Rich Maps Enable Smart Analytics

Arnout Desmet

Panel Discussion “Location Analytics and Business Intelligence”
GeoBuiz Event, Hyderabad, January 16 2018
YOU MAY KNOW US FOR THIS
WE HAVE BEEN BUILDING MAPS FOR A WHILE
NAVIGABLE MAPS FOR

143 COUNTRIES
32 TERRITORIES

53+ MILLION KM OF NAVIGABLE ROADS GLOBALLY

200+ THOUSAND KM
HD MAPS COVERAGE

111+ MILLION
POINTS OF INTEREST

310+ MILLION
ADDRESS POINTS

500+ MILLION
CONNECTED DATA SOURCES

3+ MILLION KM
DRIVEN BY MOBILE MAPPING VEHICLES EACH YEAR
BUT WE’VE ALSO BEEN COLLECTING TRAFFIC DATA
Garbage in, garbage out
Use map data to clean up and structure the addresses of your customers.

Pick the right spot
Optimize your store locations taking into account demographics, ease of access, competitors, business environment, traffic congestion, parking availability.

Catchment areas
How many customers live within 15 minutes drive time to your store? How long does it take them to reach you on typical Saturday afternoon?

Targeted marketing
How many people are seeing you ad? For how long? Are you targeting the right areas?
A retail brand wanted to open a new store. They had a choice between several locations. They wanted to determine which location was the most optimal.
RESULTS

Chose optimal location for their store

Are now running the same type of analysis for all their stores

Trying to measure the impact of accessibility and parking on store performance
TAKE-AWAYS

Maps + traffic = Spatial thinking
Spatial thinking = New insights
New insights = Smarter decisions
Smarter decisions = Competitiveness