Foot Traffic Prediction

# Goal

The goal of this project is to predict the number of customers a service shop (e.g. restaurant) will get at a future point in time. It will do this by identifying foot traffic patterns by time of day, how weather influences foot traffic, how events and other factors influence foot traffic. Then predict the future foot traffic. As a final step we would get in store customer numbers instead of local foot traffic.

# Steps

## Stage 1 – Predict local foot traffic using Melbourne historical foot traffic data only.

1. Obtain historical foot traffic (up to today)
2. Predict based on hourly averages.
3. Adjust prediction by scaling average by morning traffic deviation. I.e. if morning traffic is 20% below average morning traffic, predict evening traffic to be 20% average.
4. …