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| **Company / Organisation Name:** | Green Street Solutions |
| **Team / Department**: | Product Management |
| **Address:** | 25 Maddox Street, W1S 2QN |

**Provisional title for project:**

Understanding the impact of retail composition on residential house prices in London

**Short description of the problem that would be addressed by the project:**

Over the last 10 years, London has seen house prices explode due to strong demand and limited supply as homebuilders try to keep up with the migration to cities. This project will look to utilise retail data on all occupiers (both live and vacant) across Greater London, to understand if there are any key drivers to the success of residential developments. The KPIs will focus on property and land values, with the retail data covering over 120,000 occupiers across Greater London and all its boroughs, helping to identify the key drivers over the past 10 years to help guide industry specialists for the next 10 years.

**Short description of the data sources that would be used in the project, and how they would be used**

ONS, London Datastore and Green Street (Local Data Company POI data)

**Would any work by the student need to be carried out on site at the Company (with the exception of supervisory**

**Meetings)?**

No

**Any issues of data confidentiality and IPR that would need to be resolved**

No

**Essential skills**

Experience working with large data sets, excel proficiency and data visualisation skills

**Desirable skills**

An interest in UK property sector and knowledge of London

**Preferred degree programmes (if any)**

Geography, Maths, Data Science, Statistics and Economics

**Preferred selection method**

Video interview after CV verification

**Support and training offered by the company**

Training on GS Retail Pro and helpful tips for ONS/Greater London datastore

**Financial assistance offered by the company**

£500 stipend

**Any other comments**

n/a

If there are any questions about the 2025 programme, please contact Richard Arnold at [richard.arnold@ucl.ac.uk](mailto:richard.arnold@ucl.ac.uk). The completed form should also be returned to this address.