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URBANITY

URBAN DEVELOPMENT INDEX:
A Data Driven Machine Learning Approach
For Targeted Marketing in Urban Centres

Why measure urbanity?

Marketing

Land Development

up to $20 million

Urban Planning

$20 billion

Problem:

Past definitions are arbitrary.

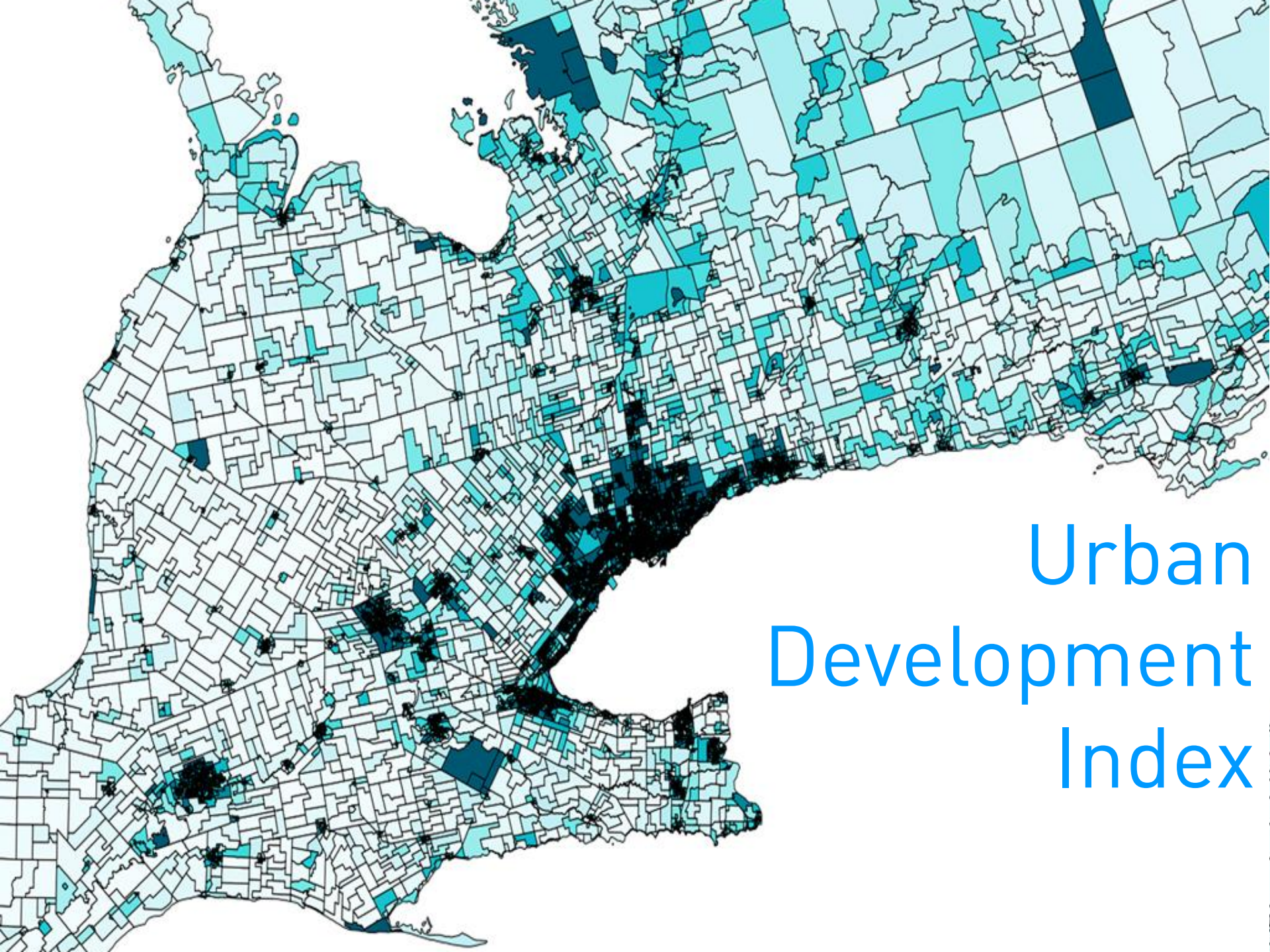
A quantitative methodolgy is required.

Satellite

Toronto
Satellite
Tri-city
Area
Hamilton
London

Toronto
Recoloured
Tri-city
Area
Hamilton
London

Recoloured



Urban Development Index

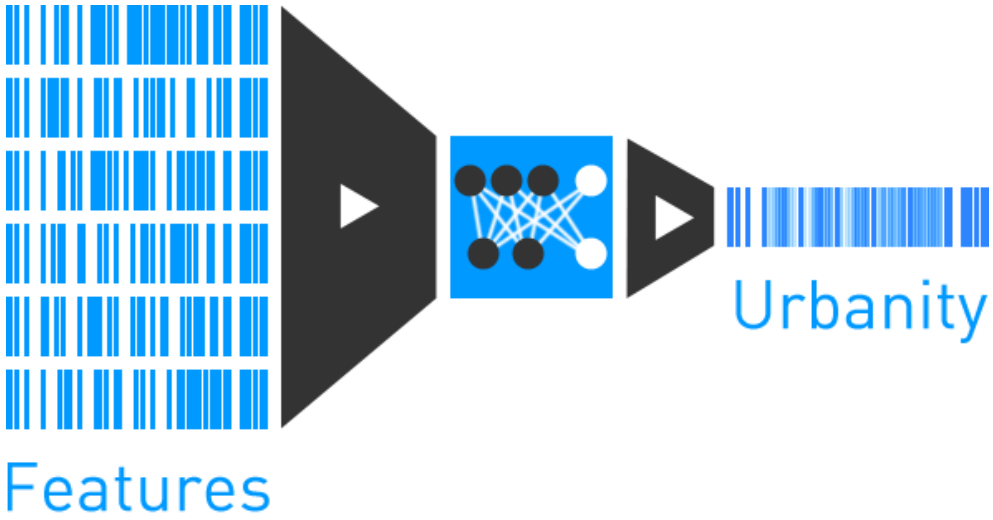
Quantifying Urbanity

Geosocial Features:

- Population
- Ethnic Diversity
- Employment Sector
- Immigration and Emigration

The C.R.B.M.

Continuous Restricted Boltzmann Machine



Objective
Data-driven
Infinitely Extensible

Actualization

Feature Planning (2 months)

Implementation (4 months)

Validation (3 months)

Conclusions

City Planning
Land Development
Targeted Marketing

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