

The background of the slide is a dark blue world map. The word 'CARTO' is written in large, white, sans-serif capital letters. The letter 'O' is replaced by a white circle. A semi-transparent grey circle is positioned behind the 'O'. Below the logo, there are several green and red circular markers of varying sizes scattered across the map, primarily concentrated in North America and Europe. These markers likely represent data points or office locations.

CARTO

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

LE PAIN QUOTIDIEN *Cafe*

Breakfast
New Coffee on wheels
200 Kilo Coffee on ice
Continental Pastries
Croissant, Muffin, Bagel, Donut, etc.
Organic Yogurt with ice
Warm Bagel, Muffin, etc.
Organic Egg & Cheese (croissant) with ice



Lunch
Grilled Chicken Salad with ice
Bacon & Cheddar Burger with ice
Egg Salad Sandwich
Organic Yogurt & Muffin with ice
Snacks
Apple Pie, Lemon Pie, etc.
Organic Yogurt, etc.

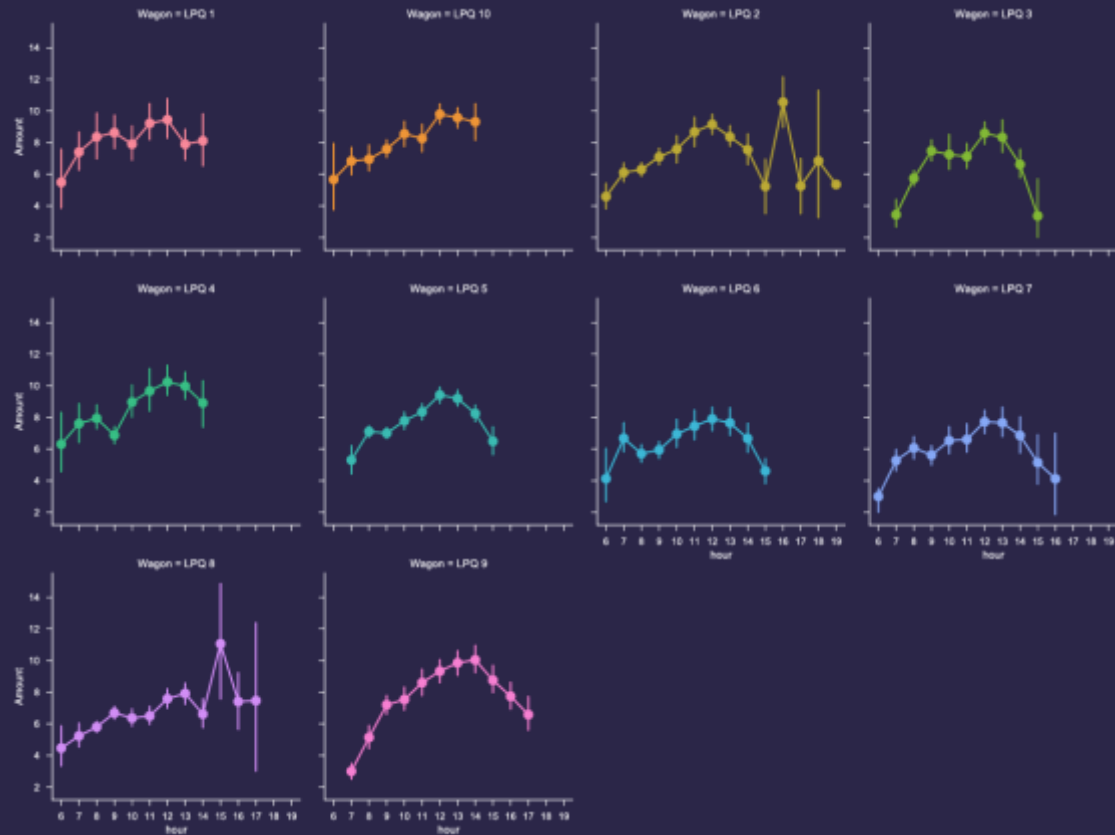


Combinations
Burger & Muffin
Burger & Donut
Burger & Bagel
Burger & Croissant
Burger & Muffin
Burger & Donut
Burger & Bagel
Burger & Croissant

100% Organic Ingredients | 100% Natural Flavors | 100% Happiness

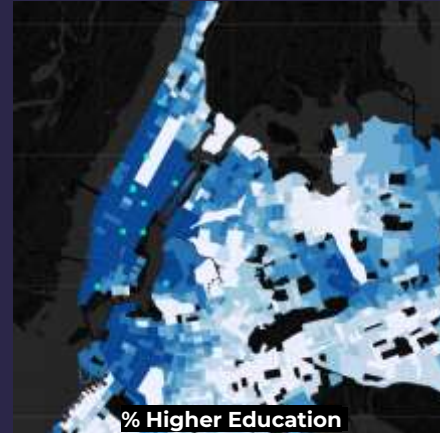
AMOUNT





Revenue Patterns
By **hour** and **cart**

The traditional way...



Census data

Points of Interest



POI

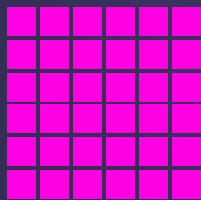
- EATING PLACES
- HEALTH CARE AND SOCIAL ASSISTANCE
- RELIGIOUS, CIVIC AND PROFESSIONAL...
- COMPUTER / SOFTWARE STORES
- COSMETICS AND BEAUTY SERVICES
- FINANCIAL SERVICES
- FAMILY APPAREL
- MISCELLANEOUS PROFESSIONAL SERVI...
- MISCELLANEOUS PERSONAL SERVICES
- WHOLESALE TRADE
- OTHERS

Get POIs
in the
area

200 meters

Utilizing Location Data Streams

from CARTO Data Observatory



Grid



Hexbins



Admin regions

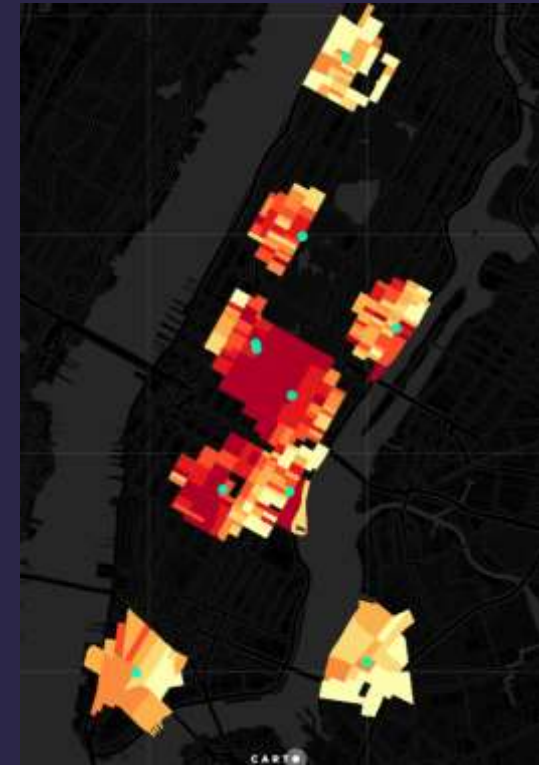
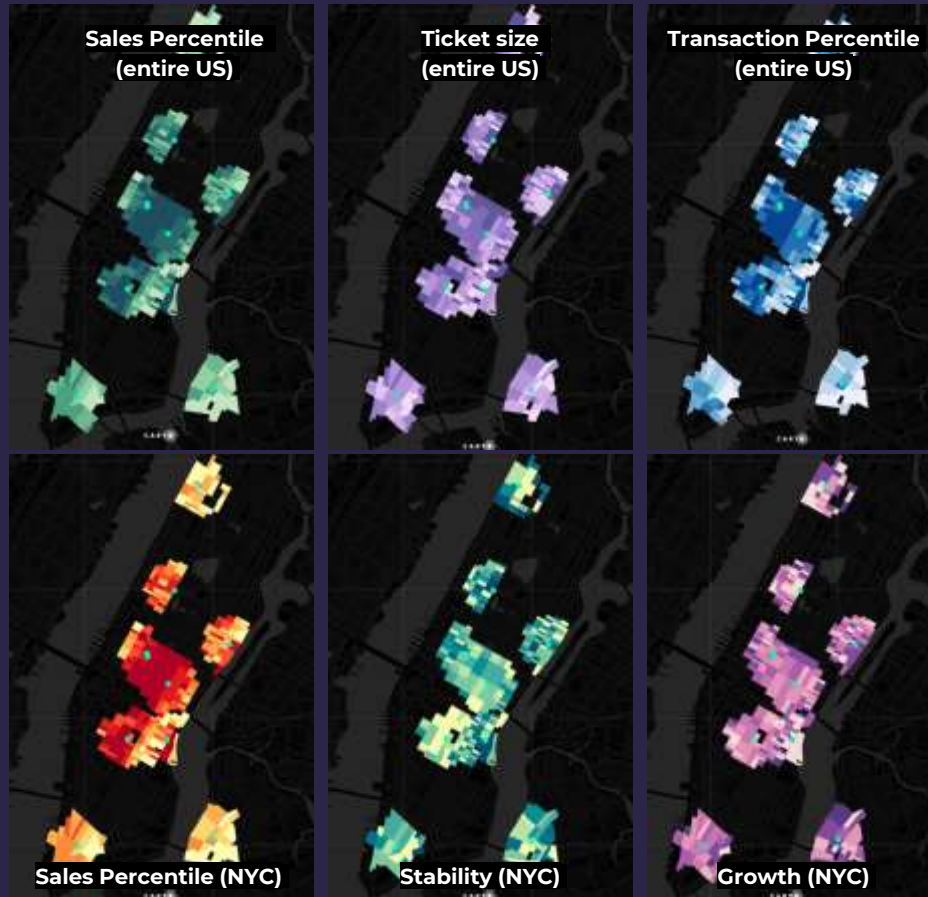


Street segments

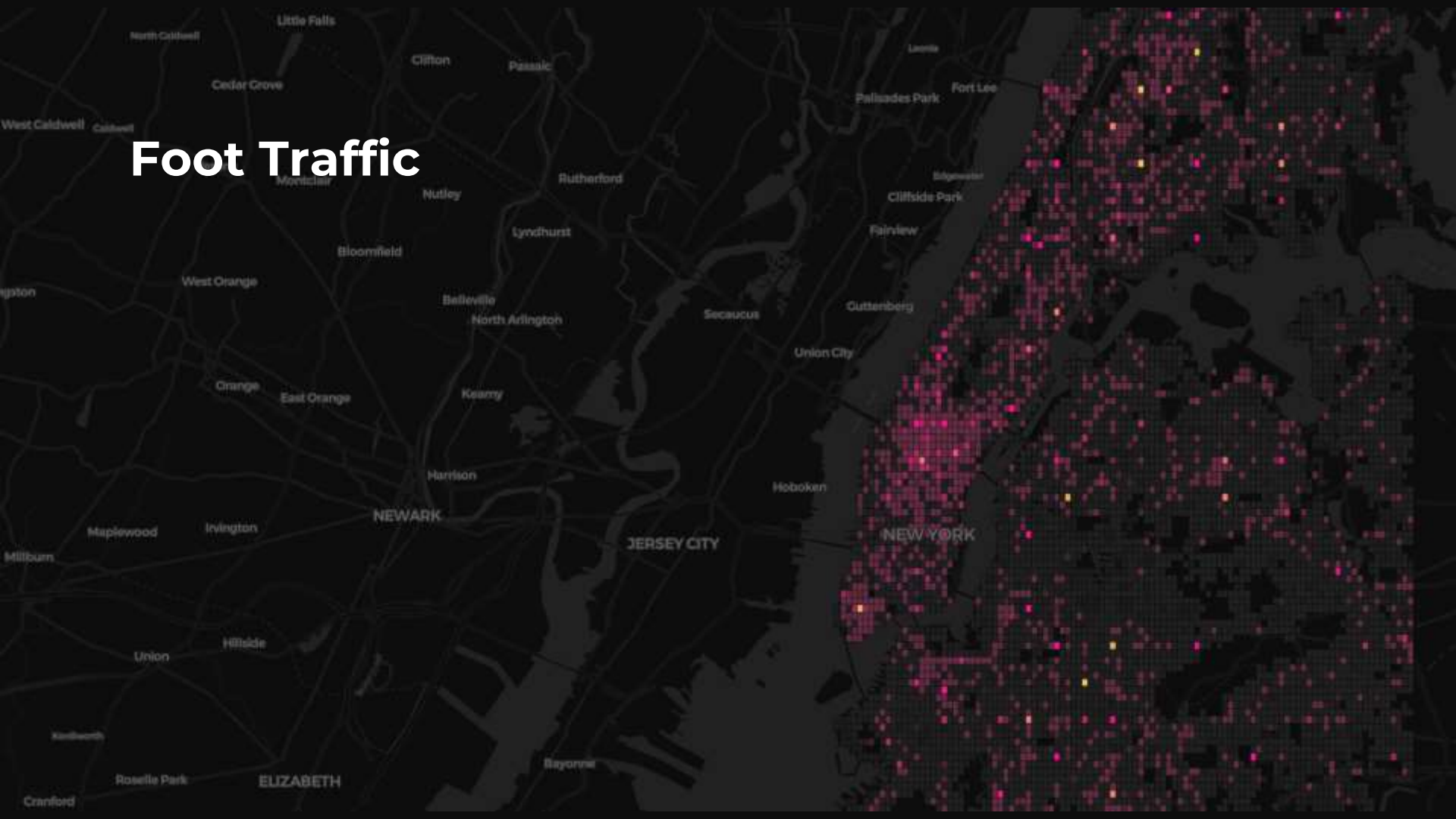


Smart geographies

Mastercard MRLI



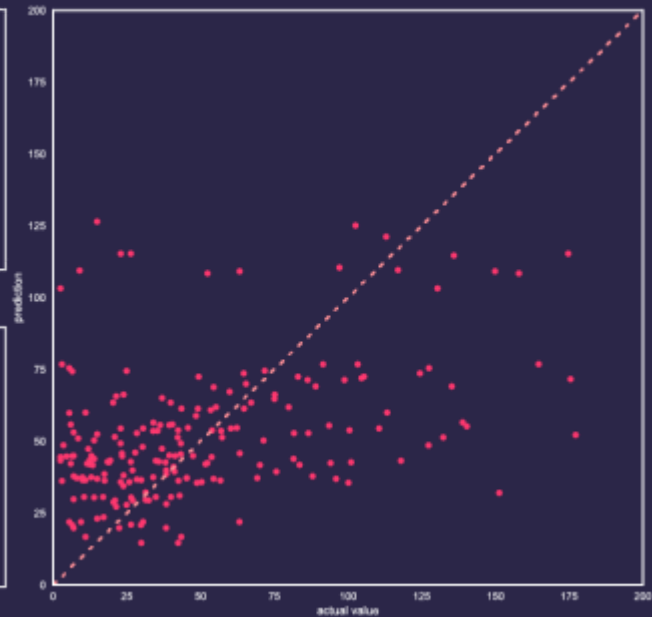
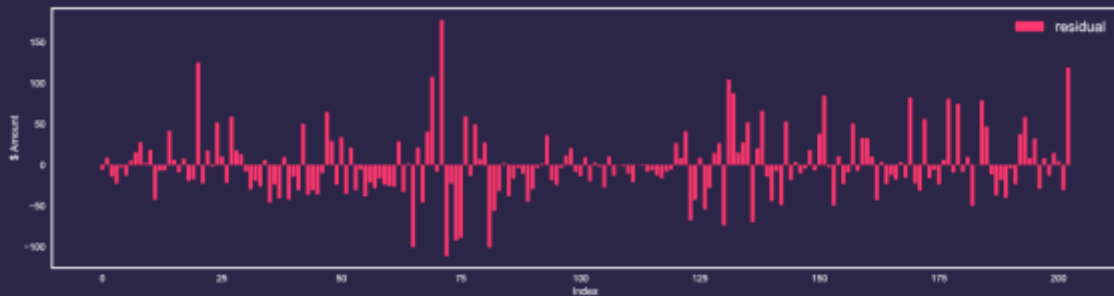
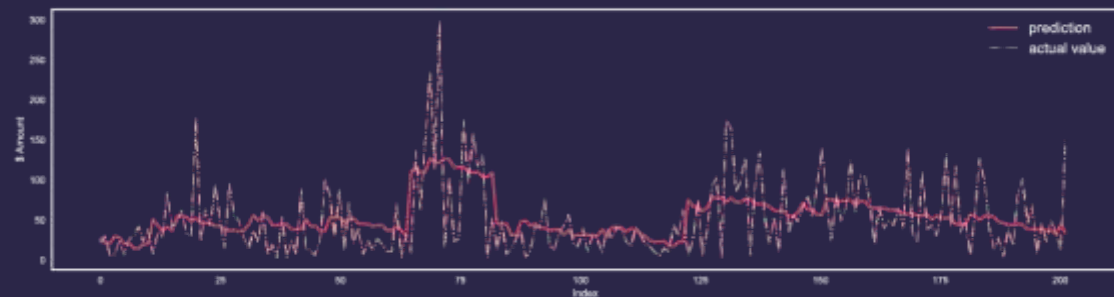
Foot Traffic



Creating a model....

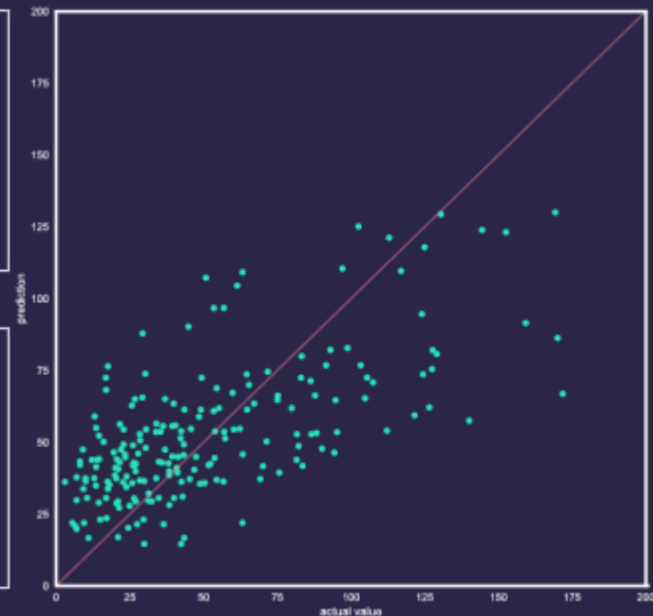
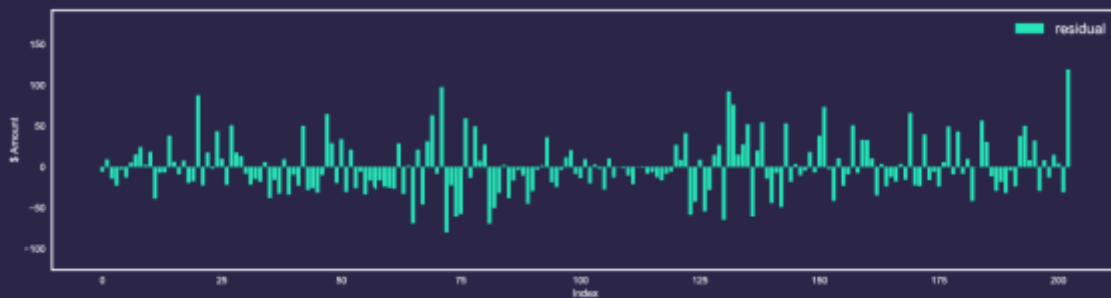
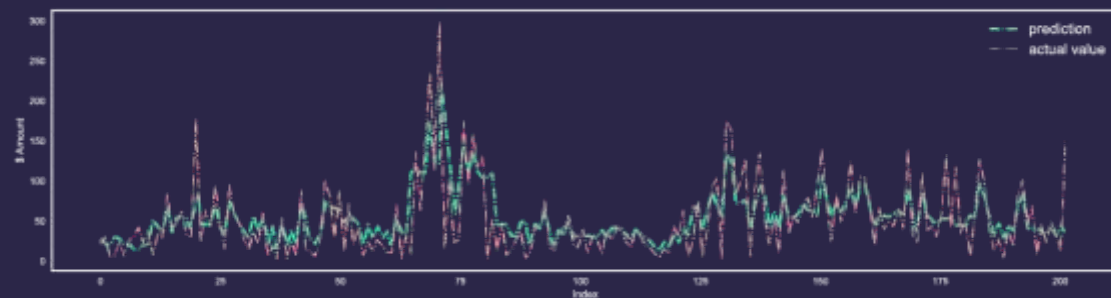
Baseline model

R-squared: 0.38



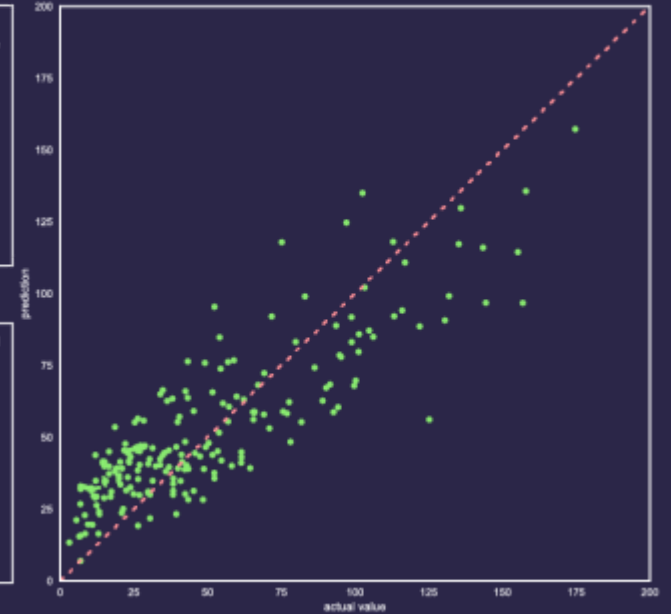
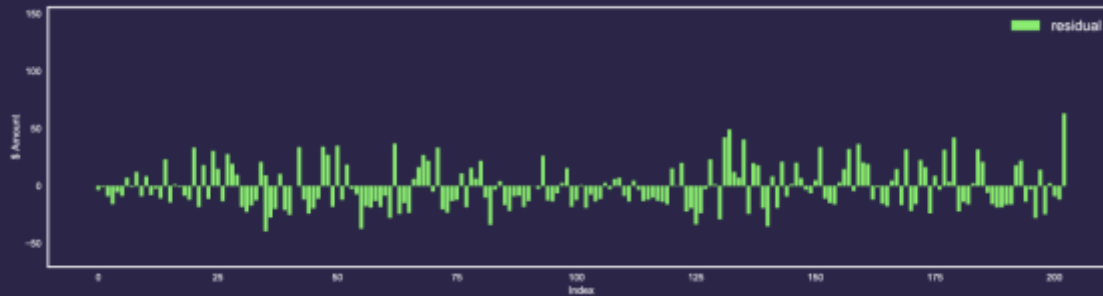
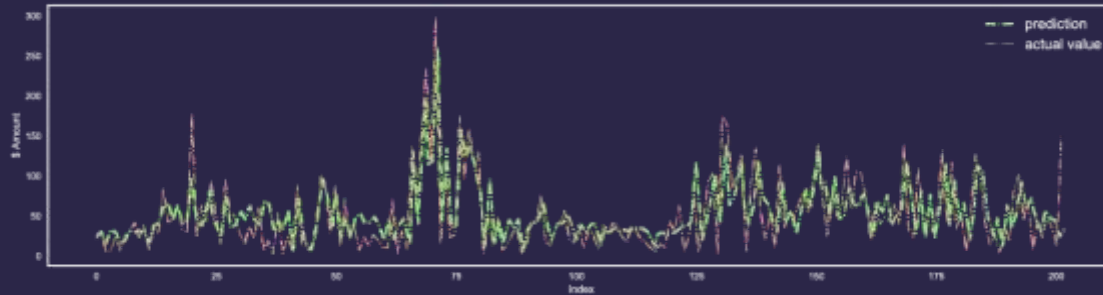
With Mastercard MRLI

R-squared: **0.45**






With Mastercard MRLI and Foot traffic

R-squared: **0.63**



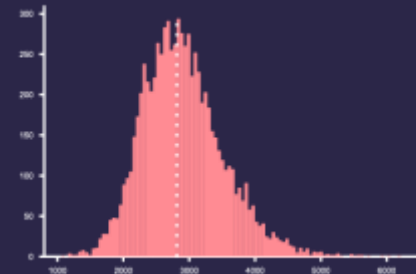


-  Foot traffic data stream
-  Mastercard MRLI data stream
-  Traditional Data

Revenue Predictions

Predictions

1) Average: \$2786 per week per truck

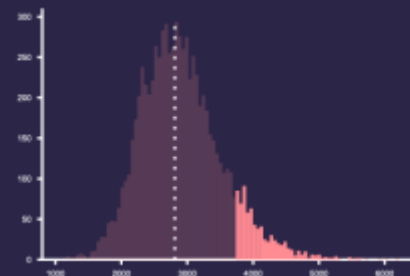




Predictions

1) Average: \$2786 per week per truck

2) Cluster by highest revenue areas



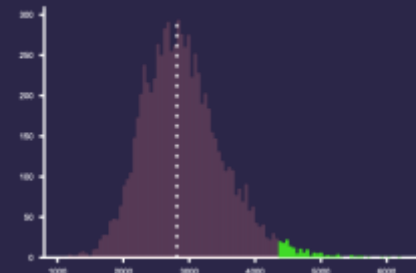


Predictions

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)**

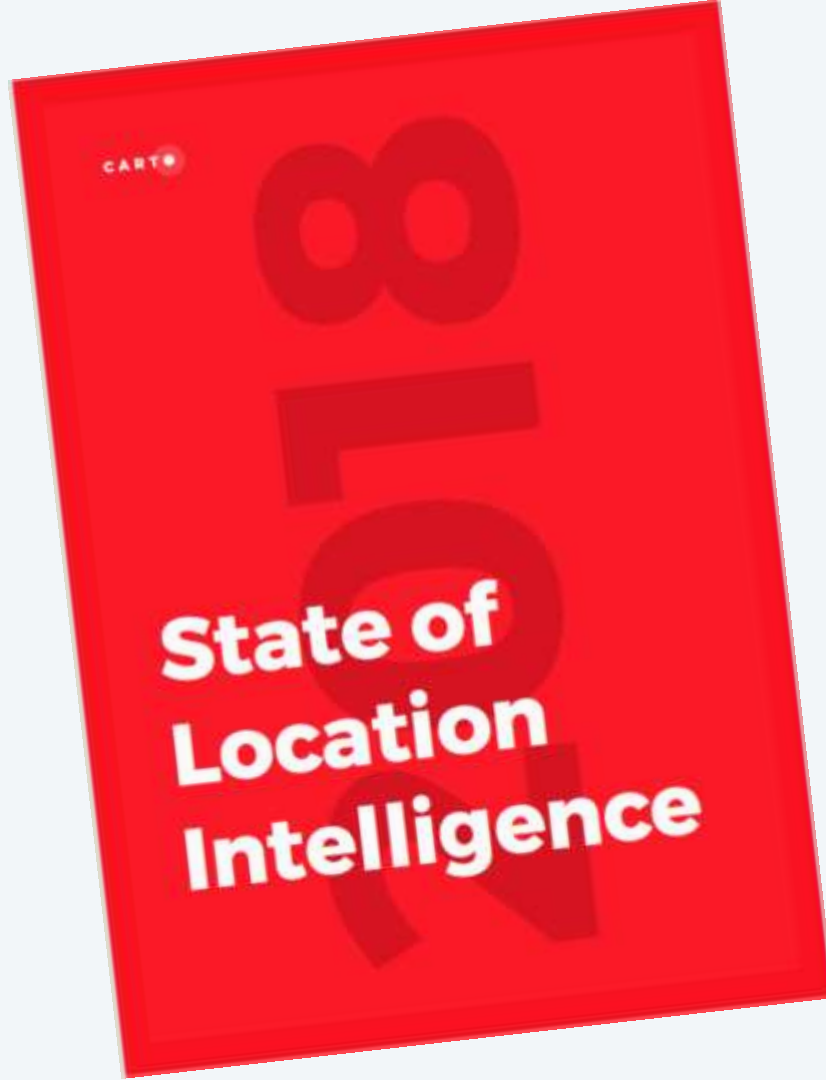


Grand Central: **\$5766**



Penn Station: **\$5975 (avg)**



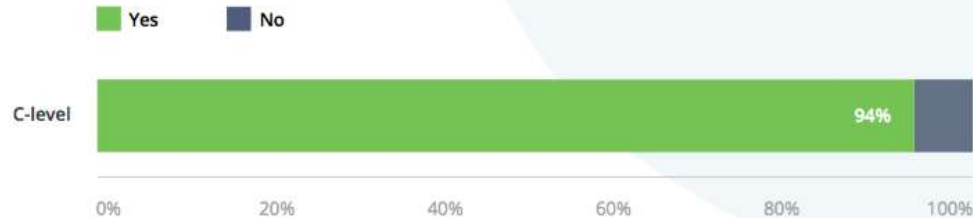


**But what does
the industry
think?**

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?



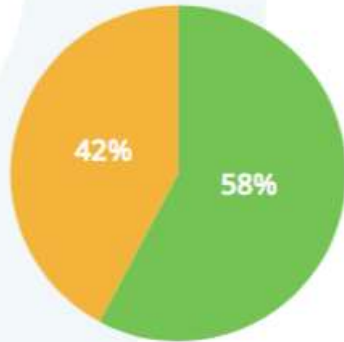
It only gets more important:

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.

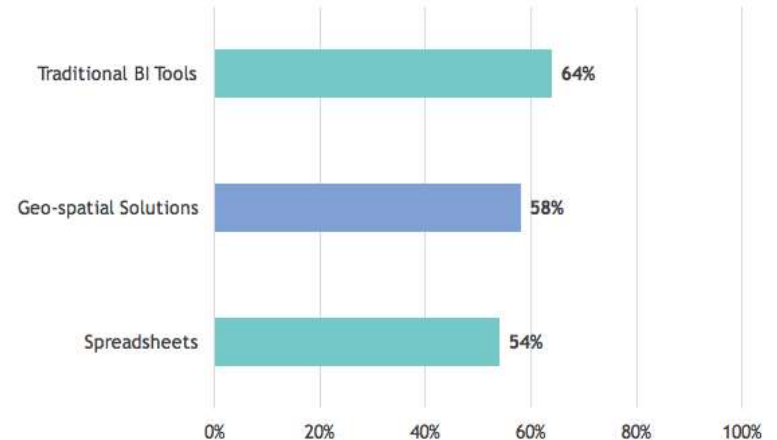


42% don't use an LI platform when analyzing location data:

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



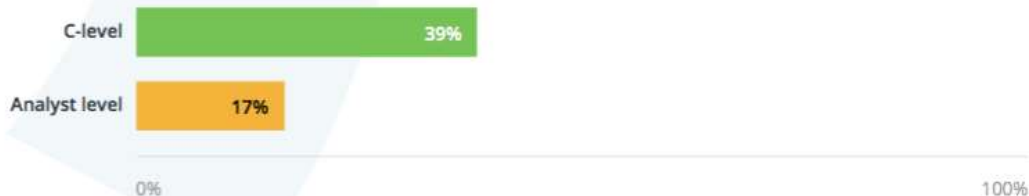
- Respondents that use a location intelligence platform to analyze location data
- Represents those that do not



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.



Thanks!

Javier de la Torre