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| **Company / Organisation Name:** | CACI |
| **Team / Department**: | Location Intelligence |
| **Address:** | CACI House, Kensington Village, Avonmore Rd, London, W14 8TS |

**Provisional title for project:**

Understanding the impact of weather on how people interact with places

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

**Problem Statement**

Local weather conditions influence how people interact with places. Certain locations are busier at different times of year and in different weather conditions. This in turn affects how well stores or locations perform and the services and products that are relevant.

**Proposed Solution**

Classify local areas across the UK based upon the climate and the impact of weather on footfall. These classifications can then be used to analyse the effect local services available have on the relative busyness of different locations at different times of year and in different weather conditions.

**Example Research Questions**

1. How can local areas be classified within the UK based upon their differing climates?
2. How can mobile phone-based data be used to classify areas which become busy in different weather conditions e.g. do indoor shopping centres get busier on rainy days?
3. Assess the affect the services offered in a location have on that e.g. do locations with cinemas do better on rainy days vs. locations with parks and open spaces when there is better weather?

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

Local Footprint for UK (definitions of UK retail areas), daily mobile phone volumes for local footprint centres. Open data sources for historical weather.

**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**

Spatial Analysis, Quantitative Skills

**Desirable skills**

Machine Learning

**Preferred degree programmes (if any)**

Geography, Maths or Sciences, Computing

**Preferred selection method**

Short Interview

**Support and training offered by the company**

Data Analysis and Data Science support can be provided at our London offices.

**Financial assistance offered by the company**

£500 stipend plus travel costs if needed

**Any other comments**

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.