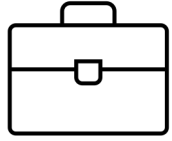


*Convergence of location data
& personalisation in data-
driven marketing.*

*How location intelligence informs
decisions in the grocery sector: where
to open new stores.*

Dr Thomas Waddington, Asda.

About me



Senior Manager Geospatial & Market Intelligence



Worked in the field of Location Intelligence in the UK Grocery sector for 6 years



Academic background in Geography & Location Intelligence with a PhD in:

‘Modelling Spatiotemporal Fluctuations of Consumer Demand in the UK Grocery Sector and their Impact on Retailers Store Sales’

Publications:

Waddington, T.B., Clarke, G.P., Clarke, M. and Newing, A., 2018. Open all hours: Spatiotemporal fluctuations in UK grocery store sales and catchment area demand. *The International Review of Retail, Distribution and Consumer Research*, 28(1), pp.1-26.

Waddington, T., Clarke, G., Clarke, M.C., Hood, N. and Newing, A., 2019. Accounting for temporal demand variations in retail location models. *Geographical Analysis*, 51(4), pp.426-447.



Dr Thomas Waddington

ASDA

A brief introduction to Asda

ASDA was **founded in 1965** through the merger of the Asquith family grocery business with the Associated Dairies company and its name is derived from this merger. **Headquartered in Leeds**, ASDA is the **UK's third-largest supermarket by market share**, employing more than 140,000 colleagues and serving over 18m customers every week in its **633 stores and online** via www.ASDA.com. It's George clothing division, which launched in 1989 and is based in Leicestershire, is the **UK's second-largest clothing retailer** by volume.

ASDA has a long heritage in providing customers with low prices and is in the process of expanding its reach through new stores and formats.



The ASDA logo is displayed in large, bold, green 3D block letters. It is superimposed over a photograph of a modern building's facade, which features a complex network of white structural beams and large glass windows. The perspective is looking up at the building, creating a sense of height and architectural detail.

Within Asda what does location intelligence look like?

ESRI define LI as “*Location intelligence is the insight gained from visualizing and analysing geospatial data..... Leaders use location intelligence to better understand where and why things are happening and plan what to do next.*”

At Asda in a simplistic world spatial decisions can be focused on two key business areas:



The existing estate



The future estate

ASDA

Data is key.

Without the right data, undertaking analytics and making data led decisions is highly challenging.

Catchment

- Banking Data
- Mobility data
- Geodemographics
- Customers

Spatial

- Geographic Boundaries
- Points of Interest
- Drive times

Retail

- Competition & Planning
- Retail Locations
- Market Demand



esri®

alteryx

CACI

GEOLYTIX

ASDA

Spatial data Examples

Geographies:

- Countries (UK)
- Counties
- Local Area Districts (LAD)
- LSOA
- MSOA
- OA Point
- OA Polygon
- Region (GOR)
- UK Boundary
- Hybrid Zones Point & Polygon
- Beaches
- Coastline
- Foreshore
- Land
- National Parks
- Open Water
- Travel to Work Areas (TTWA)
- Rivers
- Sea
- Summit Points
- Woodland
- Postcodes
- Postal Sectors
- Postal Areas
- Postal Districts
- Retail Places
- Shopping Centres
- ShopperTown
- Suburbs
- Seamless Towns
- Urbanity
- Workers by Hybrid Zone
- Workers by Postcode

Points of Interest:

- Early Years
- Further Education
- Schools
- Universities POI
- Universities Building Polygons
- University Term Dates and Student Numbers
- Media Coverage Polygons (BARB)
- Broadband Coverage by Postcode
- Radio Coverage Polygons
- Wi-Fi Hotspots
- Cinemas
- Courts
- Dentists
- GPs
- Hospitals
- Sports/Leisure Facilities
- MOT/Garages
- Opticians
- Pharmacy
- Prisons
- Service Stations
- Stadiums
- Crime
- House Price Paid
- Listed Buildings
- Airports
- Bus Stops
- Coach Hubs
- Ferry Ports
- Light Rail
- Oyster Zones
- Rail
- Taxi Ranks
- Underground Lines
- Disposable Income

Location intelligence: The future estate

- How do we use LI to understand our future estate and where to open stores?

Store expansion

Sales forecasting

Competitor monitoring

M&A

Case study: Asda convenience store expansion - Tottenham Hale, London



Market dynamics to consider:

- Demographics
- Quality of competing retail
 - Retail pitch
 - Visibility
- New housing growth
 - Train station
 - Footfall
- Analogue sales performance

