



# Retail & Commerce: Driving Innovation with Location Intelligence

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# Correlate the **'where'** to the 'what', 'who', 'why', and 'how'

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# Growth Opportunities Using Location Intelligence

- Analyze global market coverage
- Locate new channels
- Create sales efficiencies
- Increase revenue
- Target new customer segments
- Align products with local preferences



# CPG Case Study : Spatial Market Analysis

## Problem

**Who:** Consumer beverage brand

**Goal 1:** Understand gaps in customer segments and identify new Points of Sale

**Goal 2:** Support in-store analytics platform providing retailers with insights into store operations and customer behavior

## Solution

**Data Requirements:** > 20MM

Verified POI's across categories in Europe, Latam, and Asia

**Analysis Requirements:** Accurate, current, location data and the ability to target places

**Integration Requirements:**  
Recurring updates of location data

## Results

- ❖ Faster international growth
- ❖ Increased sales and revenue
- ❖ Strategic product alignment with local preferences
- ❖ More accurate market insights

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DIVISORIA

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Subdivision

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Sebastian

Pipeline



# Case Study : Location Strategy for Global CRE Firm

## Problem

**Who:** Publicly traded real estate services company

**Goal 1:** Portfolio expansion into Central and South America

**Goal 2:** Direct integrated into internal geospatial system

## Solution

**Data Requirements:** > 12 MM Verified POI's across across Brazil, Costa Rica, and Argentina

**Analysis Requirements:** Market analysis, contextualization, and site selection

**Integration Requirements:** Recurring updates of location data

## Results

- ❖ Informed decision making by pinpointing high value and high risk locations
- ❖ Increased NOI
- ❖ Confidence among key stakeholders to continue regional acquisitions

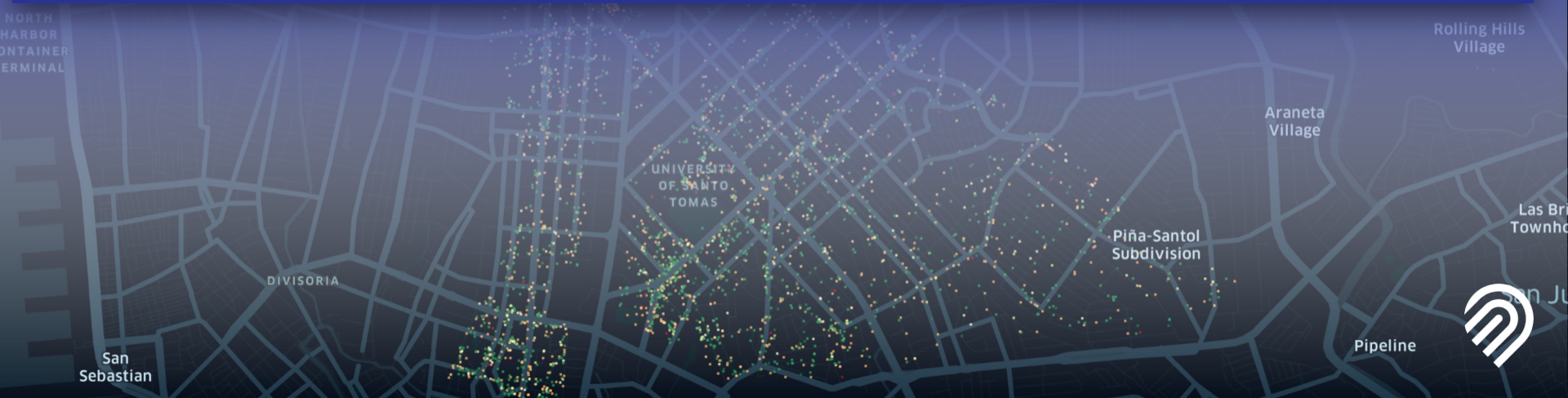


# Use Case Trends

**Trend 1:** International data, standardized schema across locations, coverage

**Trend 2:** Recurring updates and quality confidence for each POI

**Trend 3:** Brand identification





The world is constantly changing. The **data** that represents the world needs to reflect the **current state**.

# High-Quality Enterprise POI Data

Synthesis of AI and Human Effort at Global Scale

- Thousands of sources,
- ML Deduplication
- MI Observation System
- AI Call Bots
- Deep Learning Image Recognition
- Confidence Scoring



- Human -in-the-loop validation & feedback to Improve AI
- Data Experts

- Local Data Knowledge
- Global POI
- Standardized Schema





Thank you