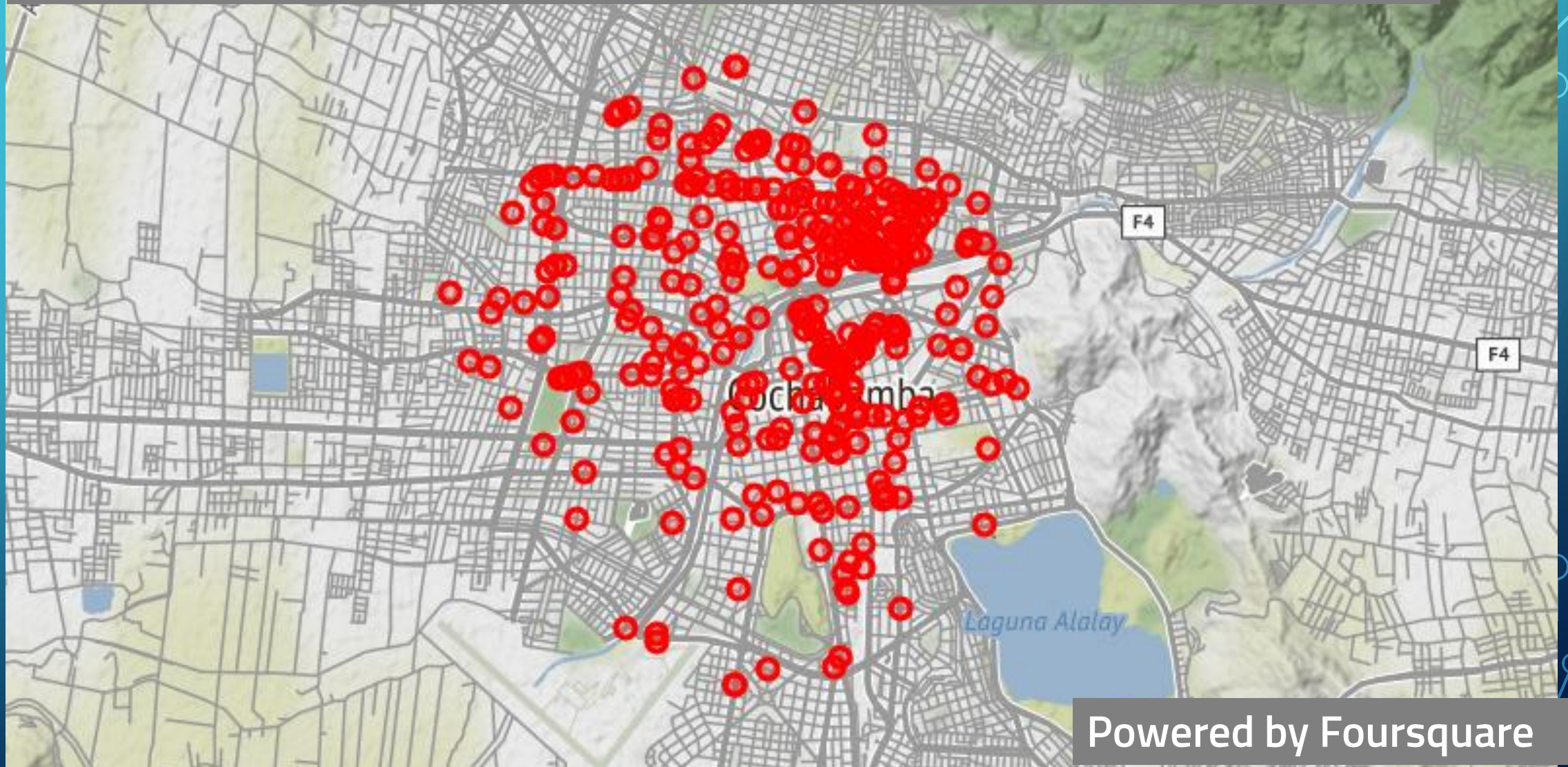


The costs of acquisition, deployment and maintenance of ATMs make it necessary to evaluate where they will be implemented. Poor geographic location results in excessive costs and poor service for end-customers.

Any bank can take advantage of the data provided by geolocation tools, which provide updated information on companies or businesses used or recommended by consumers in real time. This data is useful for every financial institution that is considering expand its ATMs or branch locations.

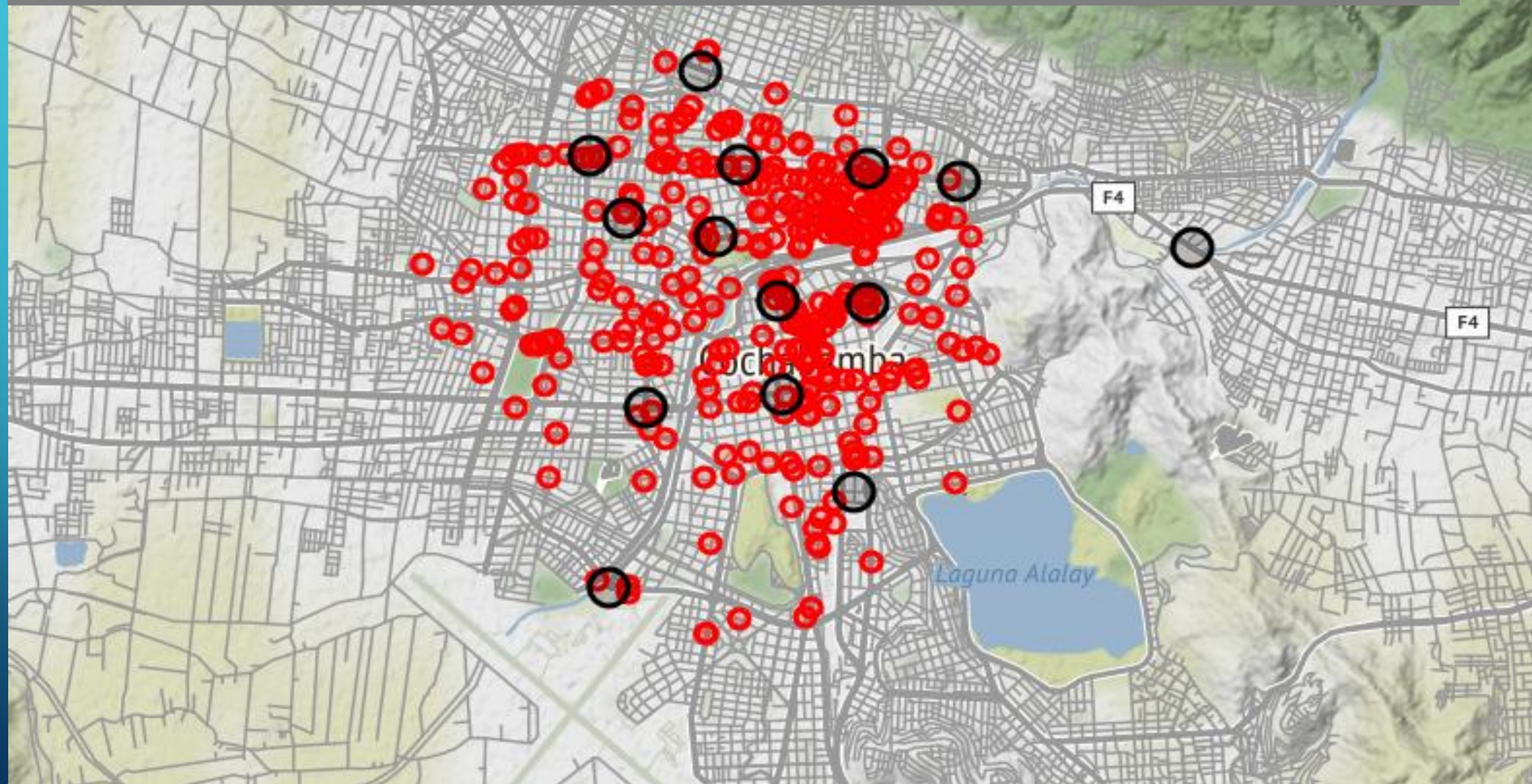


Venues founded in a specific area on Cochabamba (Bolivia)city :

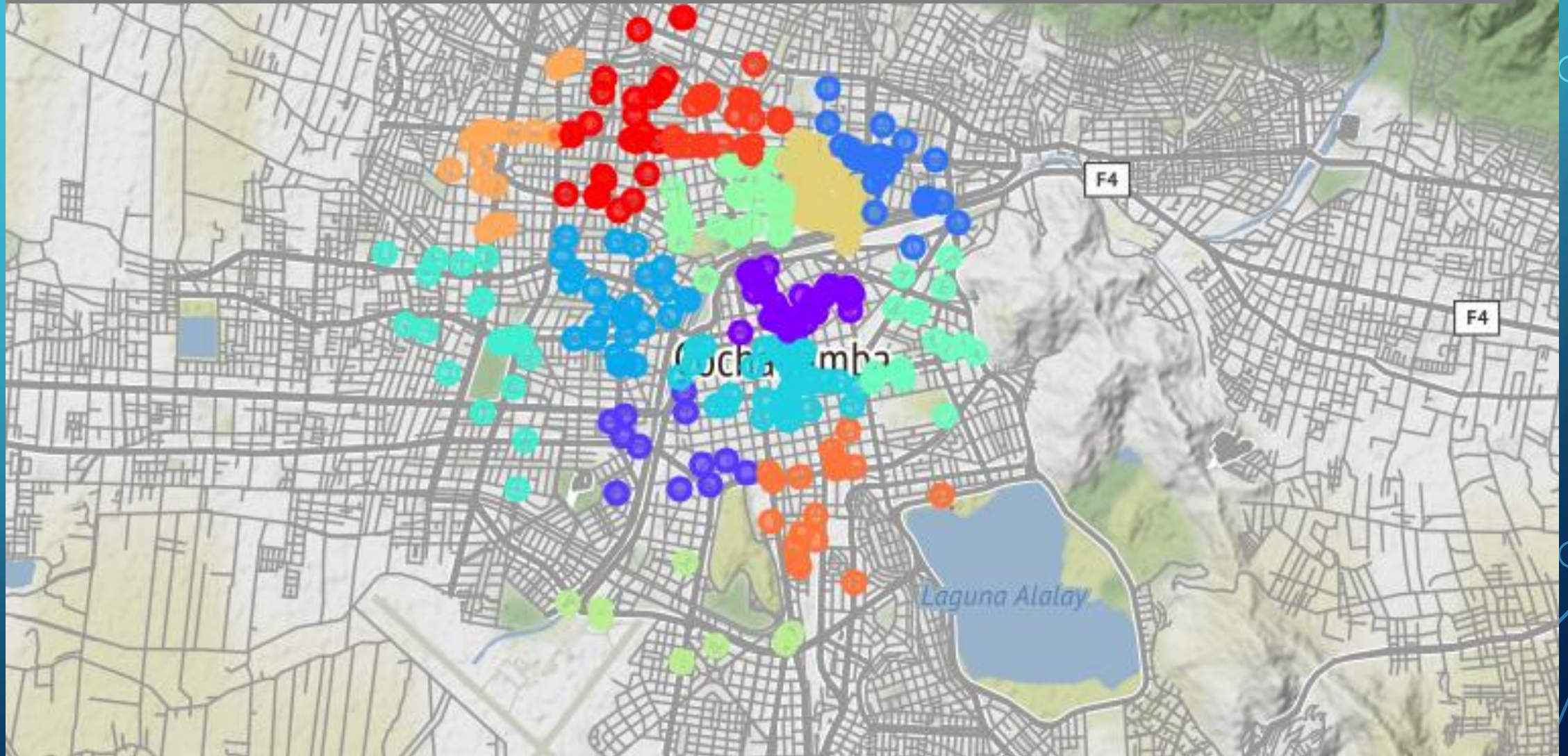


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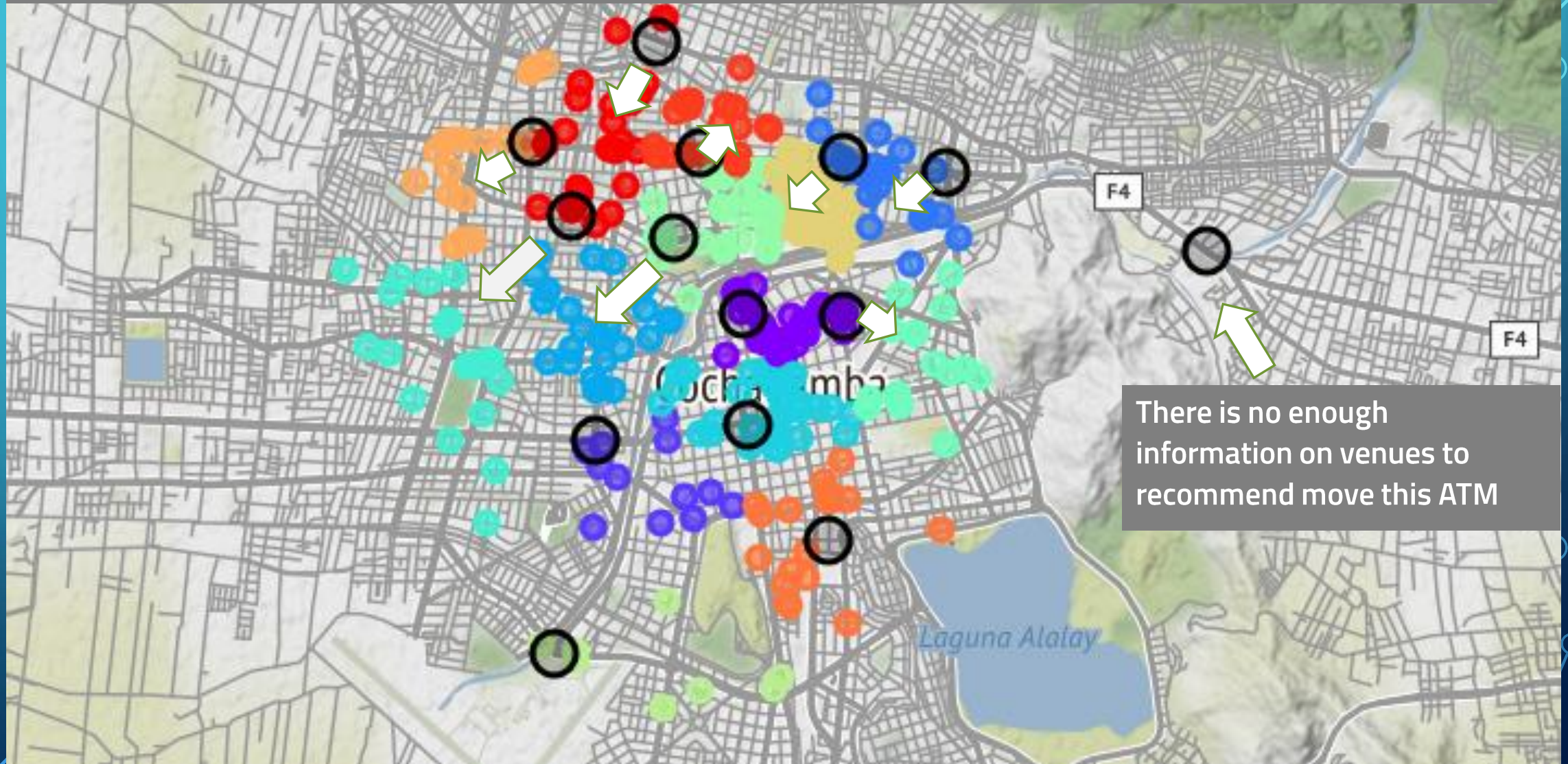
The relation between actual ATMs deployed and venus across the city



Based on distance between ATMs and venues it was applied k-means algorithm (14 clusters)



It is recommended to relocate or deploy new ATMs based on the suggested clusters



There is not enough information on venues to recommend move this ATM