Fig. 3 shows the locations for the retailer across the contiguous United States. Each dot is also sized according to the aggregate distance travelled for that particular retailer. As you can see, the urban areas are denser and overrepresent driving compared to rural areas, where even though the distance might be larger, the number of people is too low to match the aggregate driving distances in the urban areas.

Future Goals

- To develop a detailed vehicular profiling for the US or specifically for personal grocery transportation.
- To find the US or state’s bus occupancy, which could provide more accurate data on the number of passengers traveling on buses.
- Validate data across different datasets and correct discrepancies. Once validated, create a regression model via R and send to corporate mentor for regression. Once parameters are received, create an accurate model for driving distances for each store.

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References

