At the Chair of Logistics and Supply Chain Management of TUM School of Management, we are looking for an interested and qualified student to conduct his/her

Interdisciplinary/Application Project/Master Thesis

on the topic

Clustering of Point of Sales in Print Media Distribution

The Chair of Logistics and Supply Chain Management launched a research project with a company in the newspaper/magazine sector.

There are many points of sale (POS) for newspapers and magazines in Germany. Due to the large number of POS the aim of the project is to use machine learning methods to cluster the points of sales into groups. The project starts with the selection of relevant POS features for clustering. Subsequently, various clustering methods are applied. All necessary datasets, such as demographic data on the location of the POS and key information about each POS, will be provided.

Key project tasks:

- Data analysis, statistics, machine learning
- Identification of relevant features
- Application and comparison of different clustering approaches
- Interpretation and evaluation of the clusters

Requirements:
The thesis is suitable for Computer Science / Data Engineering and Analytics / Management and Technology students. The ability to work independently as well as analytical skills are required. Knowledge in Python (numpy, pandas) is required.

Earliest begin: April 2023

Supervisor: Till Krieger

Application: Email with curriculum vitae and transcript of records to logtheses.log@mgt.tum.de