Pioneers in Location Intelligence

1,200 Customers
300K End-users
100+ Team members
CARTO turns location data into business outcomes through optimization and prediction
There’s never been more Location Data available

There’s never been a better time for Geography
Revenue Patterns
By hour and cart
The traditional way...
Census data
Points of Interest
Get POIs in the area

200 meters
Utilizing Location Data Streams from CARTO Data Observatory

Grid  Hexbins  Admin regions  Street segments  Smart geographies
CARTO Locations

Sales Percentile (entire US)
Ticket size (entire US)
Transaction Percentile (entire US)

Sales Percentile (NYC)
Stability (NYC)
Growth (NYC)

Mastercard MRLI
Foot Traffic
Creating a model.....
Baseline model
R-squared: 0.38
With Mastercard MRLI
R-squared: 0.45
With Mastercard MRLI and Foot traffic
R-squared: 0.63
Feature Importances

More

- Foot traffic from prev hr
- Foot traffic from current hr
- Day of week
- Mastercard transaction score
- Median rent
- % women's fashion stores
- Mastercard growth score
- % grocery stores
- Foot traffic from next hr
- % shoe stores
- Mastercard sales scores
- Total population

Less

- Foot traffic data stream
- Mastercard MRLI data stream
- Traditional Data
Revenue Predictions
Predictions

1) Average: $2786 per week per truck
2018
CARTO Locations

Predictions

1) Average: $2786 per week per truck

2) Cluster by highest revenue areas
Predictions

1) Average: $2786 per week per truck

2) Cluster by highest revenue areas

3) Pick the top cells in each area
West Village: $5234 (avg)  
DUMBO: $5193 (avg)  
SOHO: $5911  
Corona Park: $6128 (avg)  
Grand Central: $5766  
Penn Station: $5975 (avg)
But what does the industry think?
Location data is everywhere:

94% of C-level respondents said that their organization collects and/or stores location data.

Does your organization collect and/or store location data?
It only gets more important:

When asked “How important do you believe Location Intelligence is / will be to your organization’s success”, 66% of respondents said it was “Very” or “Extremely” important today, 78% said it would be in the next year, and 85% said it would be in the next 3 years.
42% don’t use an LI platform when analyzing location data:

Which of the following tools does your organization use to analyze location data?
Selection shows grouping of location intelligence platforms

- Respondents that use a location intelligence platform to analyze location data
- Represents those that do not

- Traditional BI Tools: 64%
- Geo-Spatial Solutions: 58%
- Spreadsheets: 54%
Only 17% of analysts perform spatial analysis on their location data:

Spatial analysis is crucial to the Location Intelligence process. 39% of C-level executives thought that their organizations were conducting spatial analysis, but the data practitioners, likely more familiar with spatial analysis processes, said otherwise.

How does your organization use location data obtained?
Showing results for: Conducting Spatial Analysis.

- C-level: 39%
- Analyst level: 17%
Thanks!

Javier de la Torre