Consumer Data

New Research Opportunities

Guy Lansley

Consumer Data Research Centre

An ESRC Data Investment

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Who we are

We are an academic led, multi-institution laboratory which discovers, mines, analyses and synthesises consumer-related datasets from around the UK. The CDRC is an ESRC Data Investment.

www.cdrc.ac.uk

maps.cdrc.ac.uk

data.cdrc.ac.uk

CDRC-Public

Access retail, consumer and contextual information through our free public data and mapping portal.

CDRC-Stakeholder/Archive

A download service for retail / consumer data for use in academic research.

CDRC-Secure

Access anonymised consumer / retail data from our secure on-site facilities.

UCL

UNIVERSITY OF LIVERPOOL

UNIVERSITY OF LEEDS

UNIVERSITY OF OXFORD

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'Ladder of Engagement'

Co-production of data

Data Sharing with CDRC

Partner focused research projects

PhD Research

Masters Programmes

CDRC Maps

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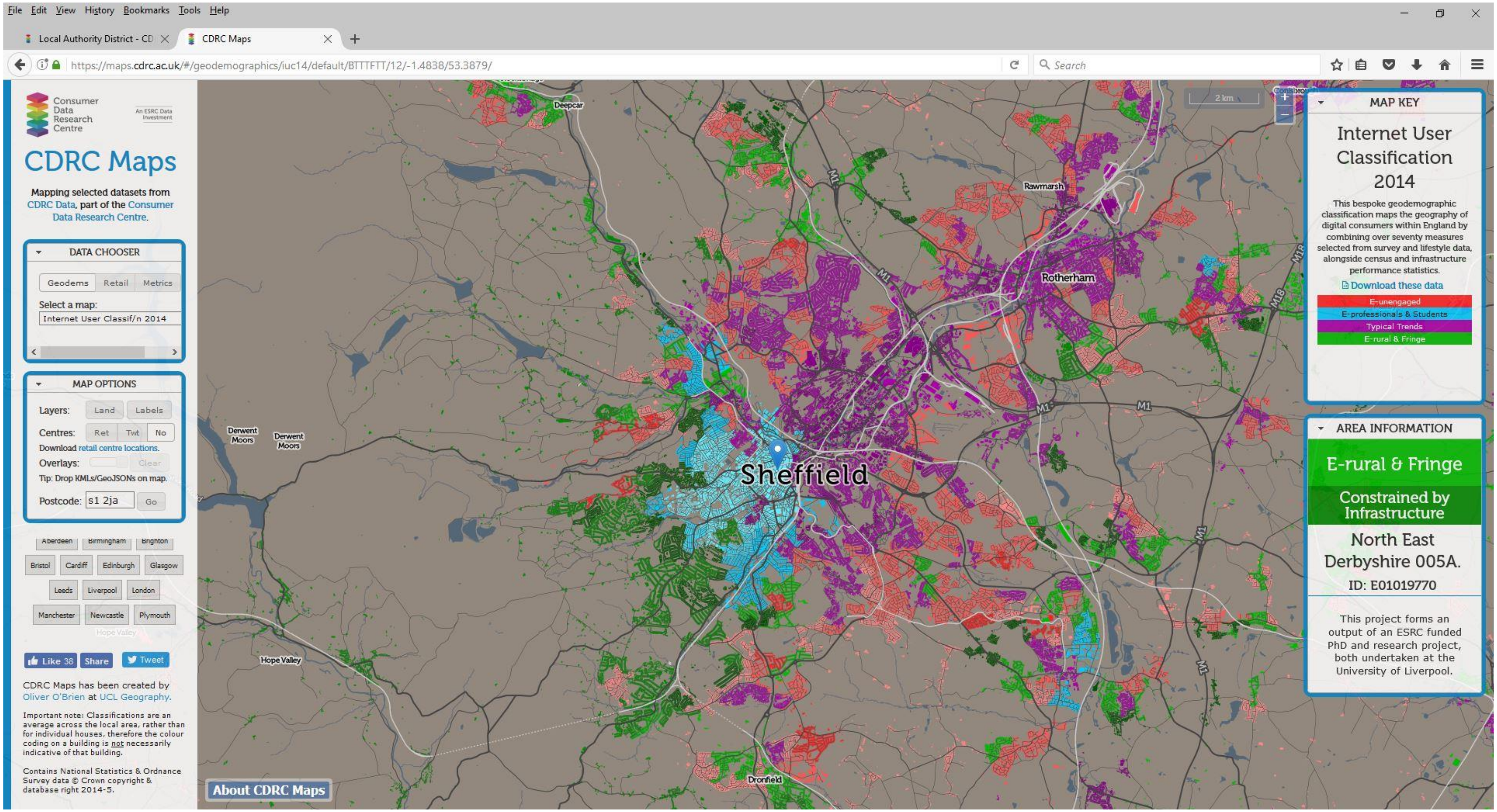

maps.cdrc.ac.uk

CDRC Data

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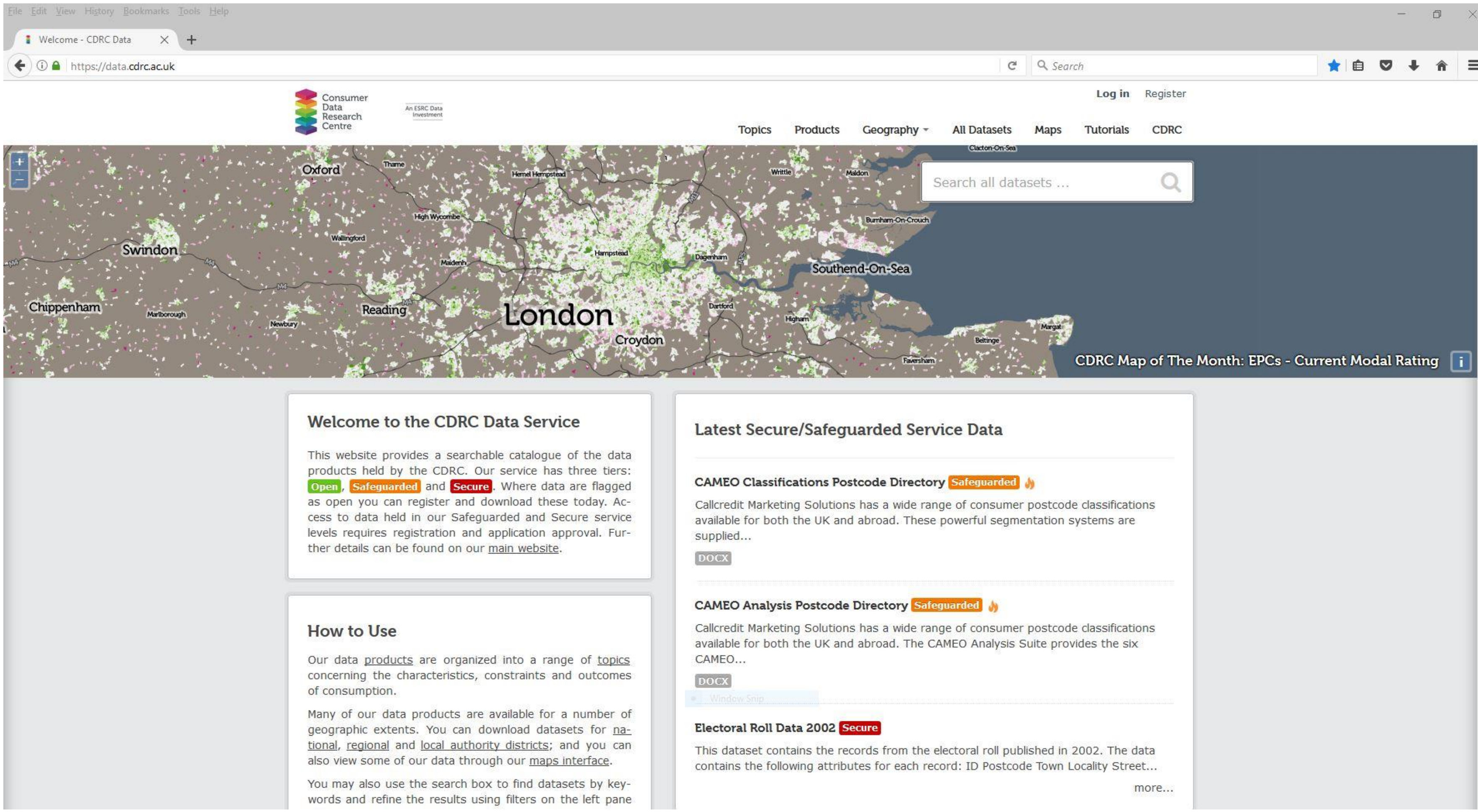

File Edit View History Bookmarks Tools Help

Welcome - CDRC Data

https://data.cdrc.ac.uk

Log in Register

Topics Products Geography All Datasets Maps Tutorials CDRC

Search all datasets ...

CDRC Map of The Month: EPCs - Current Modal Rating

Welcome to the CDRC Data Service

This website provides a searchable catalogue of the data products held by the CDRC. Our service has three tiers: Open, Safeguarded and Secure. Where data are flagged as open you can register and download these today. Access to data held in our Safeguarded and Secure service levels requires registration and application approval. Further details can be found on our main website.

How to Use

Our data products are organized into a range of topics concerning the characteristics, constraints and outcomes of consumption.

Many of our data products are available for a number of geographic extents. You can download datasets for national, regional and local authority districts; and you can also view some of our data through our maps interface.

You may also use the search box to find datasets by keywords and refine the results using filters on the left pane

Latest Secure/Safeguarded Service Data

CAMEO Classifications Postcode Directory Safeguarded

Callcredit Marketing Solutions has a wide range of consumer postcode classifications available for both the UK and abroad. These powerful segmentation systems are supplied...

DOCX

CAMEO Analysis Postcode Directory Safeguarded

Callcredit Marketing Solutions has a wide range of consumer postcode classifications available for both the UK and abroad. The CAMEO Analysis Suite provides the six CAMEO...

DOCX

Electoral Roll Data 2002 Secure

This dataset contains the records from the electoral roll published in 2002. The data contains the following attributes for each record: ID Postcode Town Locality Street...

more...

data.cdrc.ac.uk

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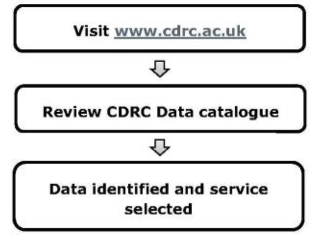
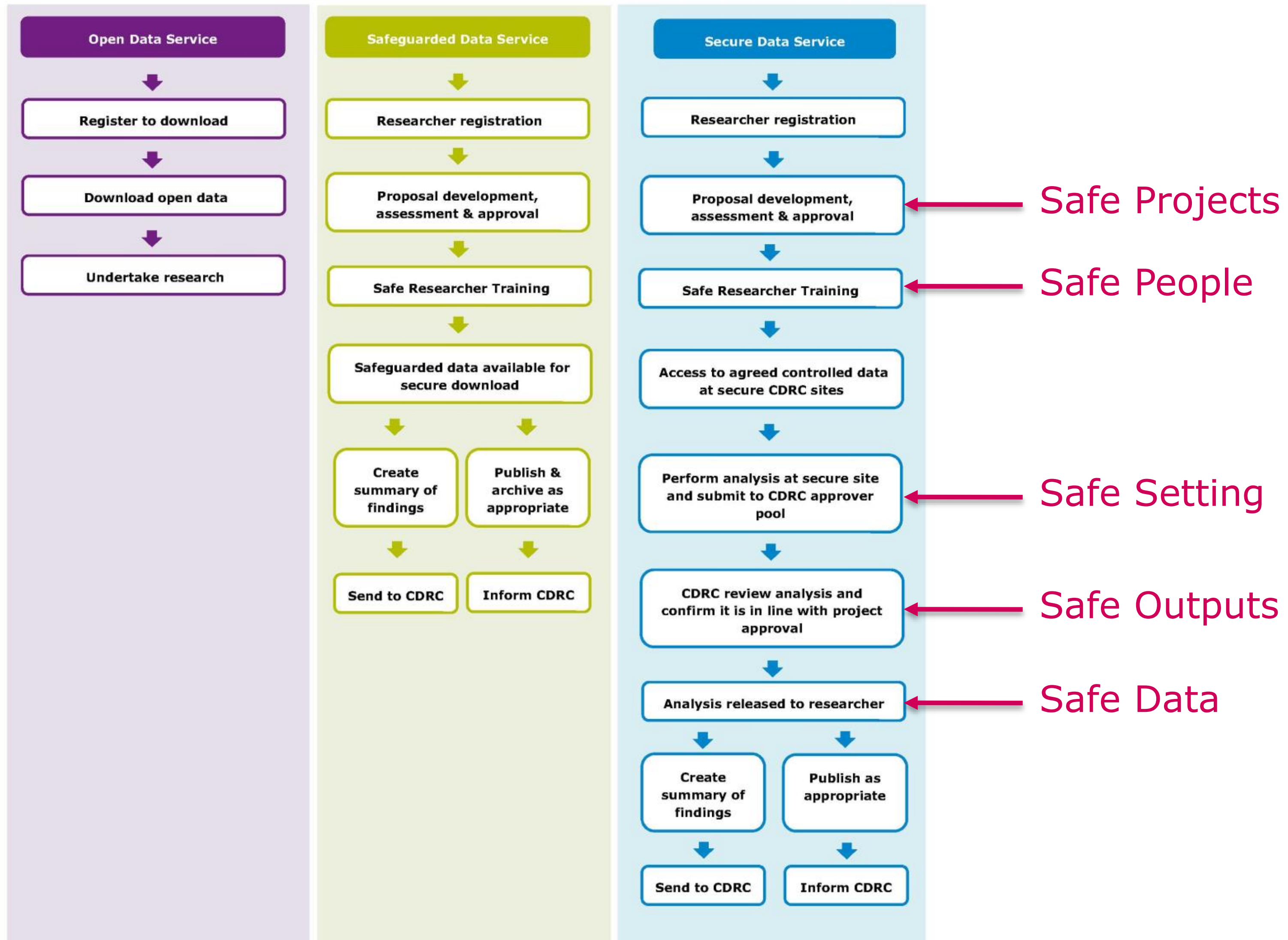
User Journey





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Example Datasets

Smart Meter energy consumption data from a domestic energy supplier

Electoral Roll data (1998 – 2012) and Consumer Registers (2003 – 2017)

Active Inspiration – Activity Data

Debit card transactions from a Youth Banking Card Provider

WhenFresh/Zoopla Property Transactions and Associated Migration

Appliances Online Retail Data

YouGov Survey Data

Synthetic Population

Online retail transactions from Shop Direct

Store transactions (linked to customer loyalty accounts) from a high street retailer

Regional Transport Provider: Ticket counts; assets, travel demand, vehicle position & transport infrastructure data

Footfall sensor data from Local Data Company

Secure

Safeguarded

Acxiom – Income Data

British Population Survey

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CDRC Data Products

CDRC 2011 Census Data Packs

Internet User Classification 2014

CDRC 2011 Residence-Workplace Geodata Pack

CDRC Council Tax Bands

CDRC Wifi Hotspots

CDRC Individual Income Estimates (PAYE)

CDRC 2015 OS Geodata Pack

CDRC 2011 OAC Geodata Pack

Outstanding Residential Mortgage Lending by Postcode Lending by Postcode Sector

CDRC Price Paid Data per Property Type at the LSOA scale

CDRC Fixed Broadband and Network Infrastructure

CDRC Access to Healthy Assets & Hazards Index (AHAH)

CDRC 2015 Energy Estimate Geodata Pack

CDRC Estimated Change in the Rateable Value of Retail Premises

London Workplace Zone Classification (LWZC)

Open Data

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CDRC Training

- 15th Jan: Introduction to QGIS: Understanding and Presenting Spatial Data - University of Southampton (co-badged ADRC-E)
- 17th Jan: Confident Spatial Analysis– University of Southampton (co-badged ADRC-E)
- 22nd Feb: Tableau Workshop: University of Leeds
- 19th Mar: Introduction to ArcGIS: University of Leeds
- 23rd Apr: Introduction to spatial data and using R as a GIS - University of Liverpool in London (co-badged ADRC-E)
- 24th Apr: Confident Spatial Analysis and Statistics in R & GeoDa – University of Liverpool in London (co-badged ADRC-E)
- Date TBC: Introduction to Data Linkage – Said Business School (co-badged ADRC-E)
- Date TBC: Advanced Data Linkage – Said Business School (co-badged ADRC-E)
- 13-15th June: Retail Location and Customer Analysis – Said Business School
- 2 days Early summer: Machine Learning and Social Science – University of Liverpool, University of Liverpool in London/UCL

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Big Data

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An increasing share of data on people are being collected by commercial organisations

Exhaust

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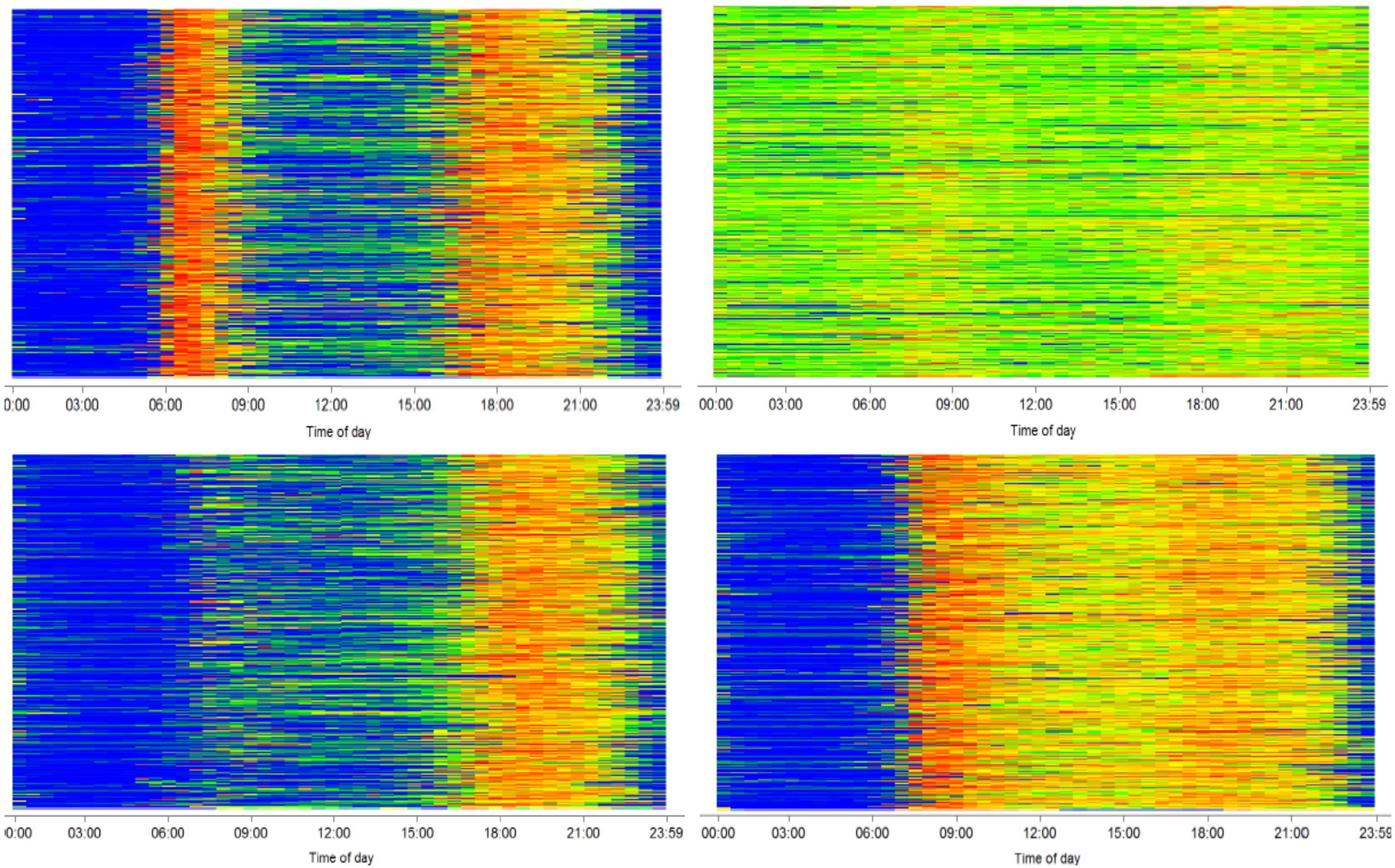
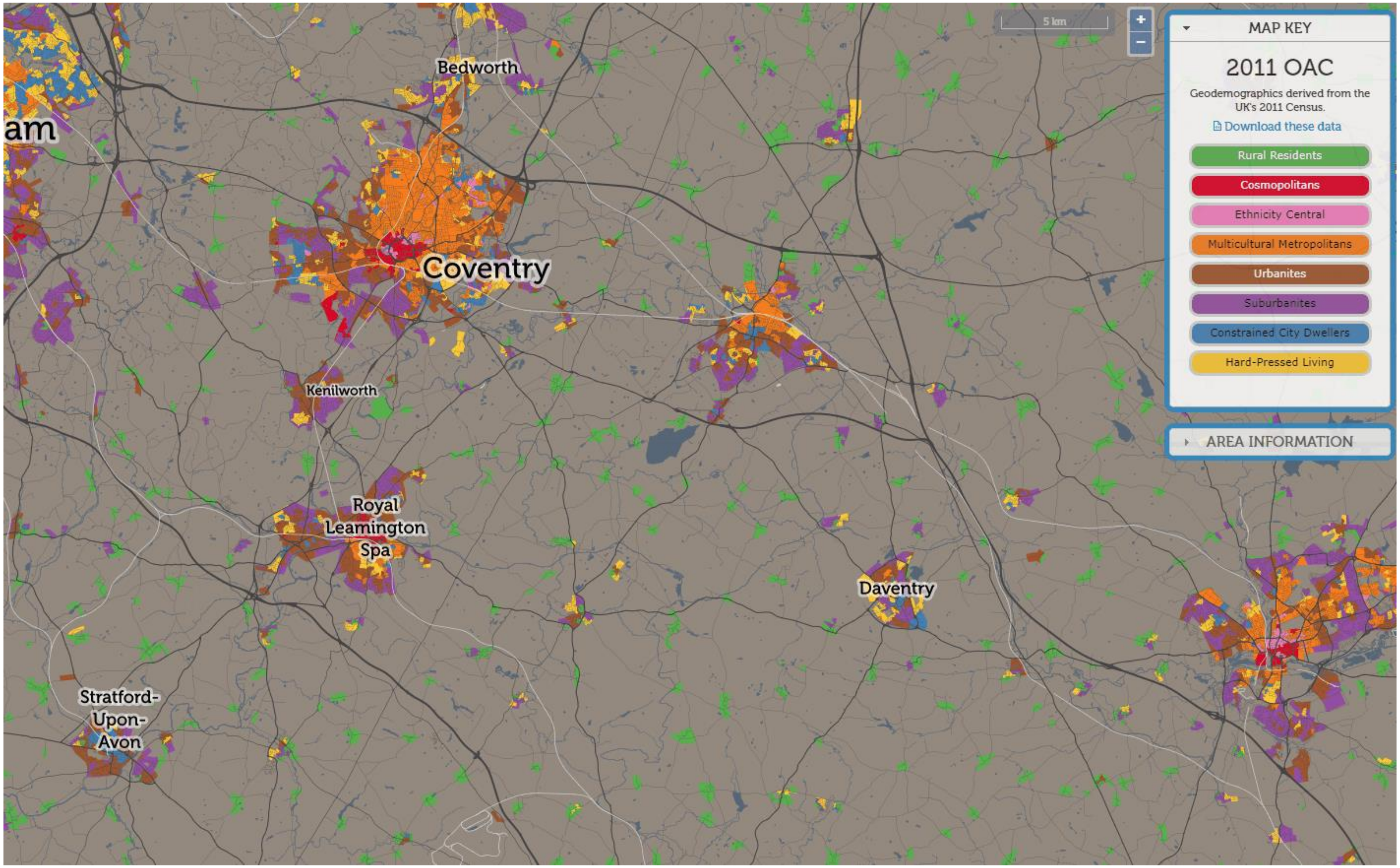
Smart Meter Data



Samson, Lansley and Simpson (2014) *Can smart meters save consumers and British Gas money and carbon by pinpointing which consumers are most likely and best placed to install insulation in their homes?*

Geodemographics



2011 Output Area Classification (UCL & ONS)
https://maps.cdrc.ac.uk

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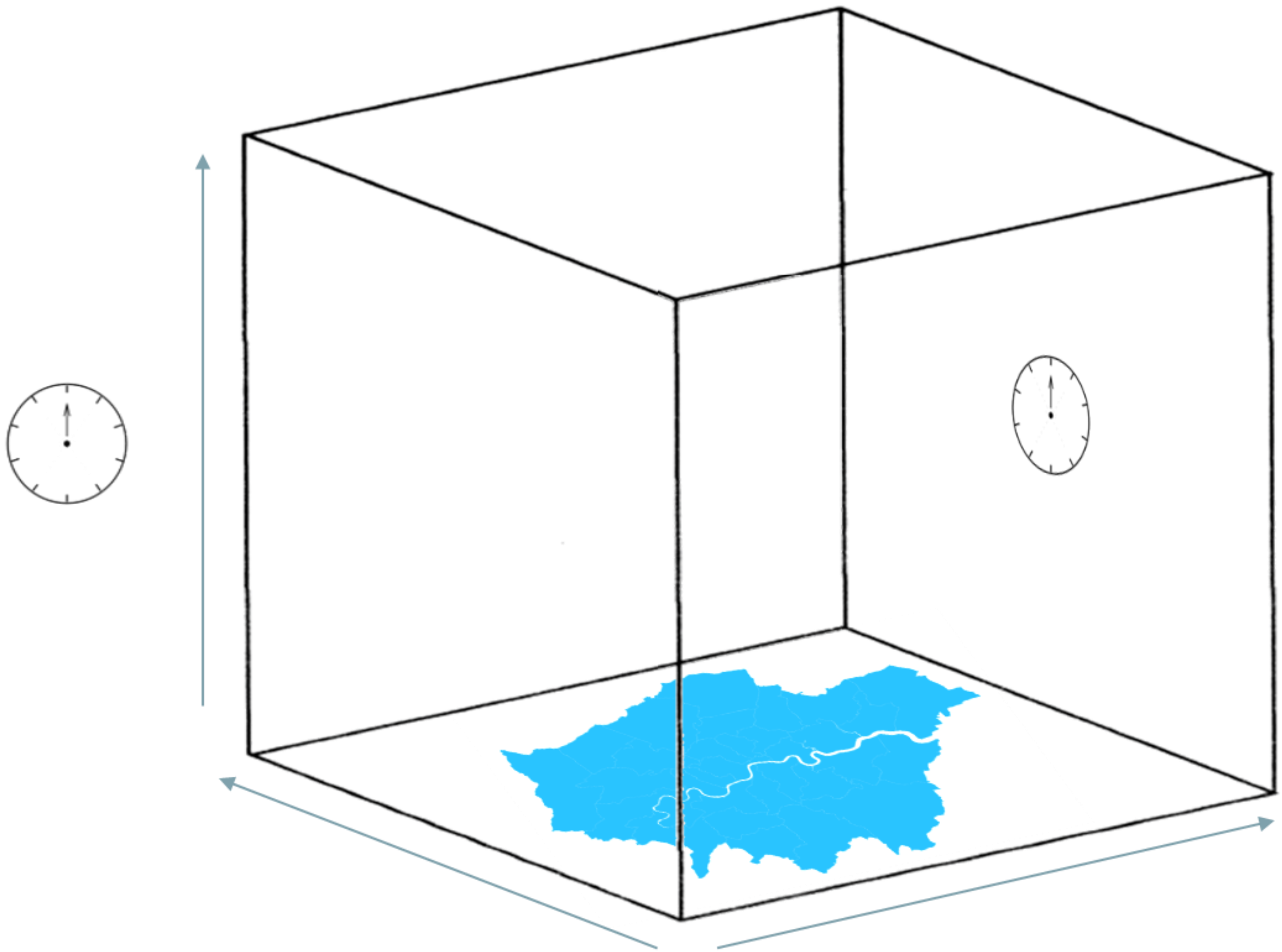
Time and Space



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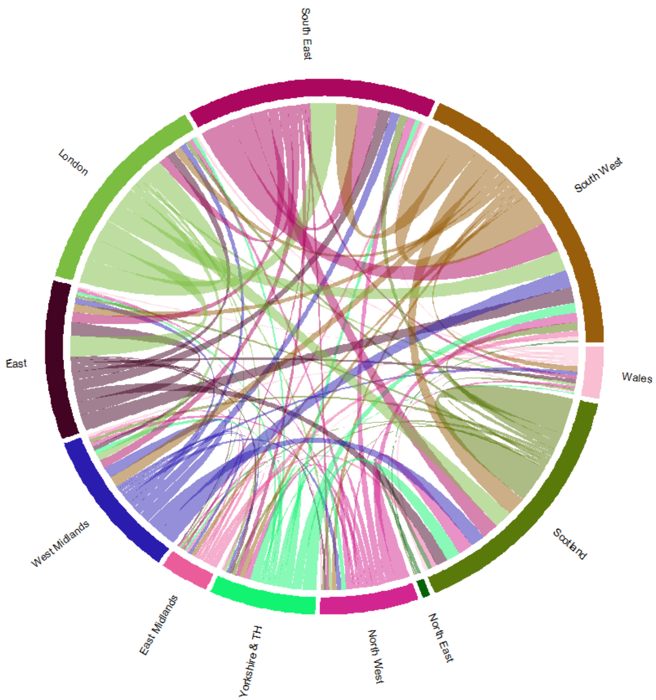
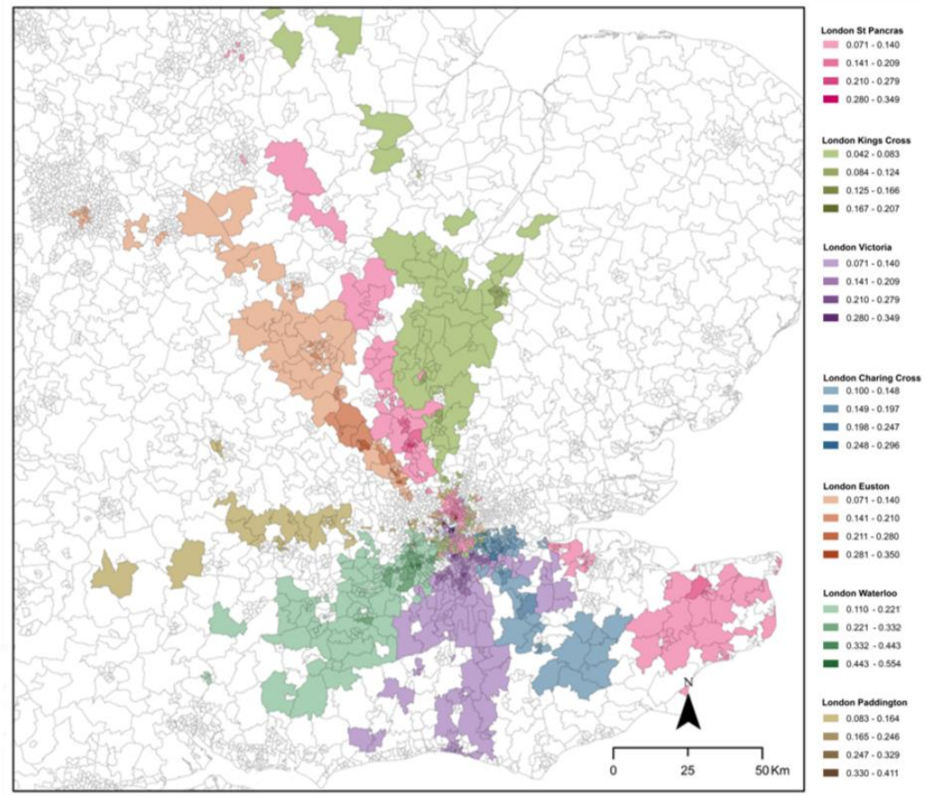
High Street Retailer

Estimating Relocations

Origin region > New store region



Stores located near transport hubs, Central London



Method Applications

Lloyd & Cheshire. (forthcoming). Detecting Address Uncertainty in Loyalty Card data.

High Street Retailer

Lloyd & Cheshire. (forthcoming).

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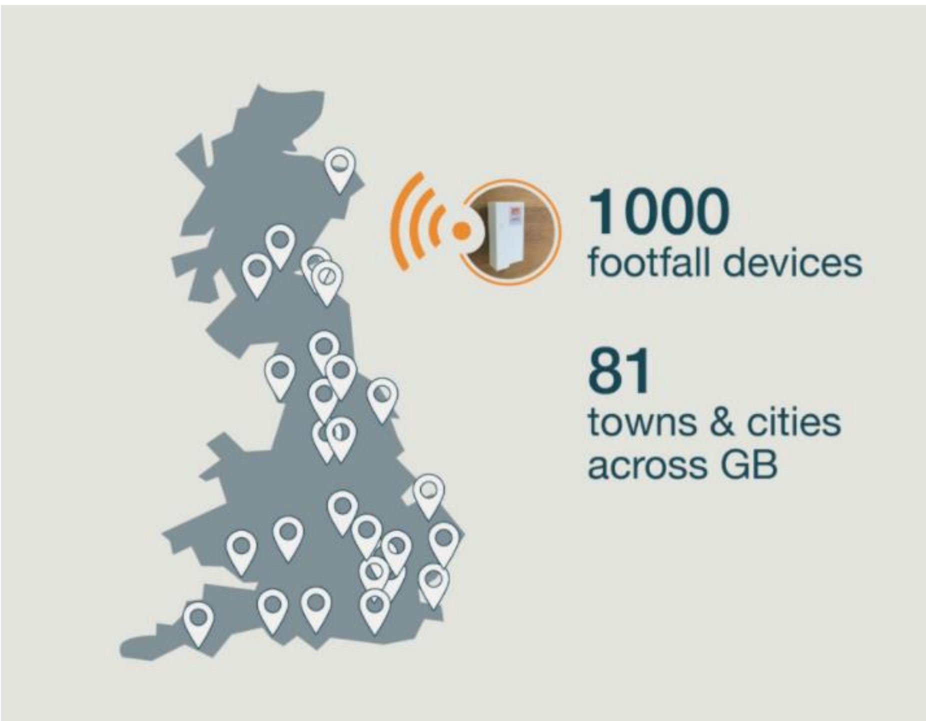
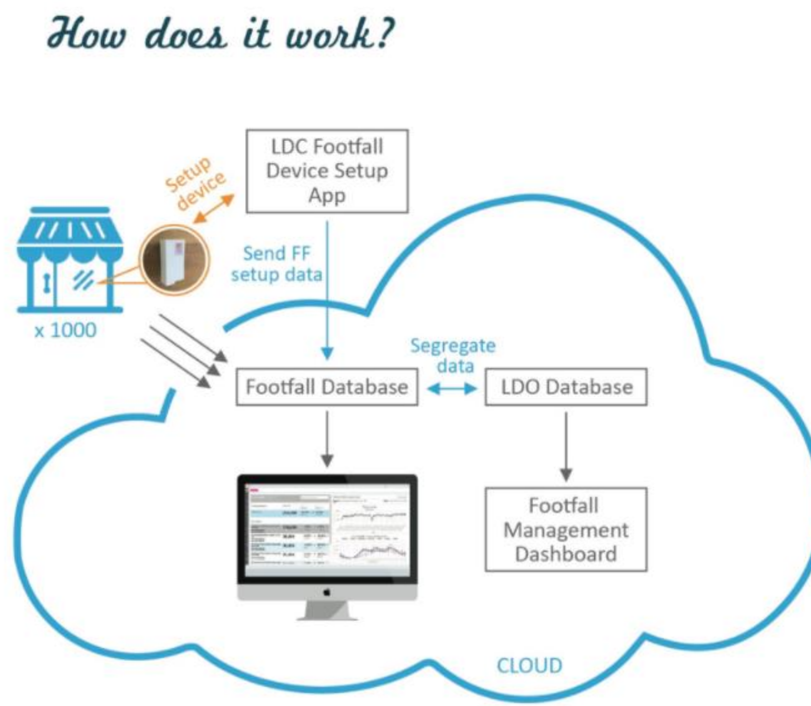
SmartStreetSensors





LDC http://blog.localdatacompany.com/the-story-of-the-smartstreetsensor-project

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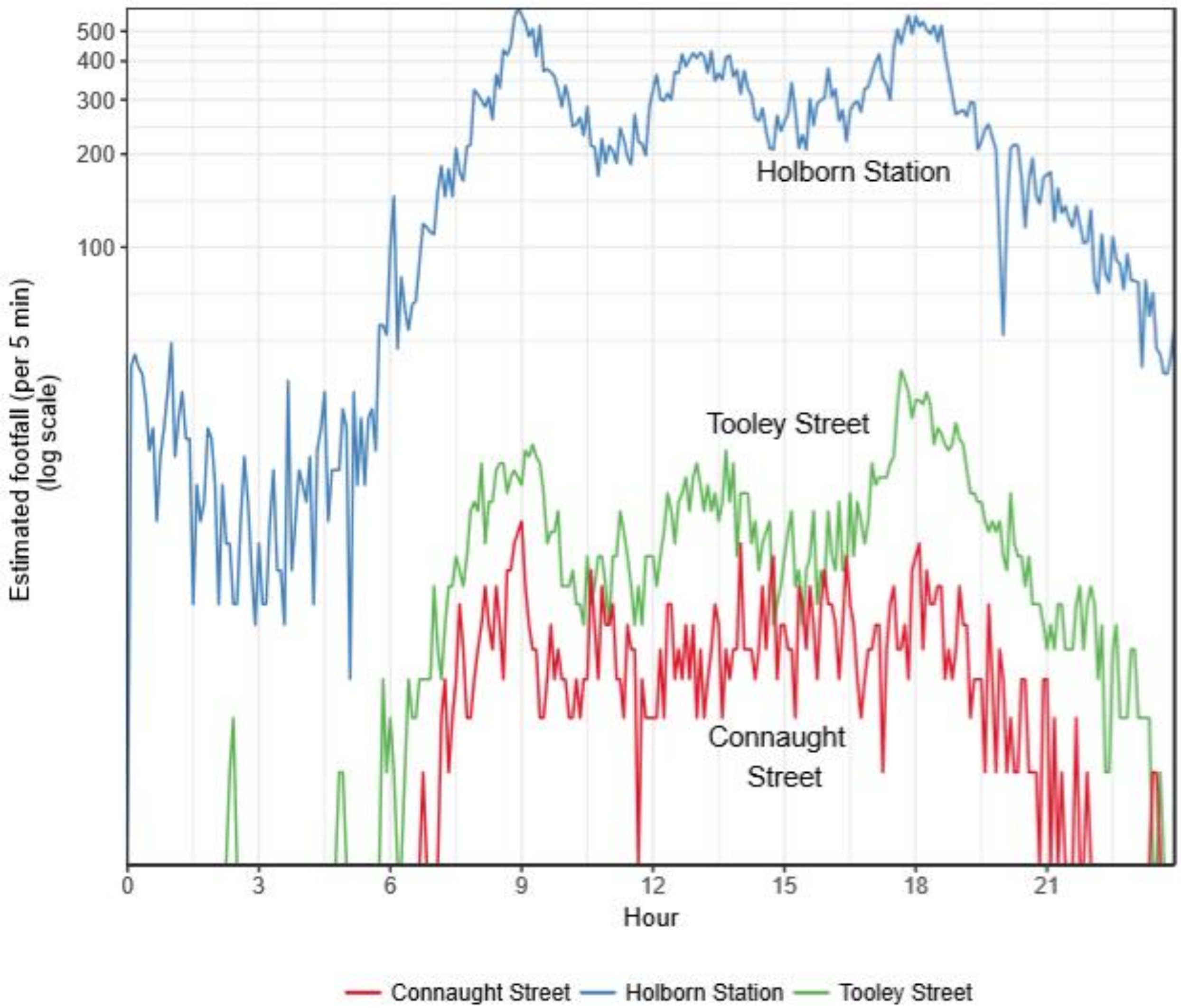
SmartStreetSensors



LDC

Murcio, Soundararaj and Lugomer (forthcoming)

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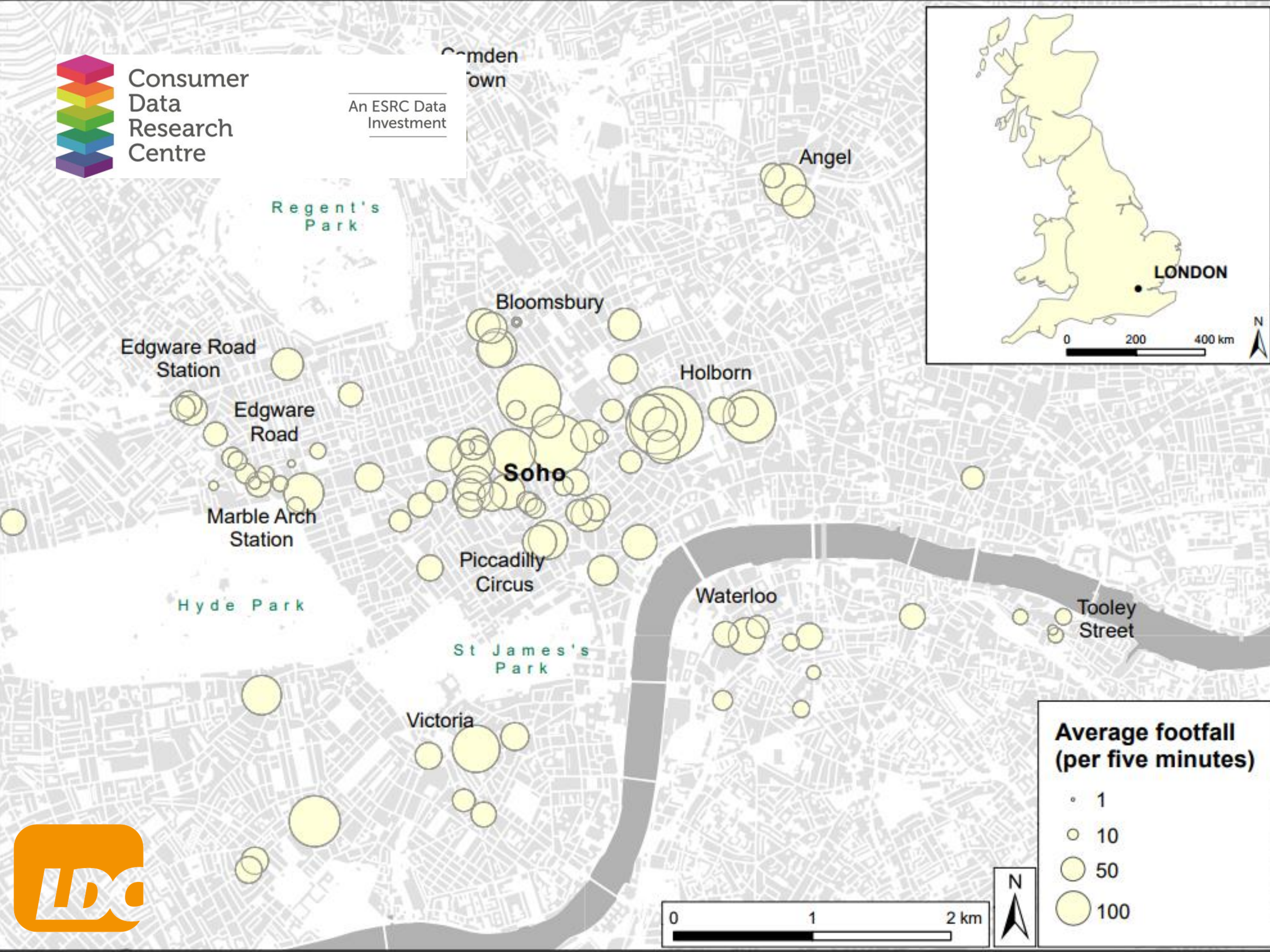

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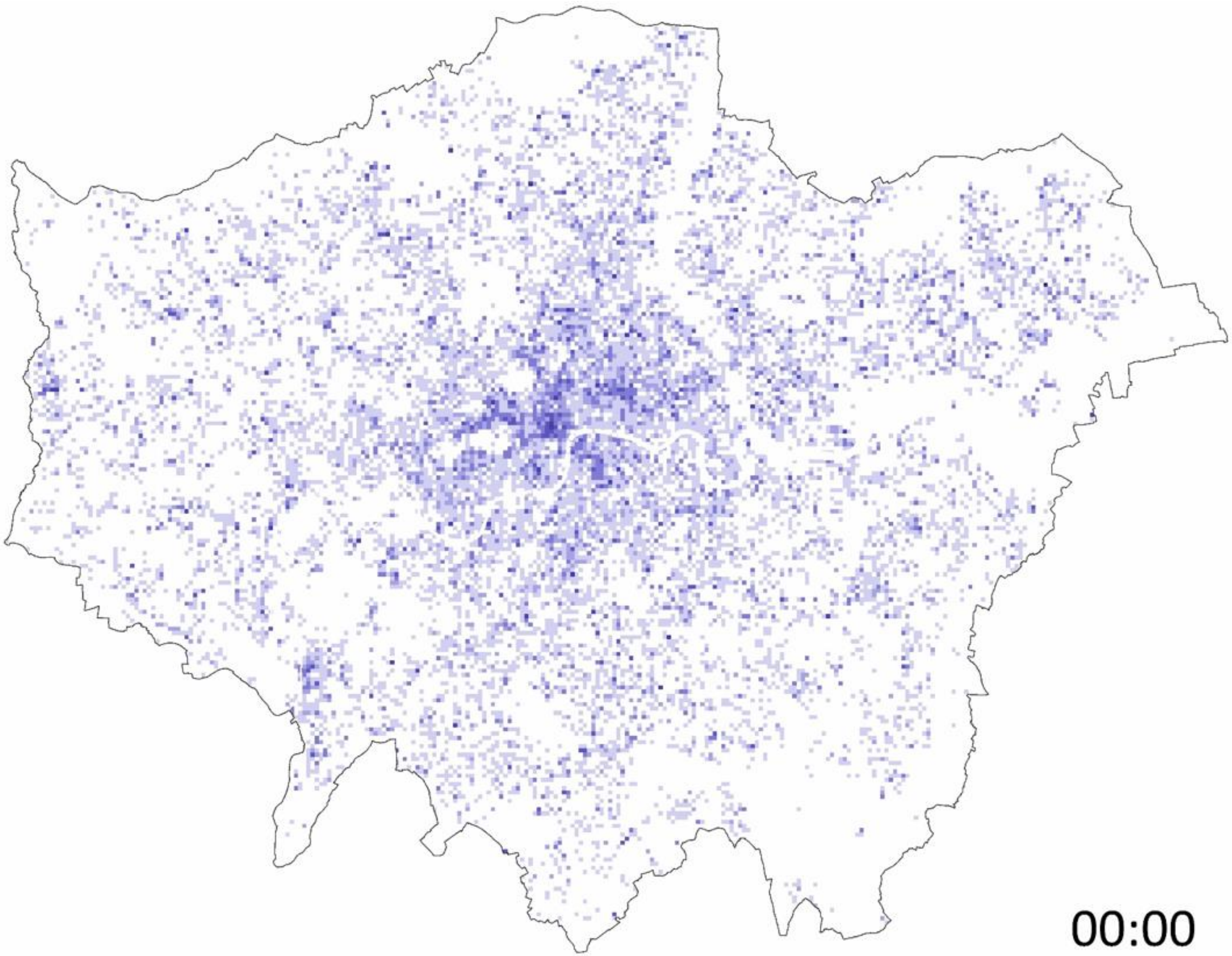
Geotemporal Demographics



Longley, Lansley and Adnan (2015) The geotemporal demographics of Twitter usage. *Environment and Planning A,* 47 (2), 465-484

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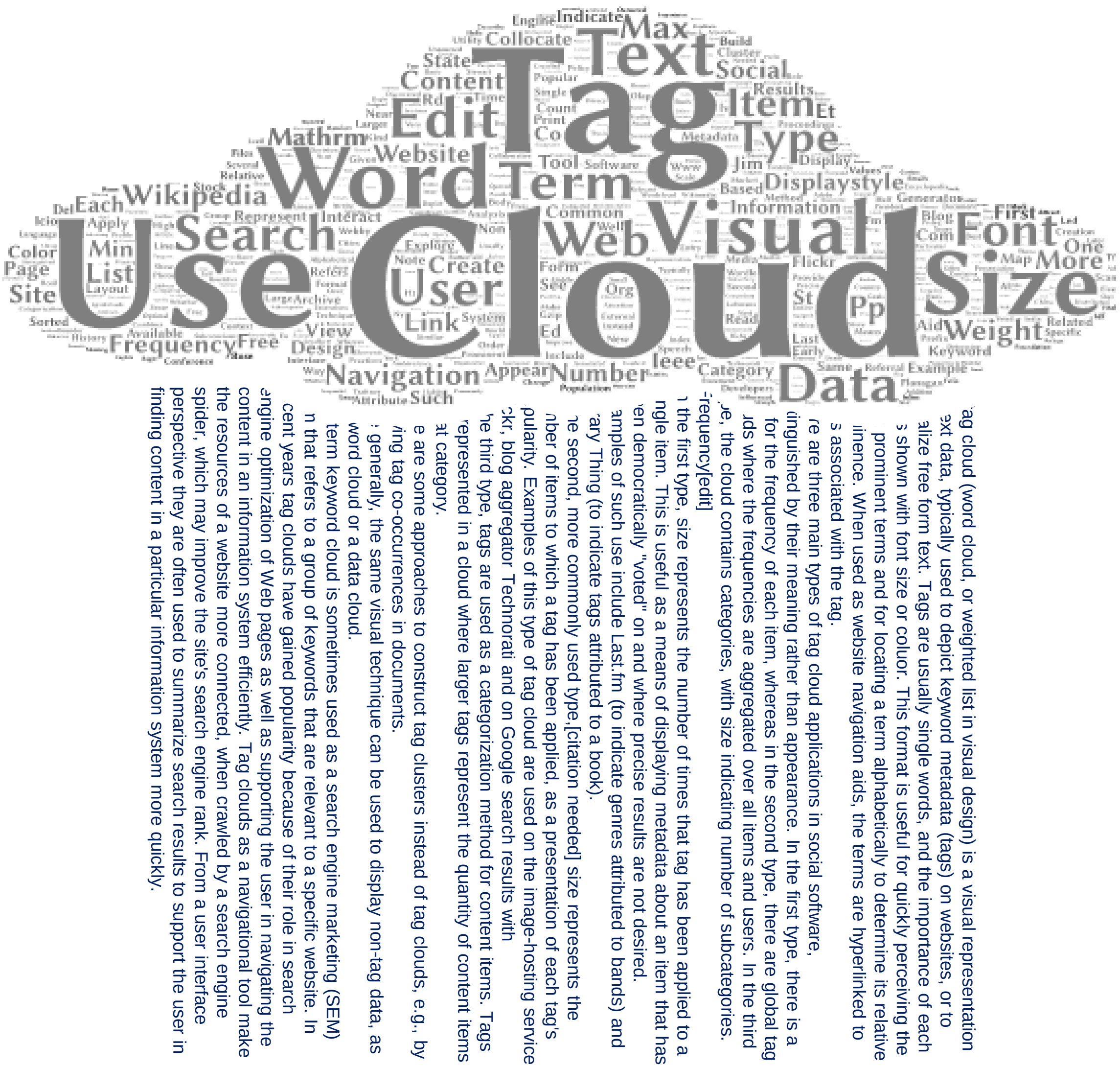
Text Mining



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Twitter Topics

1	Photography and Sights
2	Optimism, Kindness and Positivity
3	Leisure and Attractions
4	TV and Film
5	Humour and Informal Conversations
6	Transport and Travel
7	Politics, Beliefs and Current Affairs
8	Sport and Games
9	Anticipation and Socialising
10	Business, Information and Networking
11	Pessimism and Negativity
12	Music and Musicians
13	Routine Activities
14	Food and Drink
15	Body, Appearances and Clothes
16	Social Media and Apps
17	Slang and Profanities
18	Place and Check-Ins
19	Wishes and Gratitude
20	Foreign and Other

Lansley and Longley (2016) The geography of Twitter topics in London. *Computers, Environment and Urban Systems*, 58, 85-96

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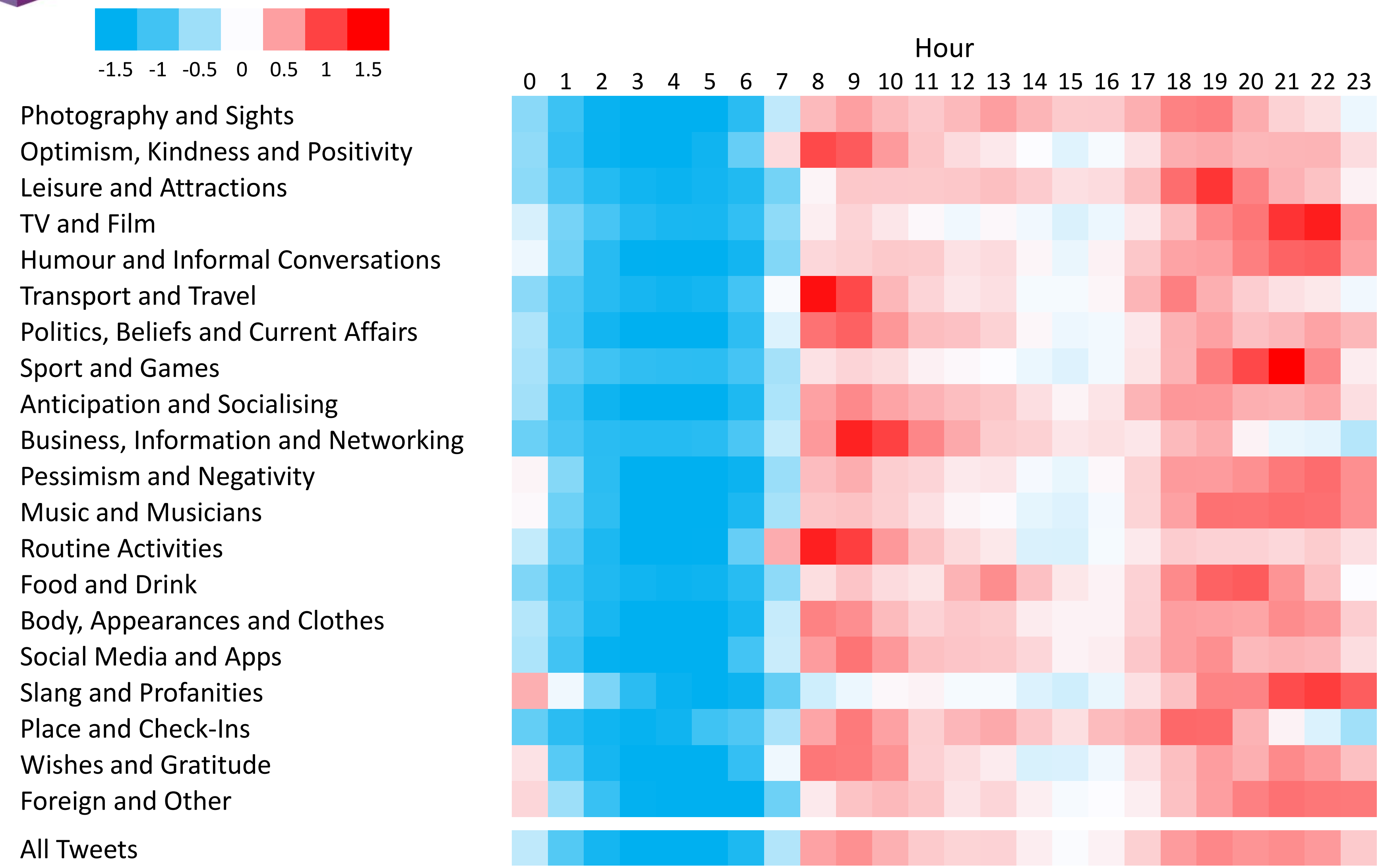
Twitter Topics



Lansley and Longley (2016) The geography of Twitter topics in London. *Computers, Environment and Urban Systems*, 58, 85-96

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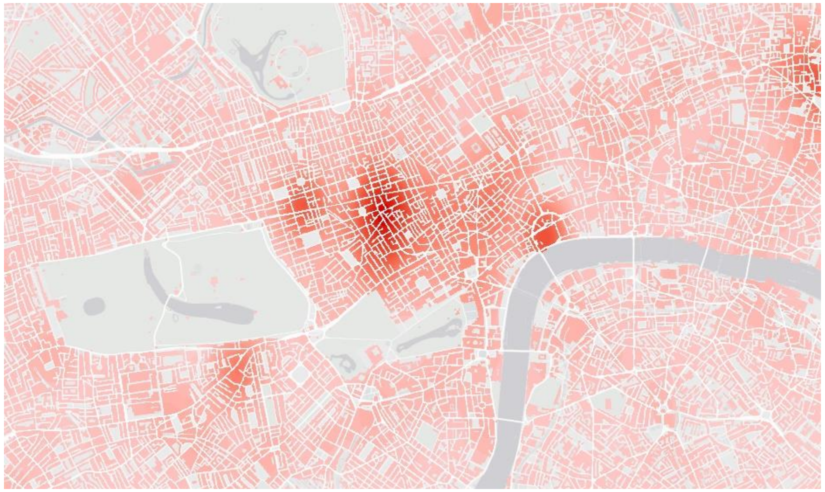
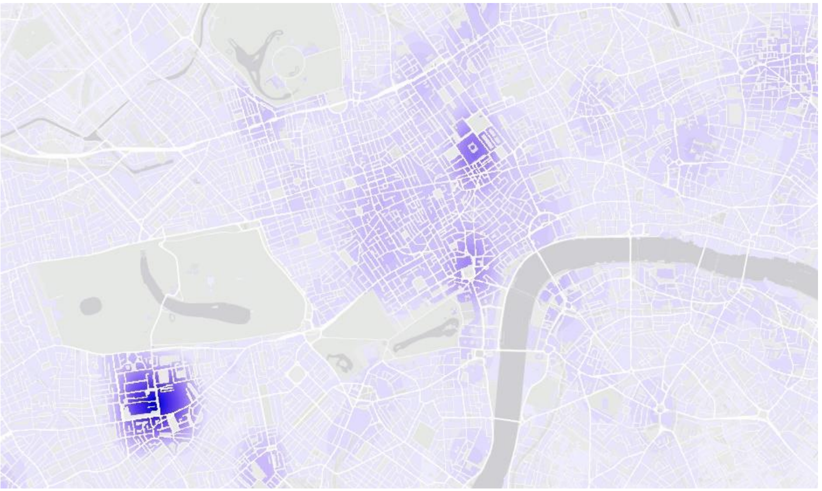
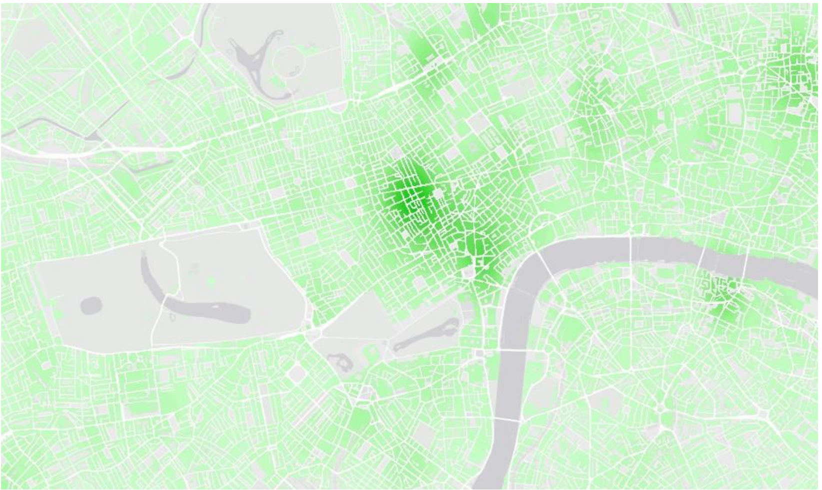
Twitter and Space



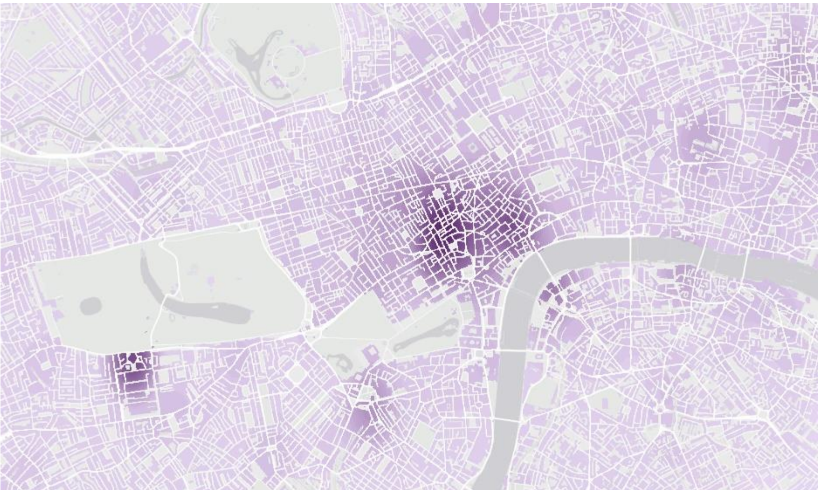
Fashion and Shopping



Museums and Galleries



Nightlife



Shows and Entertainments

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Consumer Registers

Public Version of the Electoral Register

1998 - 2017

+

Consumer data from several sources

2003 - 2017

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Identity

Lansley and Longley (2016) Deriving age and gender from forenames for consumer analytics. *Journal of Retailing and Consumer Services, 30, 271-278*

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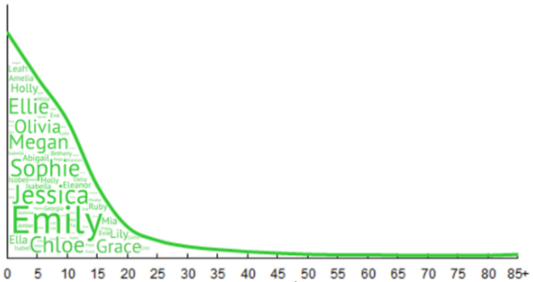
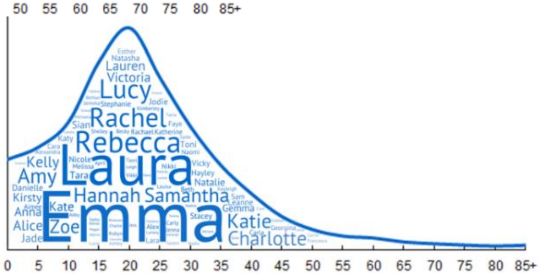
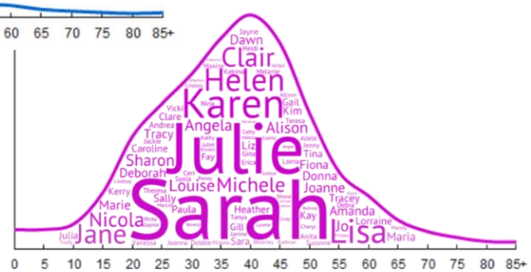
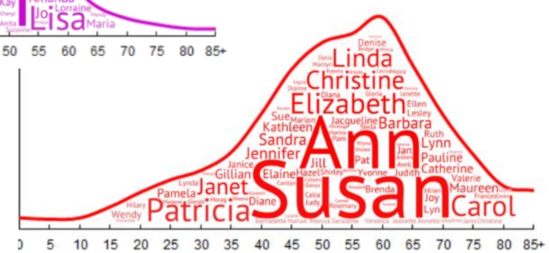
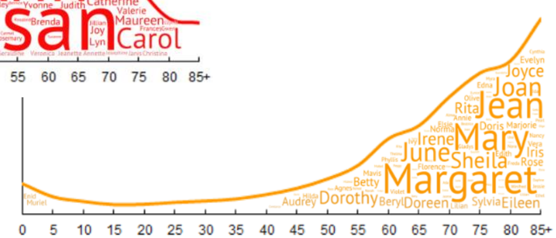
Age





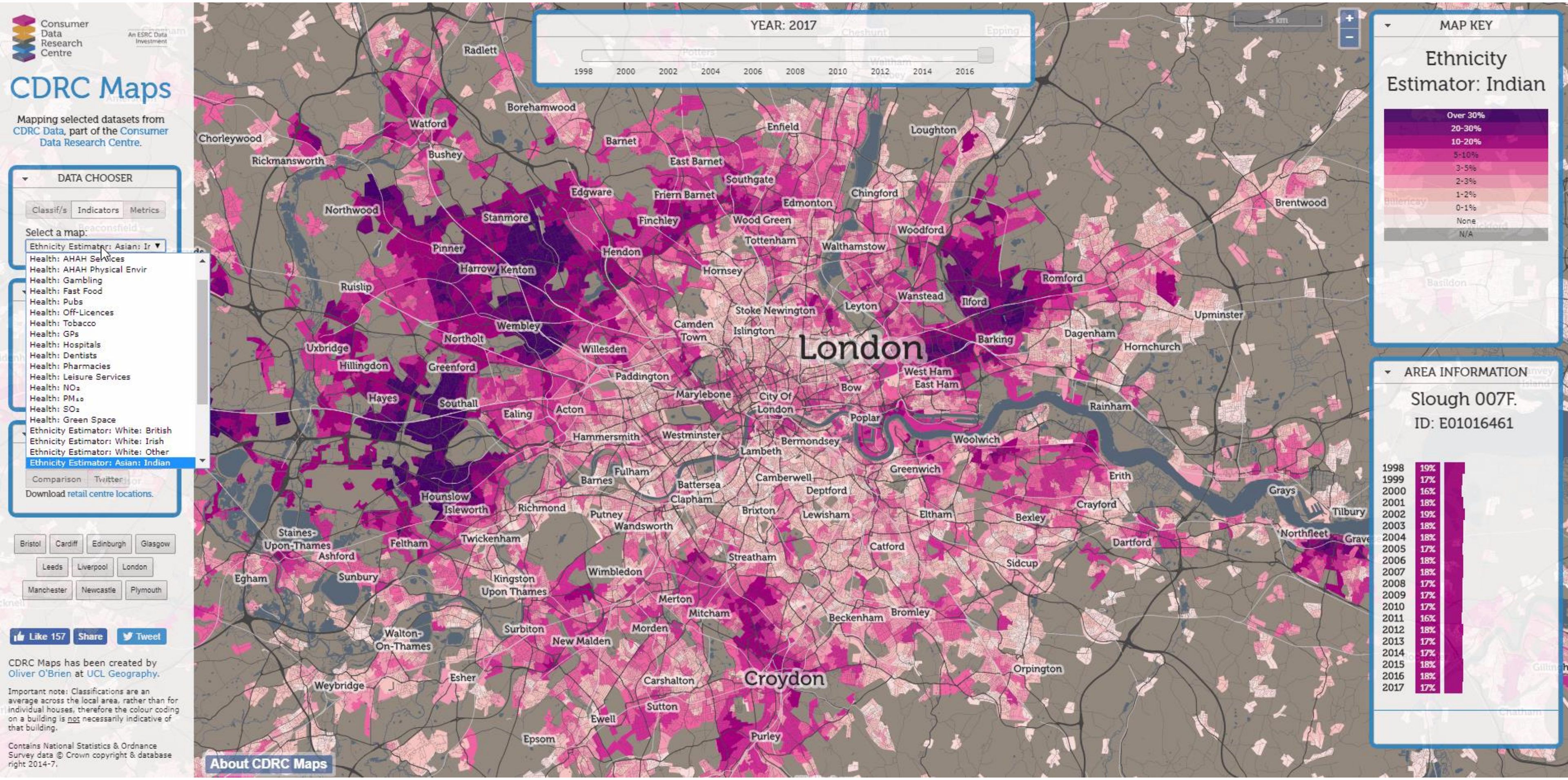






Lansley and Longley (2016) Deriving age and gender from forenames for consumer analytics. *Journal of Retailing and Consumer Services, 30, 271-278*

Ethnicity



CDRC Maps Beta
https://maps.cdrc.ac.uk/index_beta.php#/indicators/

Population Churn

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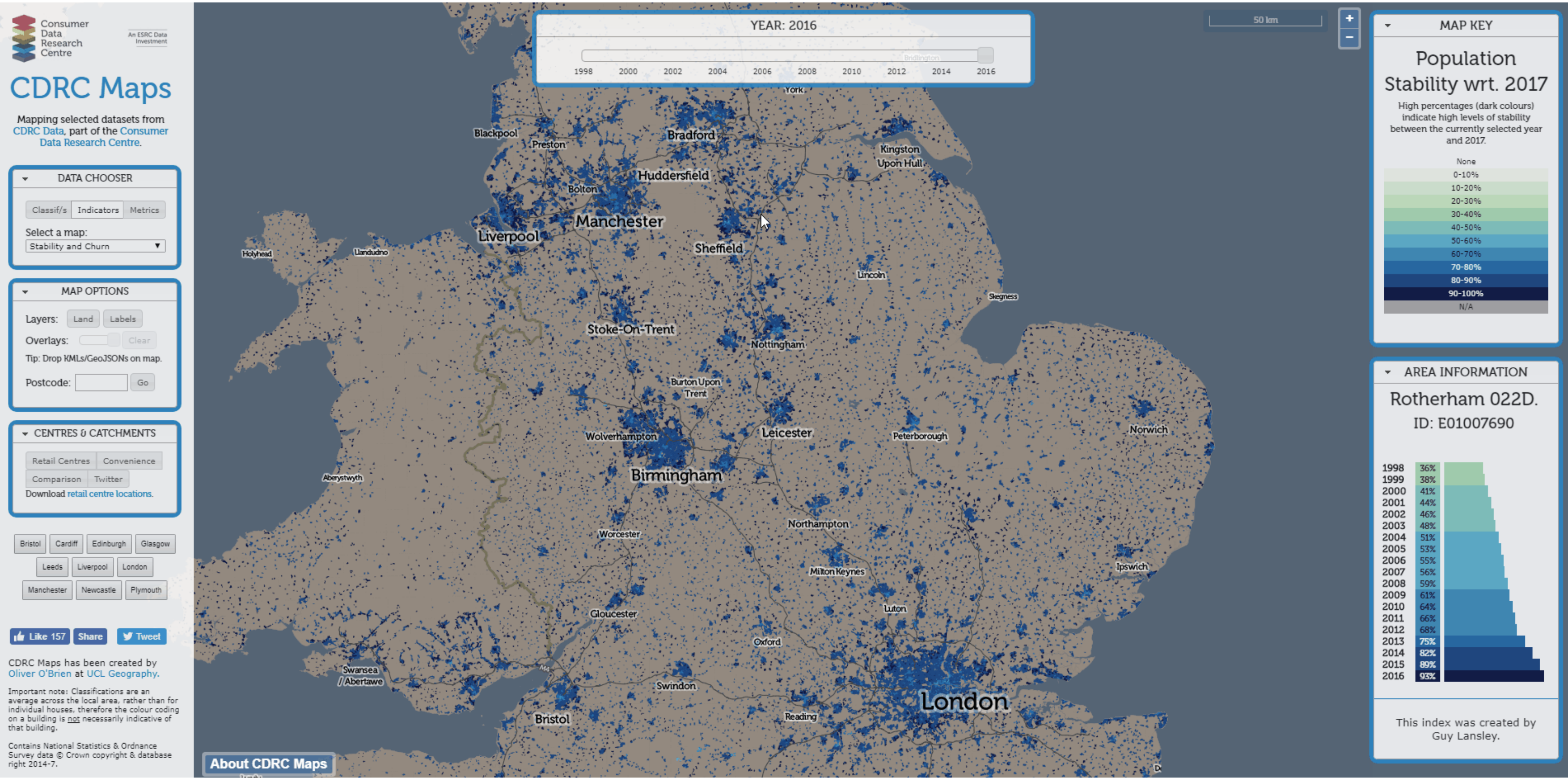

CDRC Maps Beta
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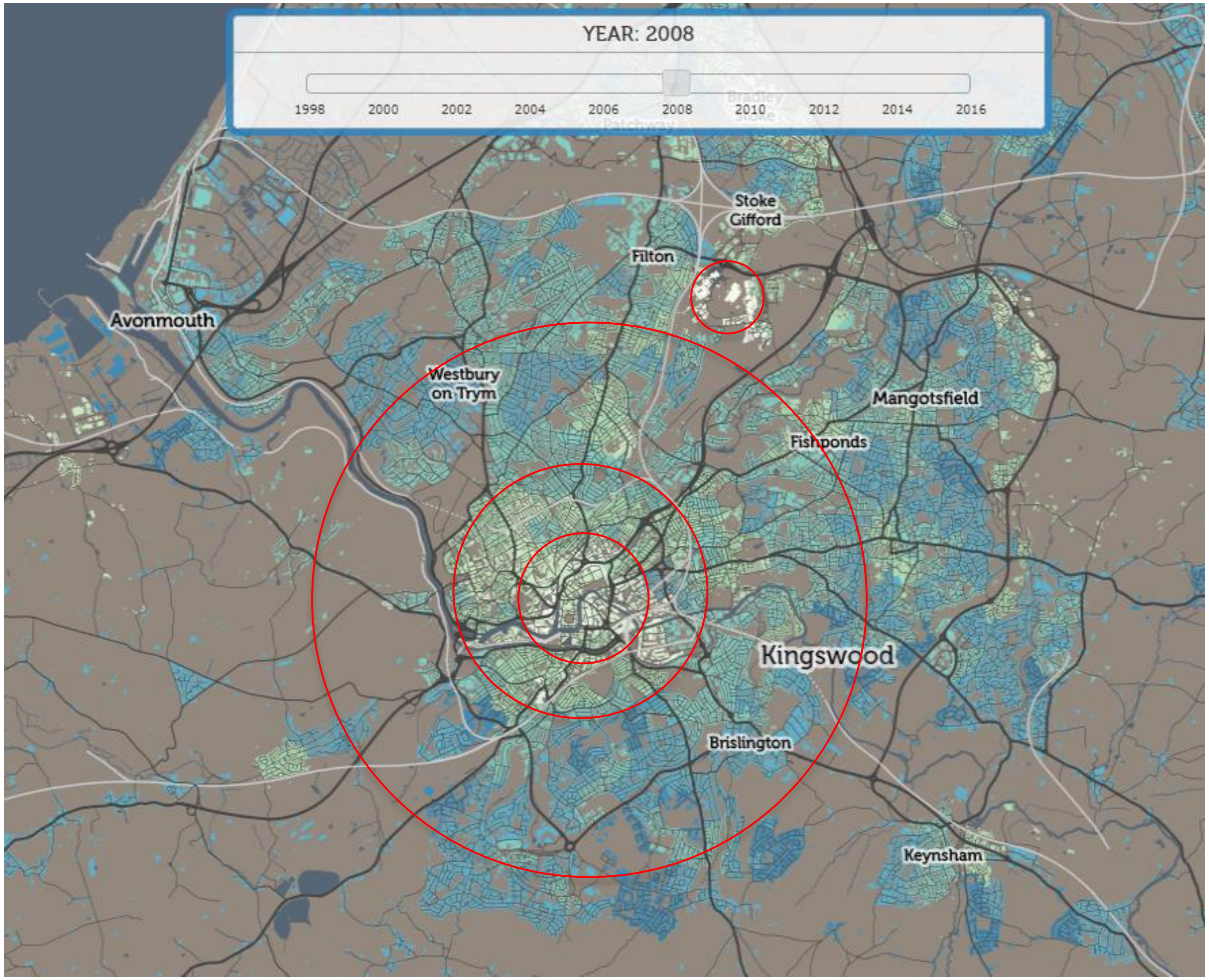
Population Churn



CDRC Maps Beta
https://maps.cdrc.ac.uk/index_beta.php#/indicators/

Estimating Migration

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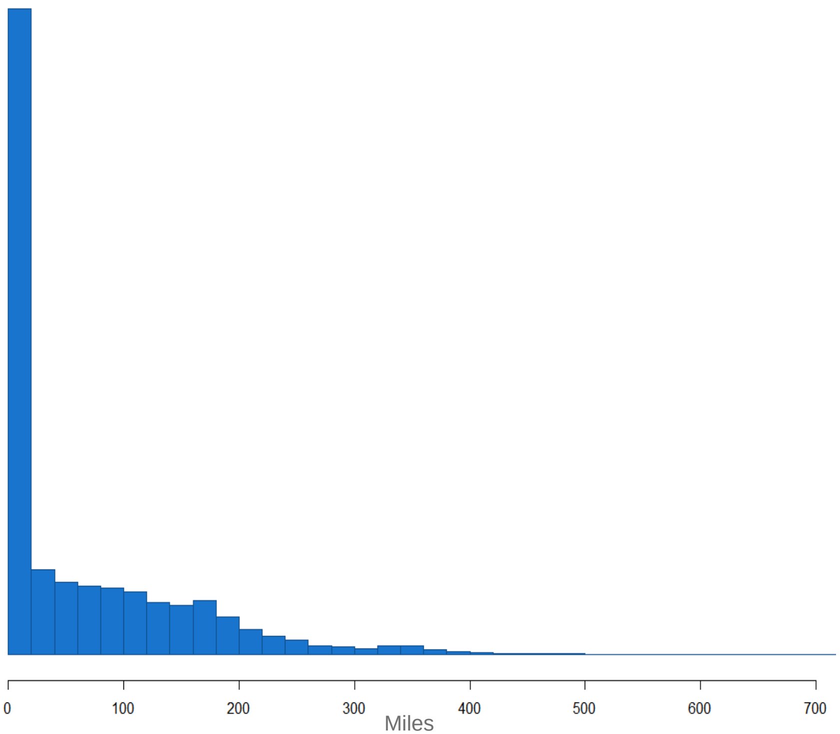
- Flows between large urban districts
- Flows between neighbouring districts
- Median move of 20.97 miles



Social Mobility

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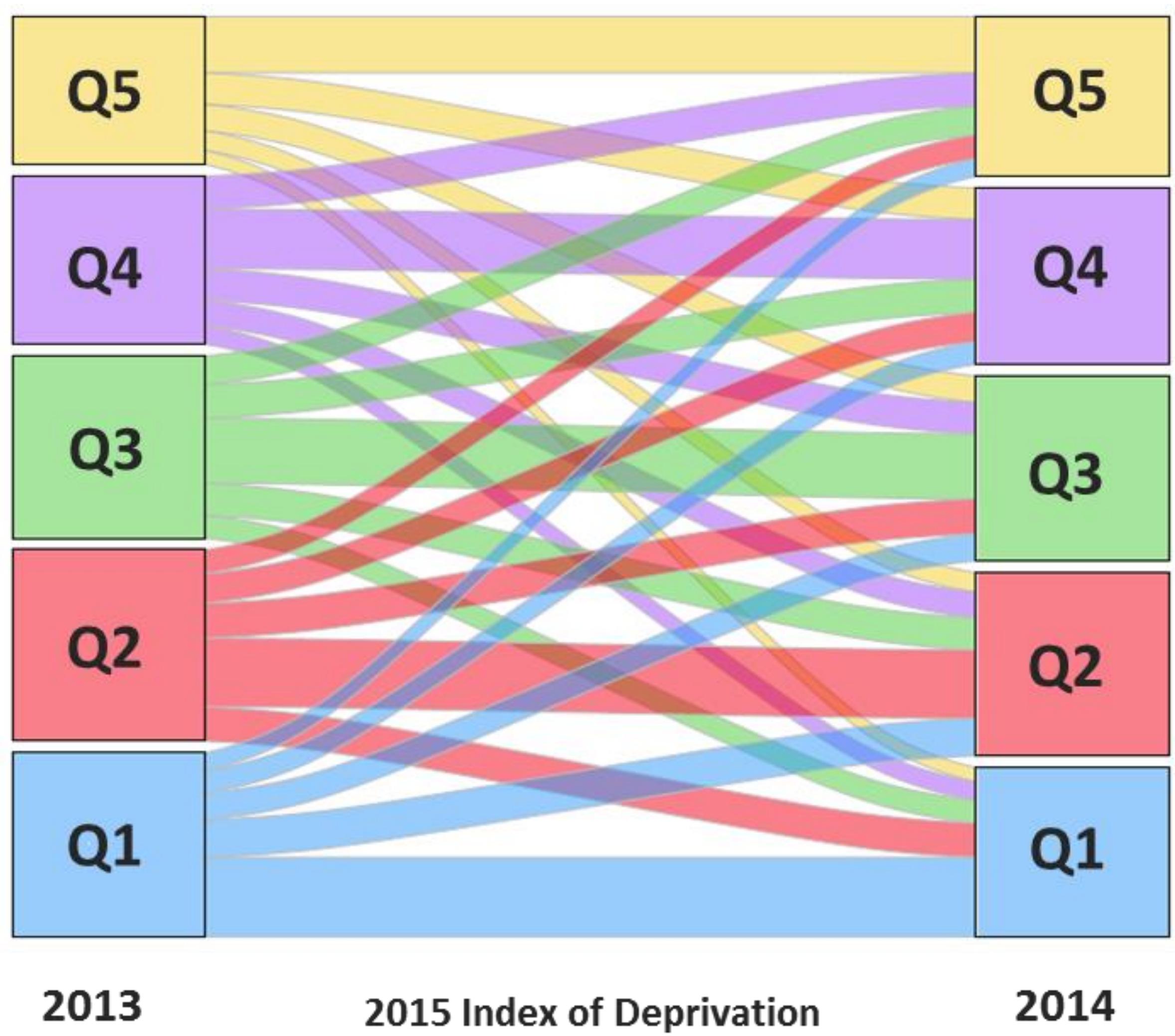

Lansley and Li (2018) Consumer registers as spatial data infrastructure and their use in migration and residential mobility research. *Forthcoming…*

English IMD

The CDRC Masters Research Dissertation Programme

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Timeline

January
Projects are advertised on the CDRC website

Jan - Apr
The student application process is open. The CDRC will forward selected CVs and cover letters.

May - Aug
Research is undertaken either at the students own institution or on-site with the industry sponsor

September
Dissertations are submitted to the CDRC and industrial sponsors

October
Participants are invited to an Academic conference where the prizes are awarded

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Sponsors (2012-17)

YOUR M&S

Sainsbury's

Boots

Demographics USER GROUP
Making Data Work

The co-operative

John Lewis

TESCO

British Gas

e·on

WHITBREAD

Camelot

LDC

BARCLAYS

DIXONS RETAIL
BRINGING LIFE TO TECHNOLOGY

gsk GlaxoSmithKline

Argos

SHOP DIRECT

Knight Frank

CLUTTONS

Virgin media

goHenry

easyJet

Hammersmith LONDON

City of Westminster

Barbour ABI

Thomas Cook

Parsons
bake the good stuff

CACI

JAYWING

movement strategies

Experian™

AXA
PPP HEALTHCARE

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Students (2012-17)

UCL

UNIVERSITY OF LEEDS

UNIVERSITY OF LIVERPOOL

UNIVERSITY OF Southampton

UNIVERSITY OF WESTMINSTER

University of BRISTOL

UNIVERSITY OF LEICESTER

WARWICK THE UNIVERSITY OF WARWICK

The University Of Sheffield.

ROYAL HOLLOWAY UNIVERSITY OF LONDON

Kingston University London

Sheffield Hallam University

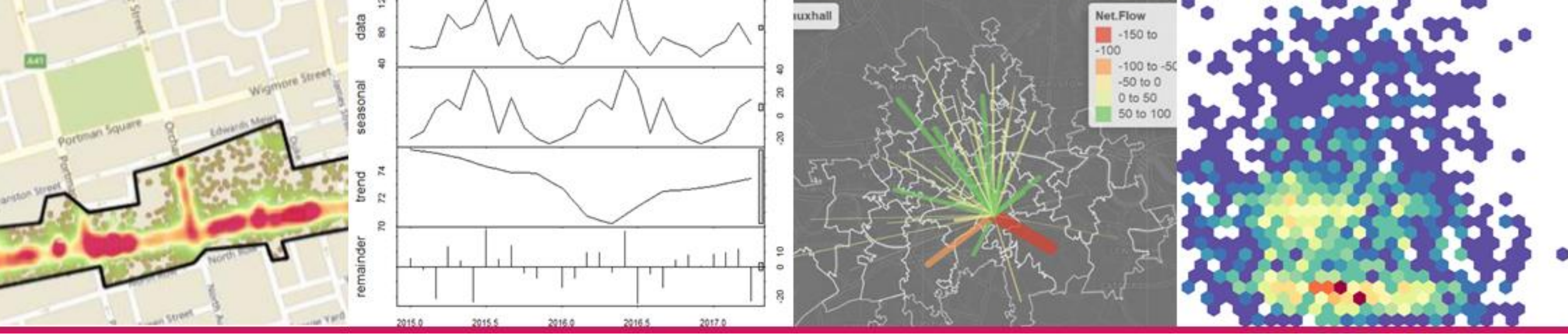
Lancaster University

Birkbeck UNIVERSITY OF LONDON

MANCHESTER 1824 The University of Manchester

The University of Nottingham UNITED KINGDOM · CHINA · MALAYSIA

CITY UNIVERSITY LONDON



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The programme offers students a unique opportunity to apply their skills to real-world problems and to gain valuable experience working with commercial datasets

Panel images from left to right: Christian Tonge (2017), Paula White (2017), Neelam Kundi (2017), Ulzhan Bissarinova (2017)

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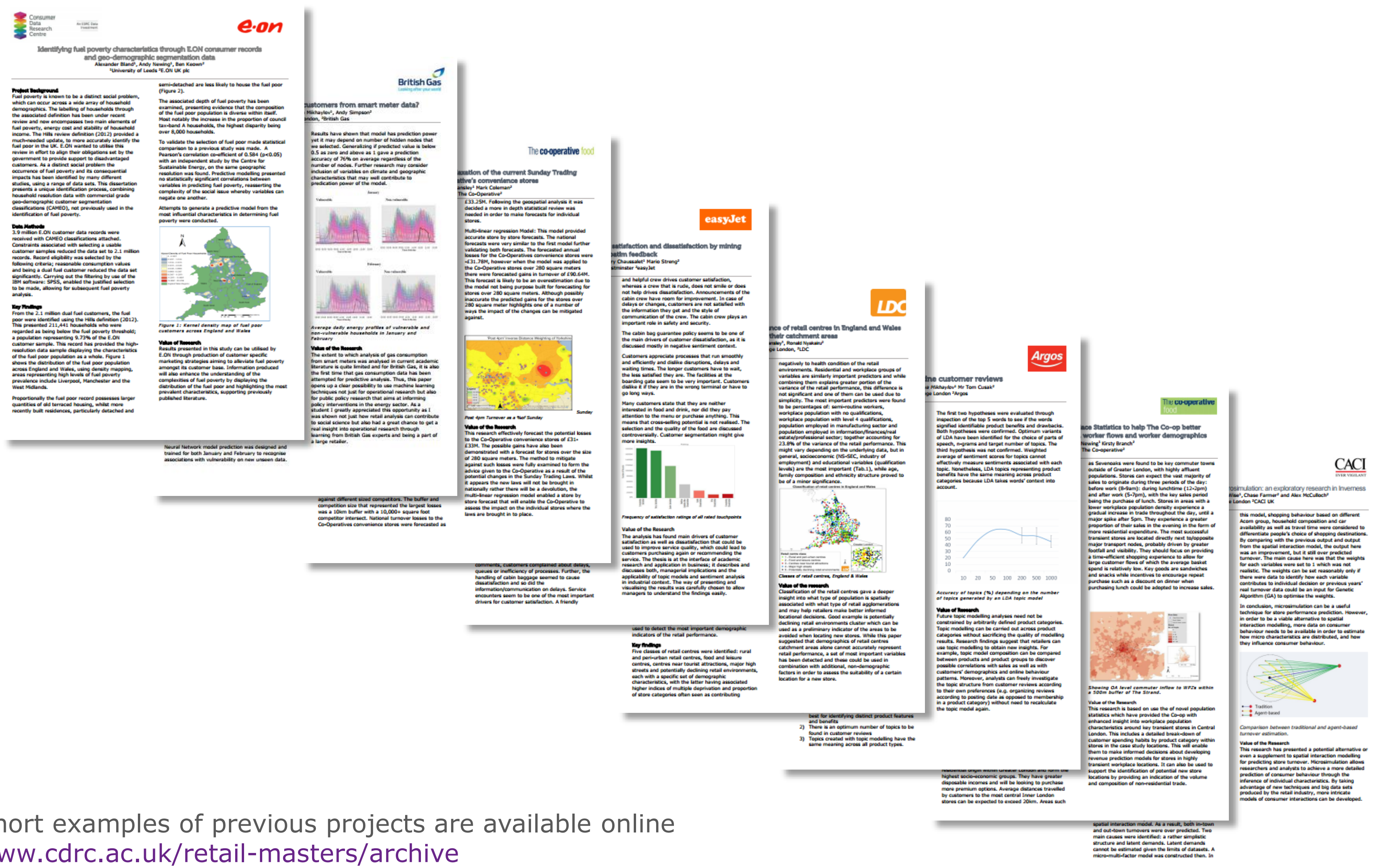
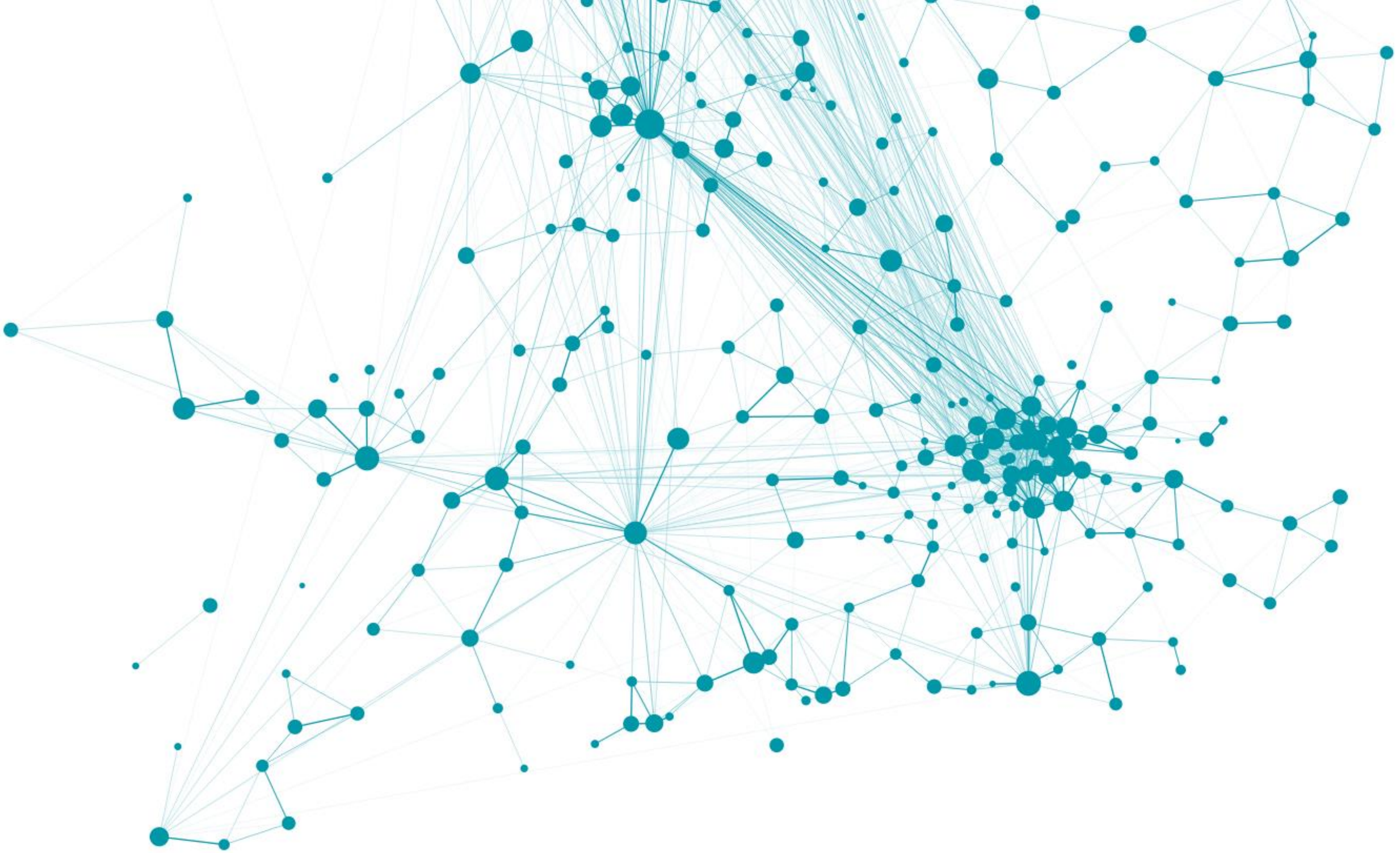
Outputs



Short examples of previous projects are available online
www.cdrc.ac.uk/retail-masters/archive



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@GuyLansley

www.cdrc.ac.uk/retail-masters