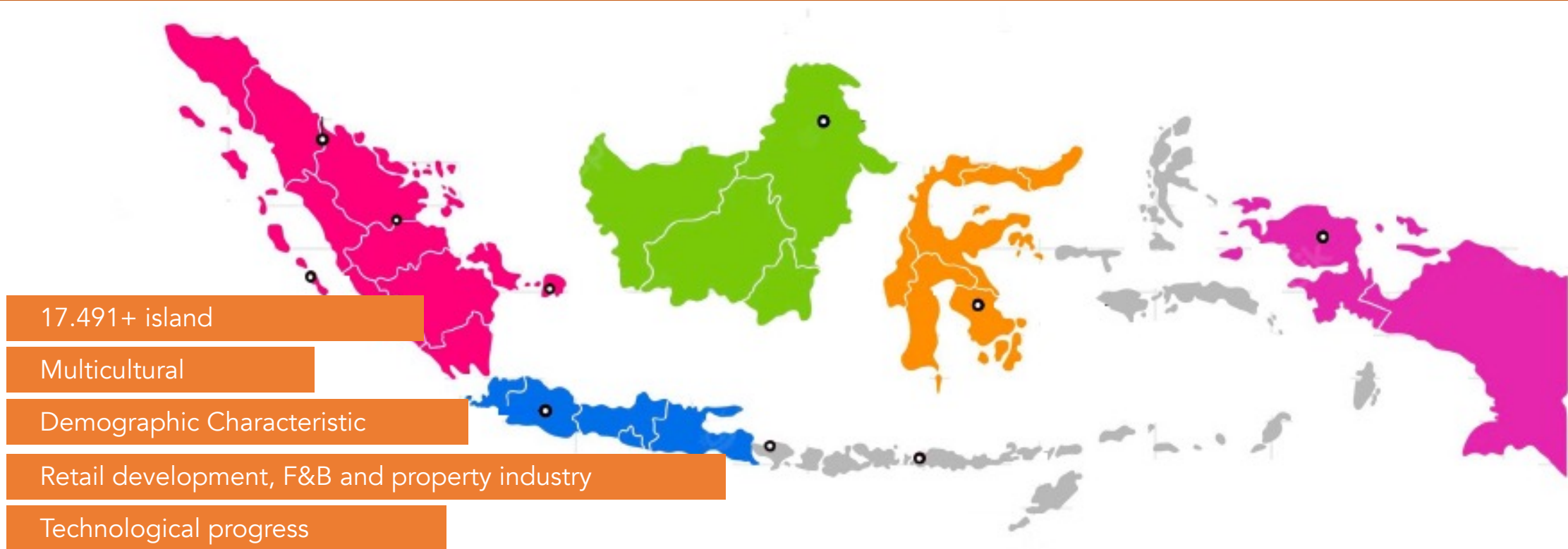




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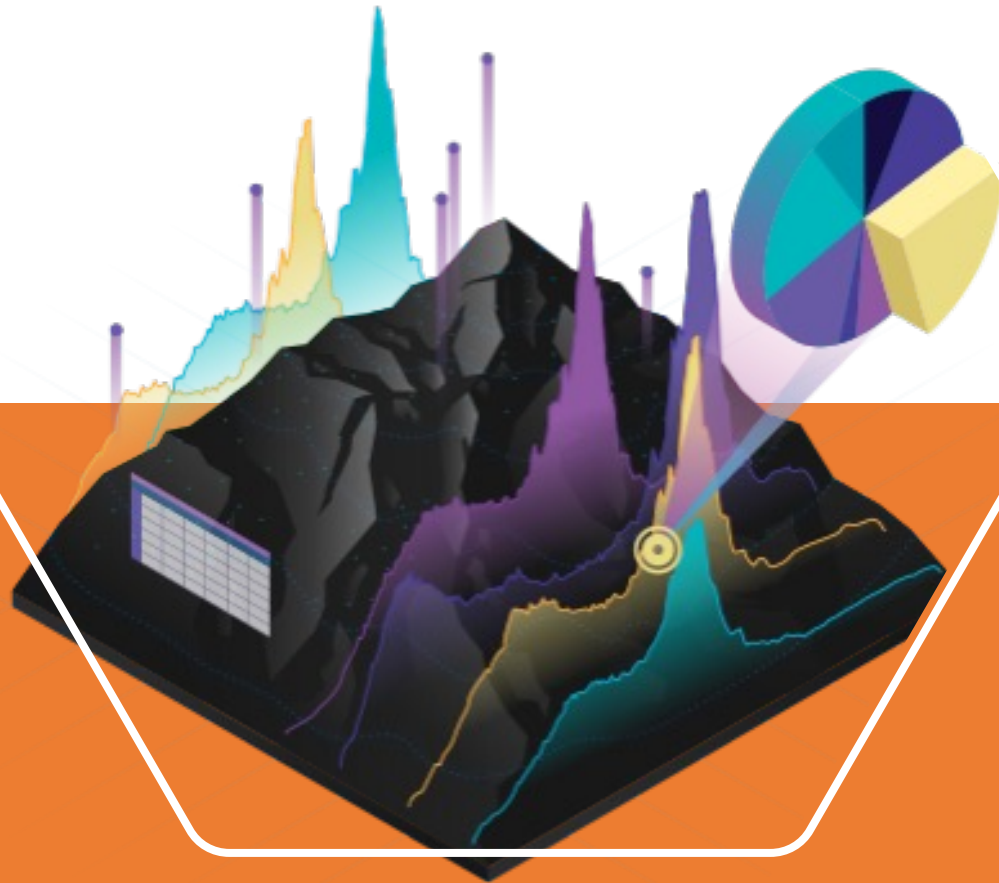
PT. Locator Logic Solutions

Indonesia has enormous potential for the development of Retail, F&B and Property businesses. However, Indonesia is an archipelagic country full of diversity, it makes the profile of an area is certainly different from one to another.



Therefore, spatial analysis **is needed more than before**

Spatial analysis means finding location-oriented insights by overlapping layers of geographic and business data onto maps. This allows you to visualize, analyze, and get a more complete view of your data to solve complex location-based problems.



Our Clients





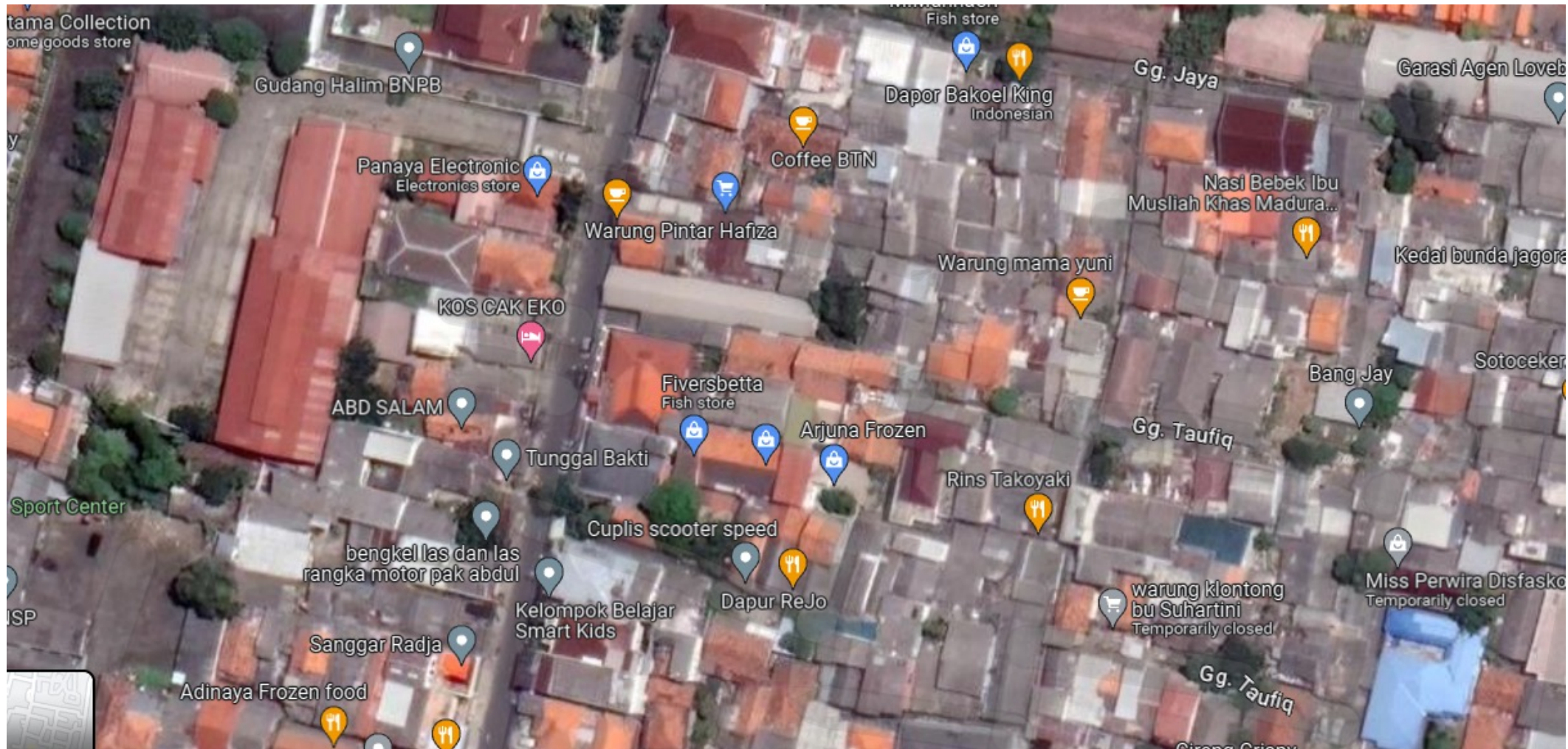
GEOTENCY



claim your **ERA** within the **AREA**



Case : Internet provider (Jakarta City)



Abstract

Determine New Approaches of Data Analytics Insight According to Spatial Data Enhancement (Valid & Accurate) & Enrichment for User Experience in Retail

1. Home Coordinate Validation
2. Cluster Analysis using :
 1. Mobile User Data (prototype)
 2. Physical Building Information
 3. Demographic Data

Approached Model

Framework

1. Data source & Information Selection
2. Assumption
 - Home Network Diagram
 - Clustering per-Home Coverage Area Model
3. Data Processing
4. Analysis process
 - Criteria & Rules
 - Formula & Simulation

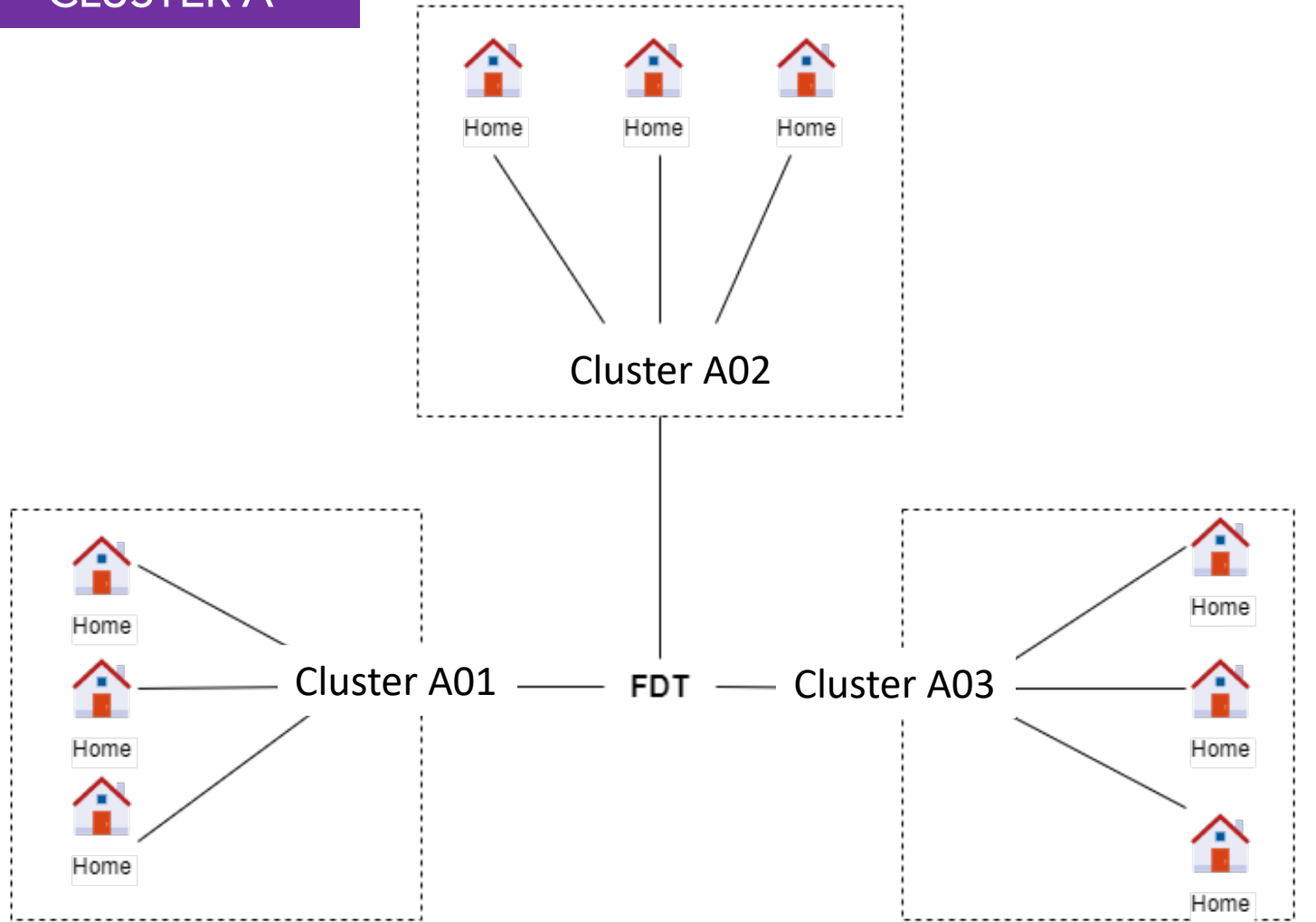
Approached Model

Data & Information Sources

1. Clients' data and information
2. Public Data & Information
 - Physical Building Information
 - Demographic Data
3. Purchased Data & Information
 - Mobile Device Data
 - Telco Tower Location

Home Network Diagram

CLUSTER A

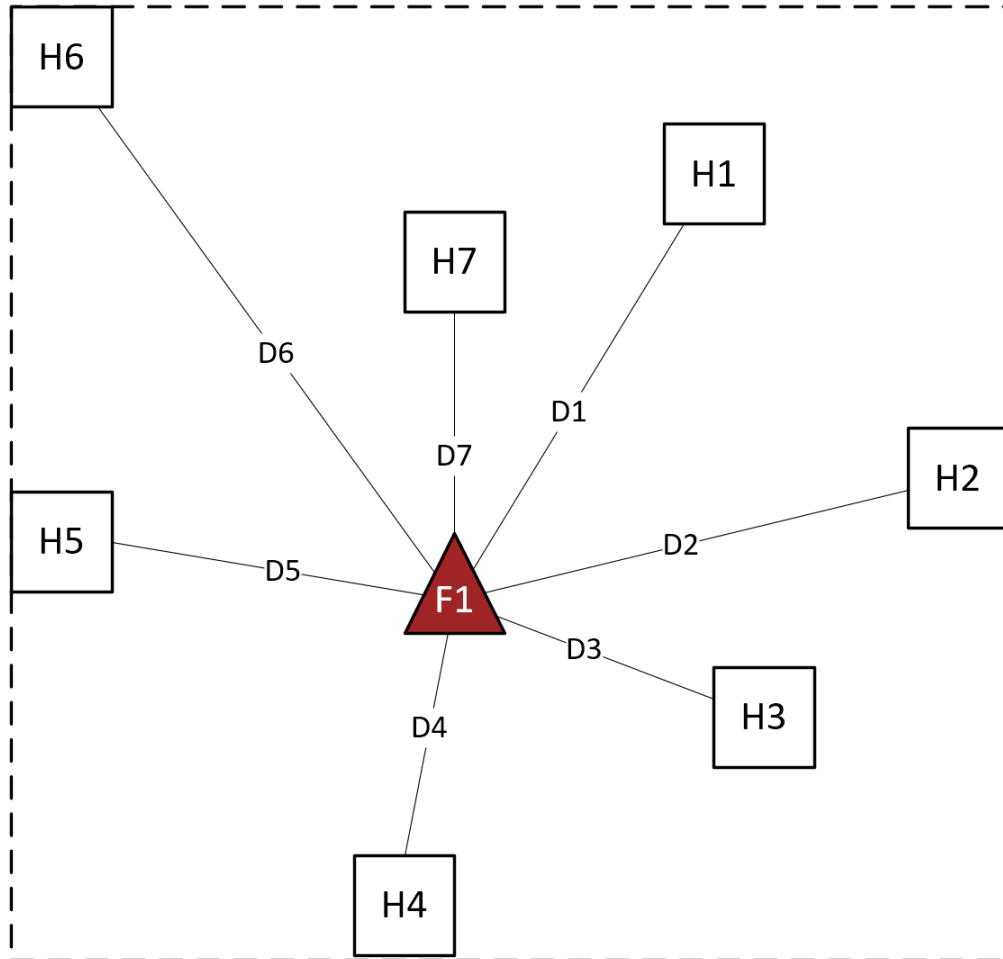


Cluster A

Assumptions

Clustering per FAT Coverage Area Model

Cluster FAT-01



$$AD = ((D1+D2+..Dn) / n) / 2$$

AD

Modeling

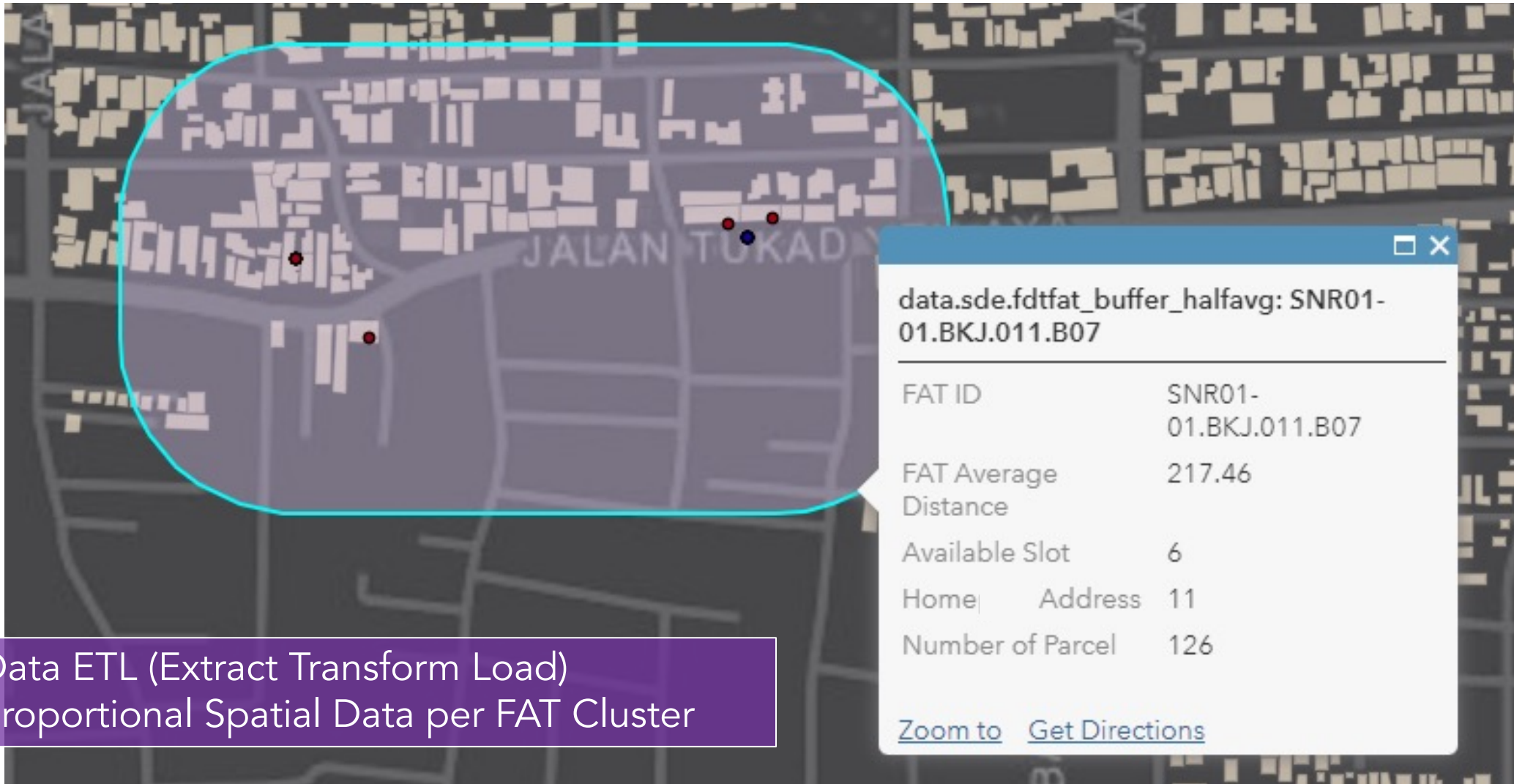
F = FAT

H = Home Address Point

D = Distance FAT- Home Address

AD = Average Distance (F -> H)

Modelling



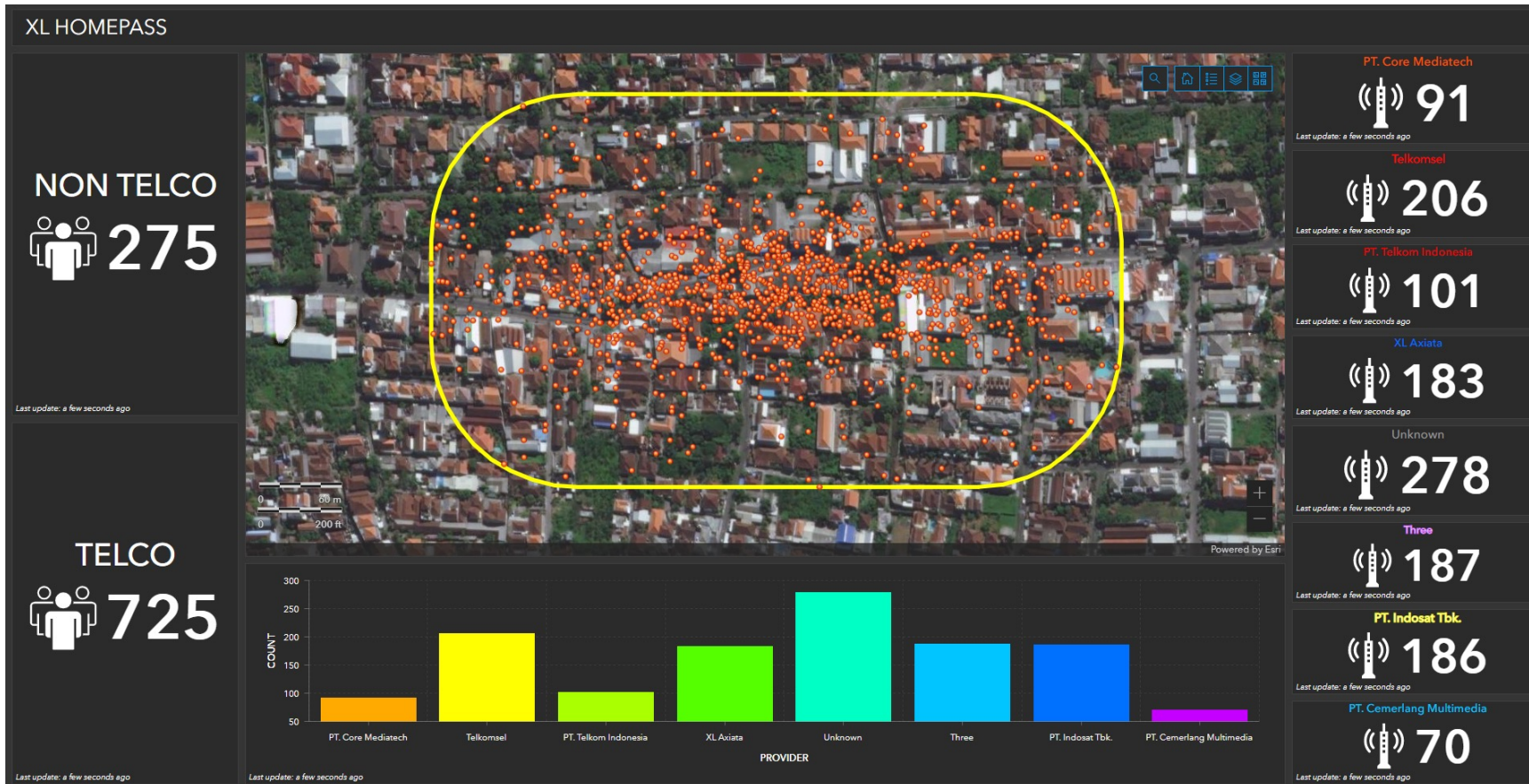
Data ETL (Extract Transform Load)
Proportional Spatial Data per FAT Cluster

Analysis Processing

Criteria & Rules

- Mobile user data definition
 - Unique device id : *Device which has a minimum of 20 active days/month*
 - Telco Users : *80% access using telco provider*
 - Wi-fi/home broadband users : *Others than telco users*
- Proportional parcel data calculated using spatial join with FAT Cluster Area Boundary
- Unique device correlates with parcel data

Analysis Output



Parameters :

1. Cluster FAT :
SNR01-01.BKJ.011.B07
2. Parcel Data
3. Demographic Data
4. Mobile User Activity

Analysis Output

Sample Output

Cluster FAT : SNR01-
01 BKJ011 B07

Home-connect		Home-passed	Total home	Homepass Intelligence	Available port	Green Homepass
Inside	Outside					
4	7	25	126	19	6	123

Insight

- Sales performance metrics
- User acquisition
- Site development plan
- Network performance strategy


Sales Performance	Penetration Rate		Metrics	
	All Cluster	Target	All Cluster	Target
8,7%	8,7%	20%	0	-11,27%

GIS Value towards PHYGITAL era;

1. Integrating the physical and digital information
2. Improved User's decision-making
3. Enhancing User Experience
 - Best providers available
 - Convenient and streamlined registration and complaint process

Sesillia Overbeek

CEO of PT. Locator Logic Solutions

 World Trade Centre 1, 14th Floor,
Jl. Jend. Sudirman Kav. 29-31, Jakarta, Indonesia

 +62 811 8036 979

 Sesillia.pongoh@locatorlogic.com

 Sesillia Pongoh





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thank you