

# Ads on the Run

## Introduction

In today's world of digital advertisements, it has become imperative for business owners to understand their customers' behavior and preferences to have a competitive edge in the market. The objective of this project is to assist business owners (clients) in understanding the runners in New York City and help them use that knowledge to curate targeted advertisements.

## System Design

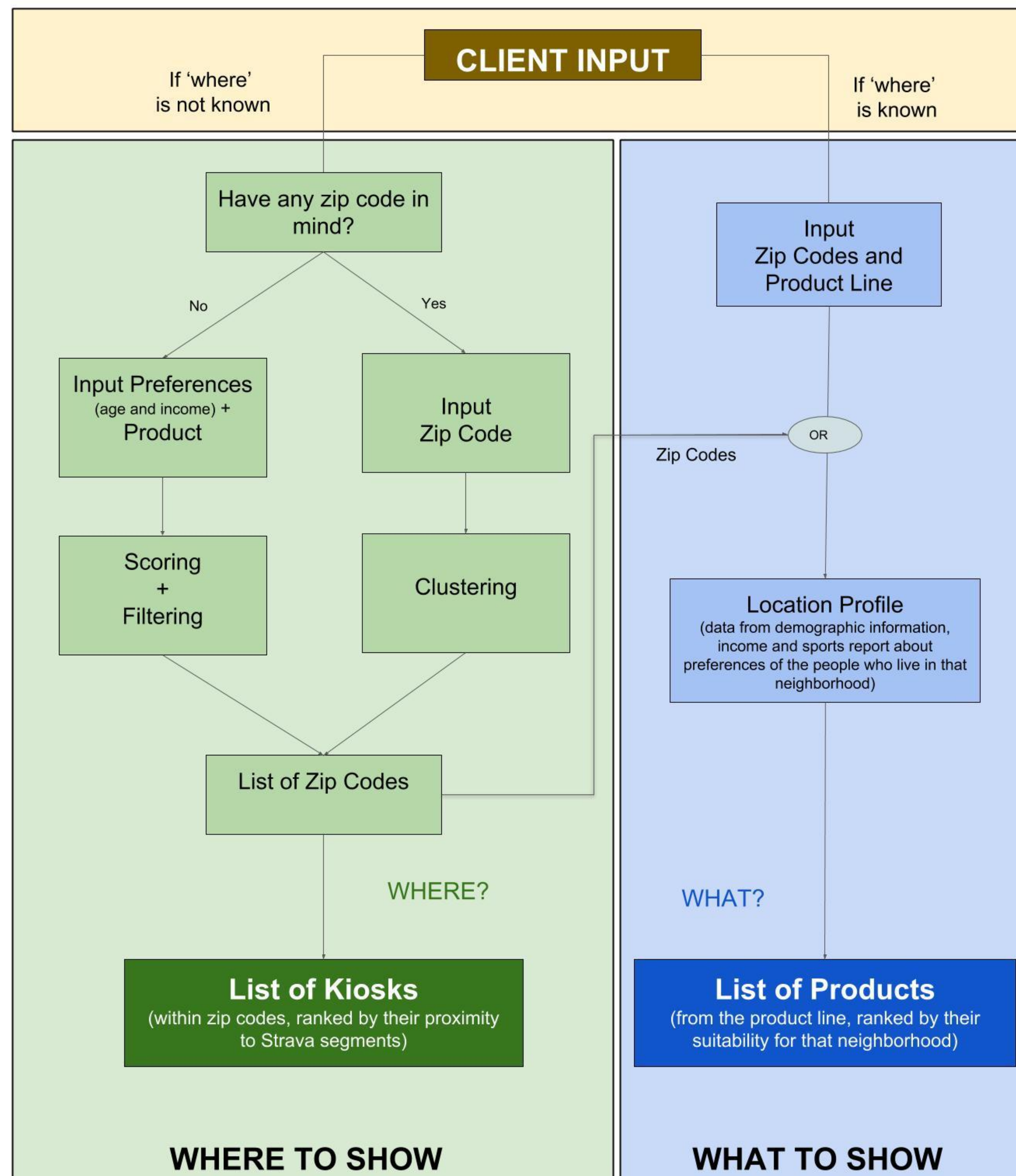


Figure 1: Project System Design

## Results

From the meaningful clusters, we are able to answer: "Where to show an advertisement?" From our rich open source data we are able to answer: "What to show in an advertisement?" After building the algorithms, we created an API that would answer our clients' requests based on the design flow in Figure 1.

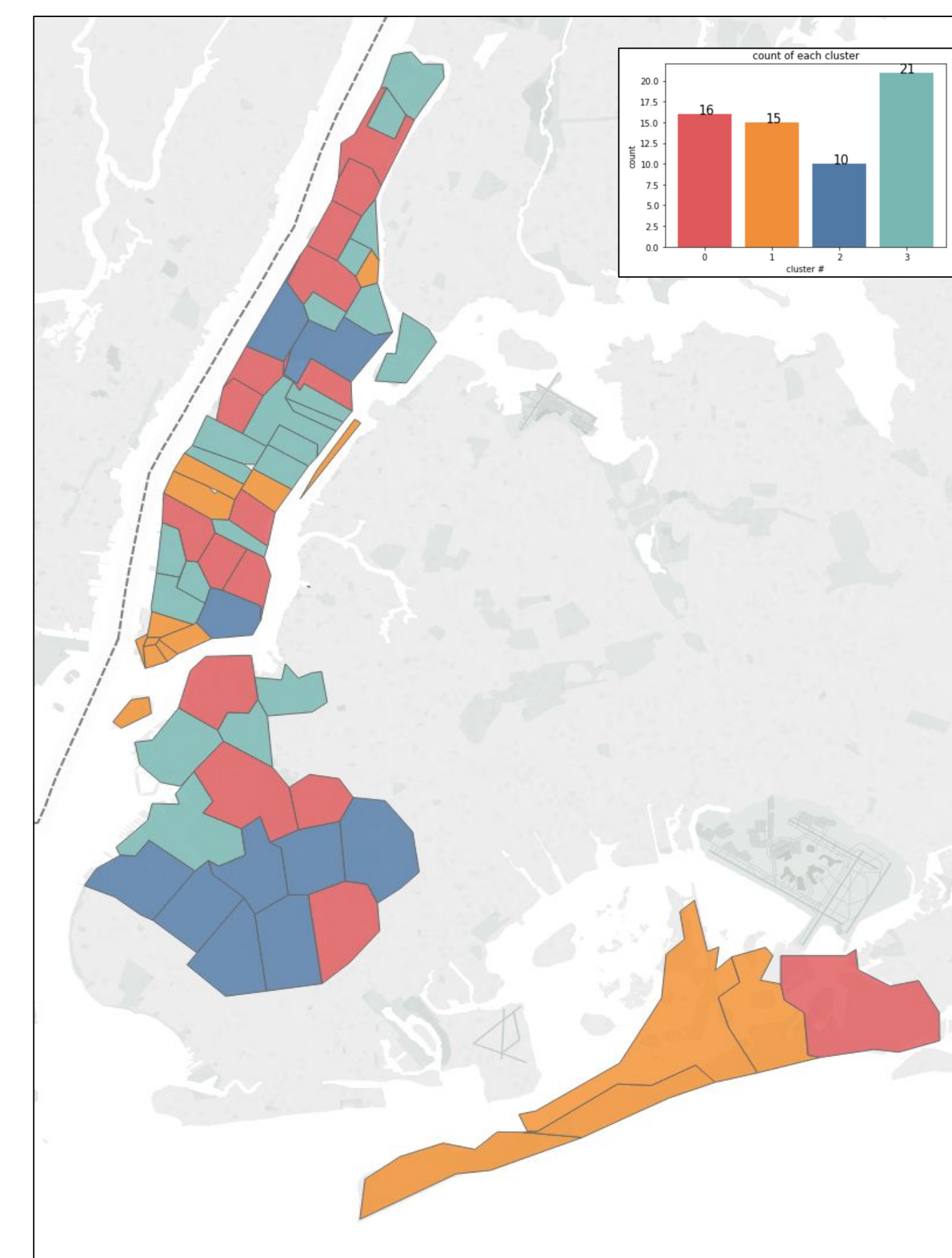


Figure 2: Zip Code Clusters

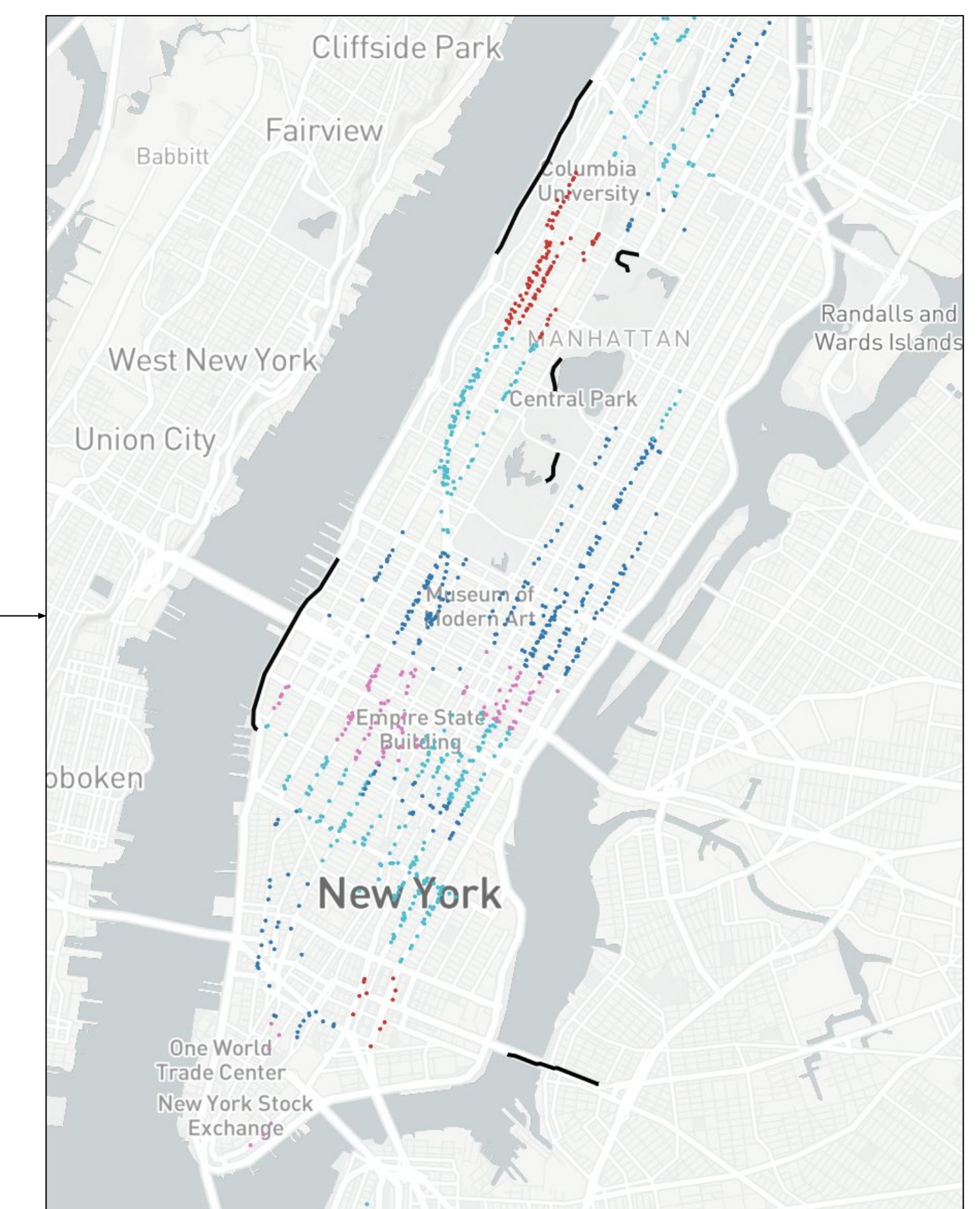


Figure 3: Strava Segments and NYC Kiosks

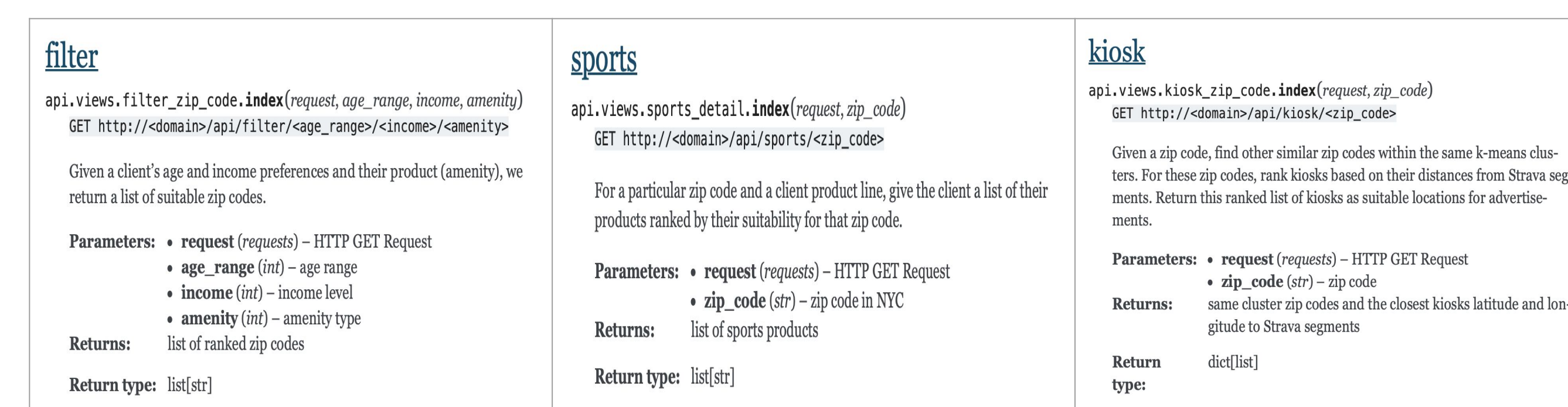


Figure 4: API Documentation Snippets



Figure 5: Scan for API Doc.

## Conclusions

The conclusion we drew from this project was that efficient and effective advertisement strategies can be built by companies using completely open source data. The solution lies in thinking about ways to combine data from different sources and creatively deriving inferences from the combined data.

## Acknowledgments

We would like to acknowledge our industry mentors Elena García, Albert Trias and Santiago González, and our faculty mentors Eleni Drinea and Ton Dieker, for their support and guidance.

## References

Data Sources: [Strava Segments](#), [NYC Demographic Data](#), [LinkNYC Kiosk Status Data](#), [OpenStreetMap](#), [NYC Income Data](#)

Sports Preference Report: 2018 Physical Activity Council Participation Report