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

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

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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:

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.
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

Source: https://www.esri.com/en-us/location-intelligence/overview
Data is key.

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

Points of Interest:
- 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
- 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

Forecast - £xxk/wk
Basket Size - £xx
Transactions - 7,100
Effective Catchment - 6,400