

Class assignment

Find relevant data sources to support a business decision

Write your name

Last name:

First name:



Identify data sources to support a business decision

For this Class assignment, put yourself in the shoes of the manager of a chain of laundrymats

(« lavomatic » in French: a place where you can wash and dry your clothes in machines)



How to find the best location to open the next laundrymat?

You manage a chain of laundrymats.

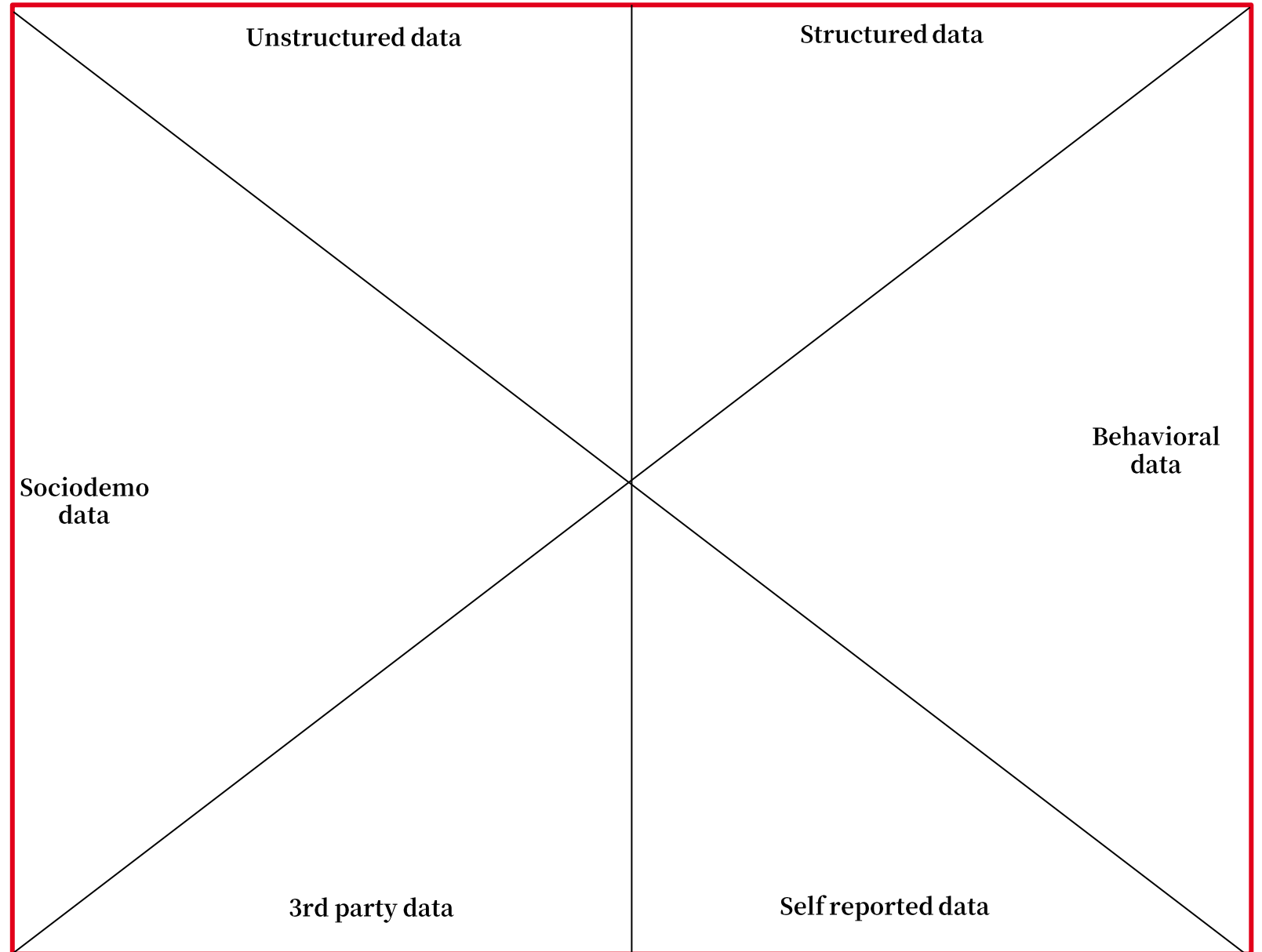
You would like to open a new laundrymat in Paris.

For that, you must find the exact address in Paris where your new place will attract the most clients!

What data sources would help you find the best location for this new laundrymat?

List the data sources that would be useful.

There should be exactly one data source per quadrant.



Class assignment

You can choose a small font size to write more but it should remain easy to read!

for each data source listed on the previous slide:

Give more details: why did you choose it?

Type of data	Data source which you listed in previous slide	How is this data source going to help you find the perfect location for your next opening of a laundrymat?
structured data		
unstructured data		
sociodemo data		
behavioral data		
3rd party data		
self-reported data		

Finished?
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