Retail & Commerce: Driving Innovation with Location Intelligence

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Correlate the ‘where’ to the ‘what’, ‘who’, ‘why’, and ‘how’
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
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
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

- Local Data Knowledge
- Global POI
- Standardized Schema

- Human-in-the-loop validation & feedback to improve AI
- Data Experts
Thank you