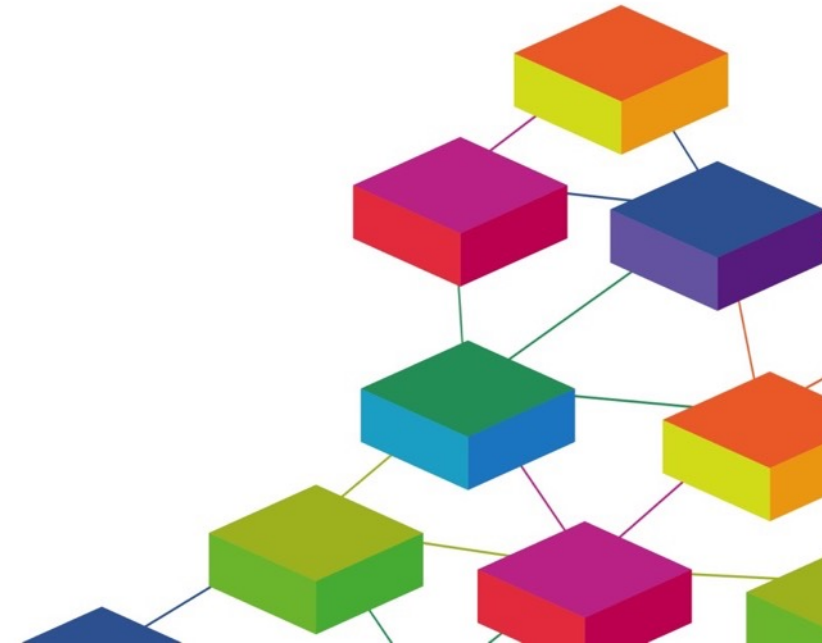


The benefits of the CDRC Masters Dissertation Scheme: the perspective of an alumnus

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CDRC Masters Dissertation Scheme alumni event
Virtual, 29th April 2021



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The project

Title: How does competitor presence influence the performance of click and collect sites?

Year: 2016

Partner: Sainsbury's

Background

- Explored the offering of click and collect when it was new to grocery
- Produced grocery click and collect catchments using a bespoke Huff model
- Performed exploratory analysis on the catchments examining rural-urban differences
- Used catchment and store characteristics to explore demand in terms of competition, store characteristics and geodemographic factors

The impact (on my journey)

Personally this was...

- My first opportunity to apply learnt techniques
- My first opportunity to use “real” data
- My first research paper and conference presentation
- An opportunity to focus on a truly geographic project

The benefit

Interview experience

- First real “technical” interview

Technical approach

- Provides the opportunity to apply expertise to real world scenarios
- Experience of being the expert and convincing others
- Allows the partner to have a masters level student focus on a problem
- Facilitates the use of new technologies and new datasets

Project handover

- Repository style handover of code base and documentation

Research outputs

- Conferences (e.g. DUG, GISRUK)
- Publication

Networking

- Facilitates communication between industry and academia

The progression

The project...

- Published in International Journal of Retail & Distribution Management:
Davies, A., Dolega, L. & Arribas-Bel, D. (2019) Buy online collect in-store: Exploring grocery click and collect using a national case study. *International Journal of Retail and Distribution Management*. 47(3), p278-291

Click and collect...

- The coronavirus pandemic and restrictions has meant click and collect is now a standard offering by many retailers

Personally...

- I developed domain level expertise
- I taught Spatial Interaction Modelling in Undergraduate and Masters modules
- I used CDRC datasets in my doctoral thesis
- I gained an understanding of how data science projects work

The future

Hopefully many more great CDRC masters dissertations with industry partners!

Thank-you CDRC!

Alec Davies

