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| **Company / Organisation Name:** | Geolytix Ltd |
| **Team / Department**: |  |
| **Address:** | Office 117 The Finsbury Business Centre, 40 Bowling Green Lane. London EC1R 0NE |

**Provisional title for project:**

Leveraging Open Points of Interest (POI) Data to Segment Urban Areas by Affluence and Activity

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

Urban areas are complex environments characterized by diverse patterns of activity, business presence, and socioeconomic conditions. Points of Interest (POI) data—covering locations like retail shops, restaurants, offices, and leisure facilities—are a rich resource for understanding these dynamics. Recently, several large-scale POI datasets have been released through open or semi-open platforms, offering new opportunities to map and analyse urban landscapes globally.

This proposed dissertation will explore the potential of open POI data to segment urban areas based on metrics such as affluence, activity levels, and types of activity. The aim is to evaluate whether these datasets can serve as a foundation for creating a comprehensive global business dataset and to assess their coverage and granularity for urban segmentation.

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

Open source POI datasets. Geolytix can also provide demographic, and other location datasets across ~100 countries for validation if needed.

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

**Meetings)?**

Not necessary, but we have an office in Leeds and London where the student can work with us if helpful.

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

No

**Essential skills**

Spatial data integration, spatial analysis, and modelling

**Desirable skills**

**Preferred degree programmes (if any)**

Spatial Data Science or similar

**Preferred selection method**

Short interview

**Support and training offered by the company**

Data Analysis and Data Science support can be provided at our Leeds or 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.