

The Power of Location Intelligence for Retail

Growing Sales with Precision





“ Everything we need - including mapping, analytics and modelling can be done in one platform that is scalable across our organisation.”

- Dennis Hill, Vice President,
Wendy's.

Using Location Analytics for Strategic Decision-Making

Retailers across different verticals in Ireland and Northern Ireland are taking a location-driven approach for better decision-making.

When retailers don't understand the demographic makeup of the markets they serve, they miss out on both profits and customer satisfaction.

Esri, the world-leader in [Geographic Information Systems](#) (GIS) software, provides the best in-class mapping platform with location based data to help retailers make the most strategic business decisions. They provide solutions for retailers of all sizes, from one small shop to locations across the globe.

Here's how retailers in Ireland and Northern Ireland are using the Esri ArcGIS platform to improve efficiencies and decision-making:

- **Market Planning:**
Quickly identify ideal new store locations and see which current stores are performing well and why. Maps, data and spatial analysis provide insight into the factors at work in an area.

- **Site Selection:**
Take a data-driven approach to validate your assumptions about location. Combine proprietary data on locations and property costs with data about prospective customers, clients and your competitors.
- **Merchandising:**
Ensure your product assortments meet customer expectations in every location. Learn what makes each store successful and personalise based on regional preferences.
- **Store Operations:**
Map the real-time status of customers, products, events and assets to precisely manage facilities. Use dashboards and analysis to get the full operational picture at one or many stores.

Walgreens sees which corner is best for business

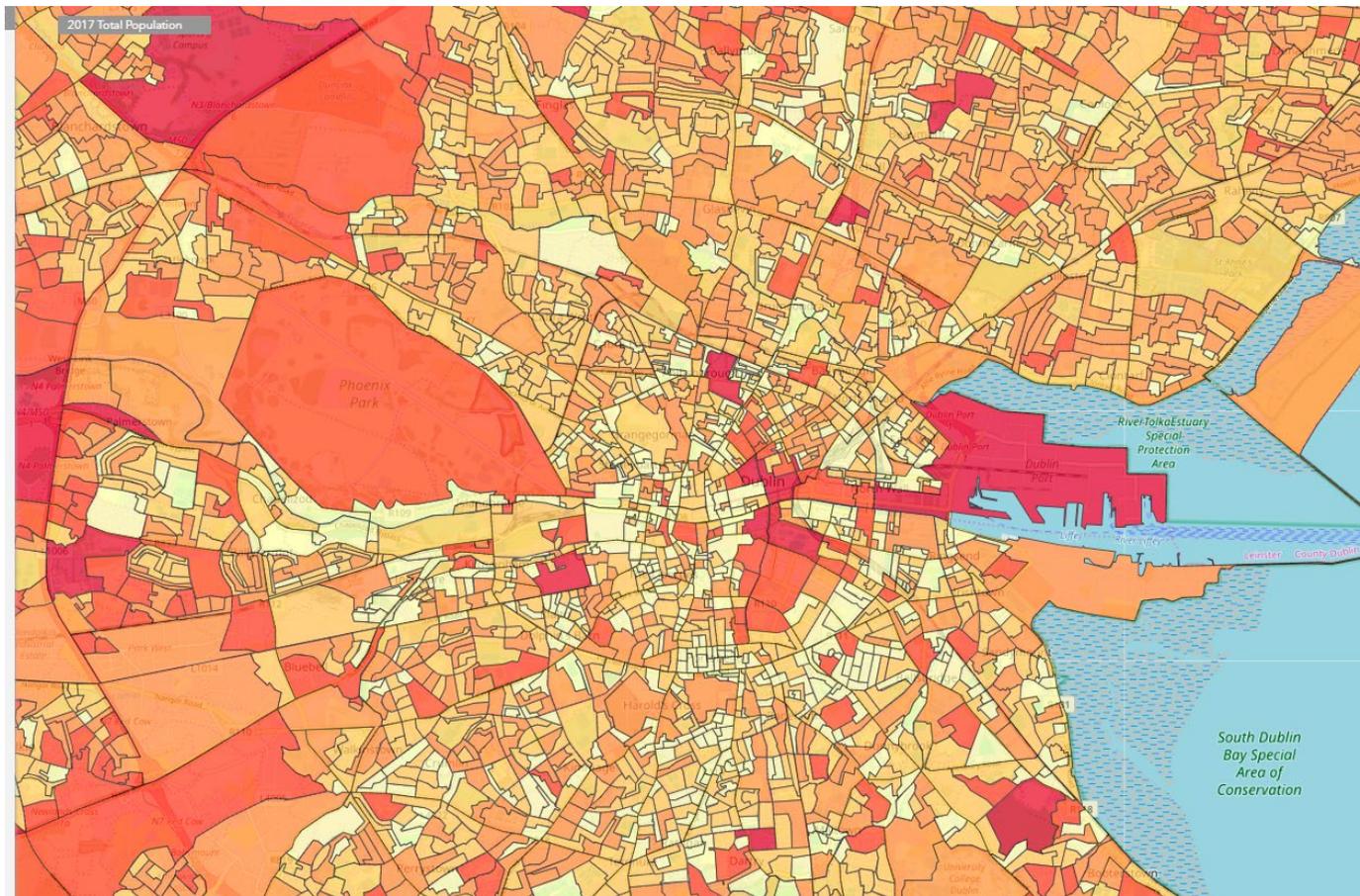
No two of the more than 8,000 Walgreens stores are exactly the same. Esri is helping Walgreens use geography to share data and make smarter decisions, from the products the company stocks on its shelves to the neighbourhoods where it opens new stores. With Esri technology, Walgreens developed WalMap to see where to build new stores and more importantly, where not to. With a spatial lens on their information, it's easier for teams to use and share data 24/7 across any device to build better stores, help predict trends and serve the needs of their customers.

Explore the ways Walgreens uses Esri Location Technology to help increase sales and lower risks.

[Watch their video](#)

How spatial analysis works for our retailers - and how it can work for you.

1. Get Started with Smart Mapping



Maps show current store performance or customer base in context of location and market opportunity. Spatial analysis enables selection of the most profitable sites based on competition, demographics and supply chain.

With a birds-eye view of the demographic makeup in the regions you're targeting, you're able to see what others can't. Add valuable insight with Esri's wealth of over 270 different data variables.

For example, let's say you're a womenswear retailer looking for the best new spot to open a shop in Dublin. You may be interested in variables such as total female population, total spend on clothing and purchasing power. Put these together on the map and use interactive sliders to filter out locations that don't meet your criteria.

SEE WHICH LOCATIONS MAY BOOM
AND WHICH MAY BUST.

See what's possible.



2. Determine the Best Store Locations

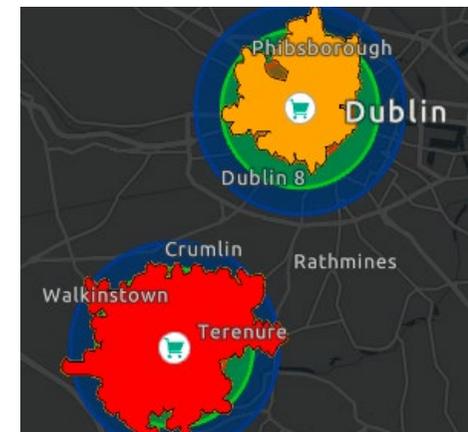
In retail, speed is everything. Competing with both brick-and-mortar neighbours and online retailers, today's businesses can't afford to choose the wrong location.

Retailers need to quickly assess market conditions for proposed and existing stores. Advanced mapping and spatial analytics in Esri's software empower retailers to use real-time data to make informed site selection and market planning decisions.

Forecast profitable sites based on competitive presence, customer demographics, access to supply chains and more.

Select proposed site locations by uploading them to the map from a spreadsheet. Add in criteria such as demographic variables, site information and competitor points.

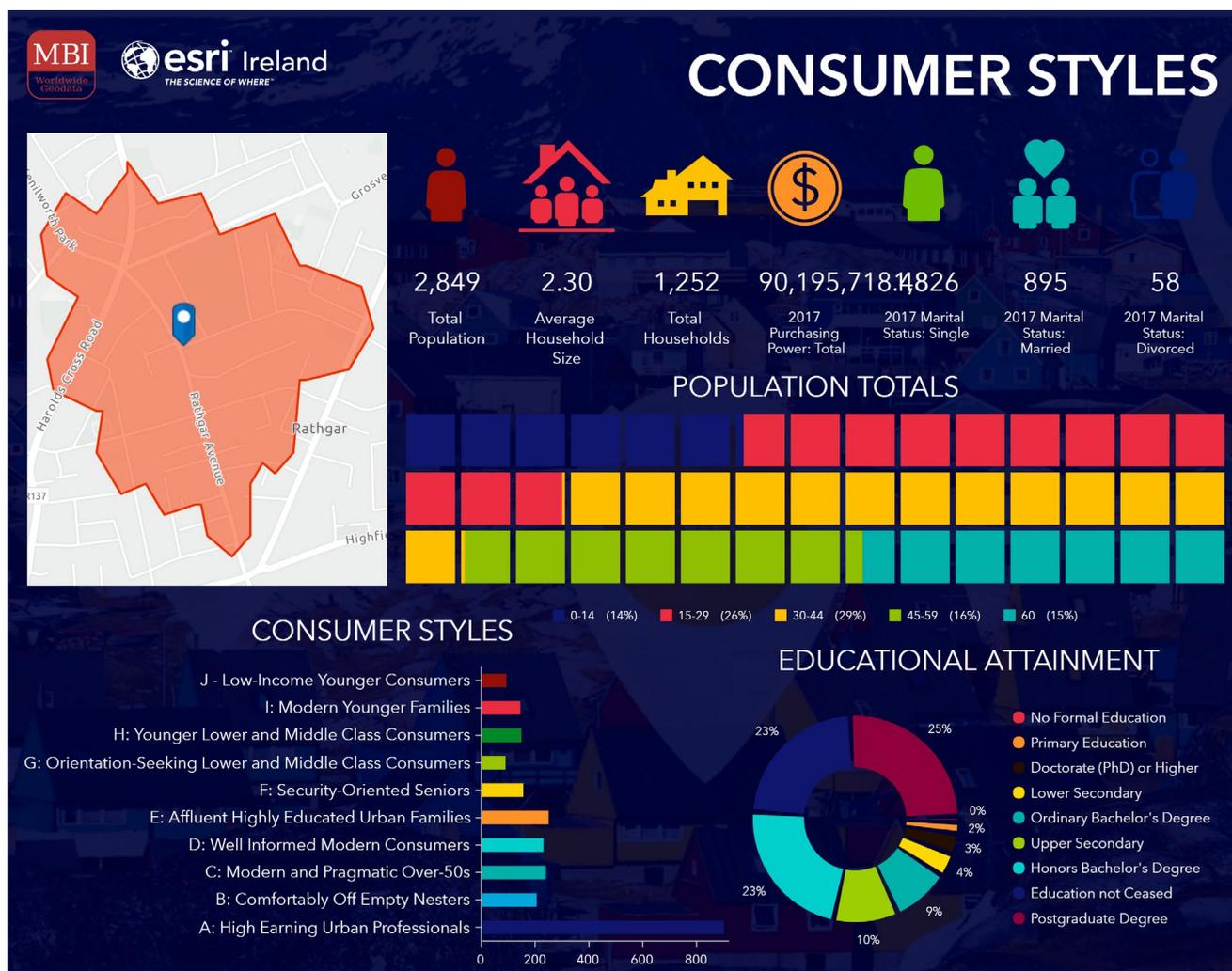
Choose the walk, cycle or drive time radius you are targeting for your store, then decide how to weight your criteria. Once you've completed your suitability analysis, you are able to see which site is the most opportune. You can then export this information to Excel or save it as a layer on your map to revisit and reuse.



Site suitability analysis of the greater Dublin area.

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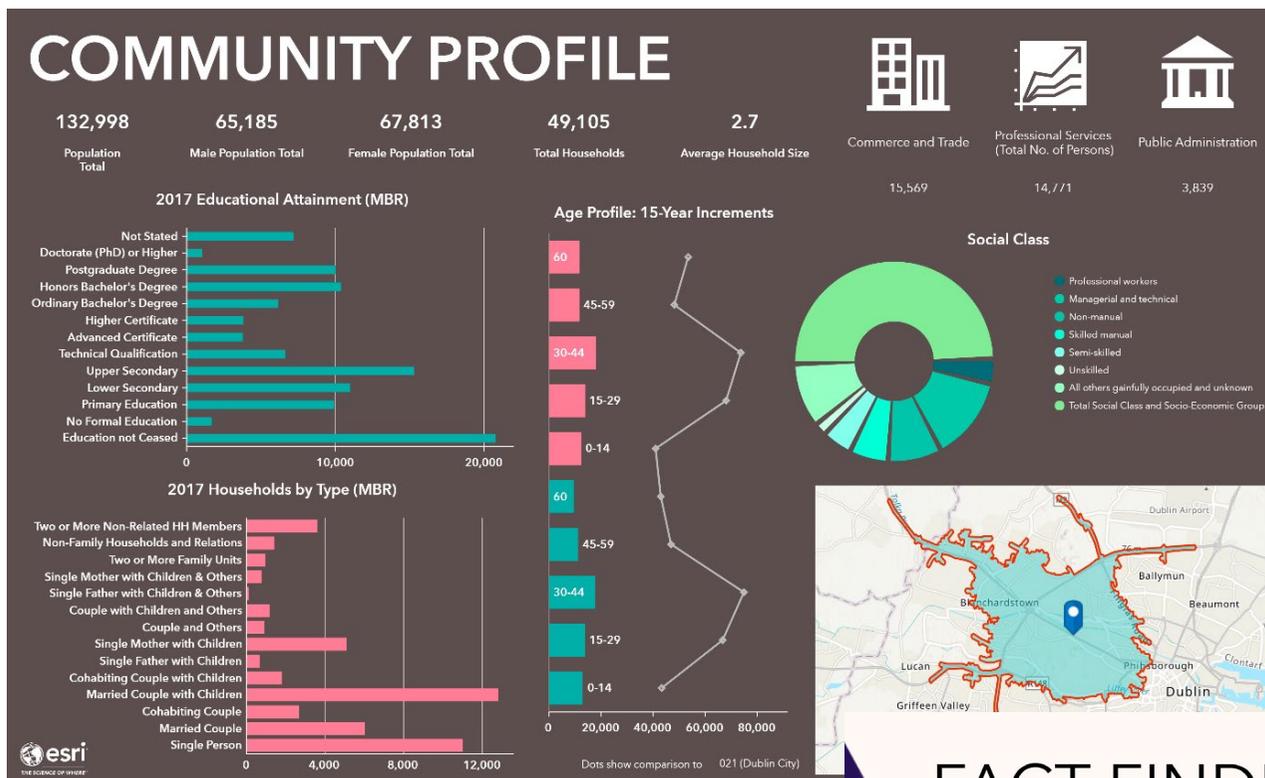
3. Present your Findings as Professional Infographics & Reports



Create beautiful and compelling infographics and reports to present across your organisation, to your customers and to external stakeholders.

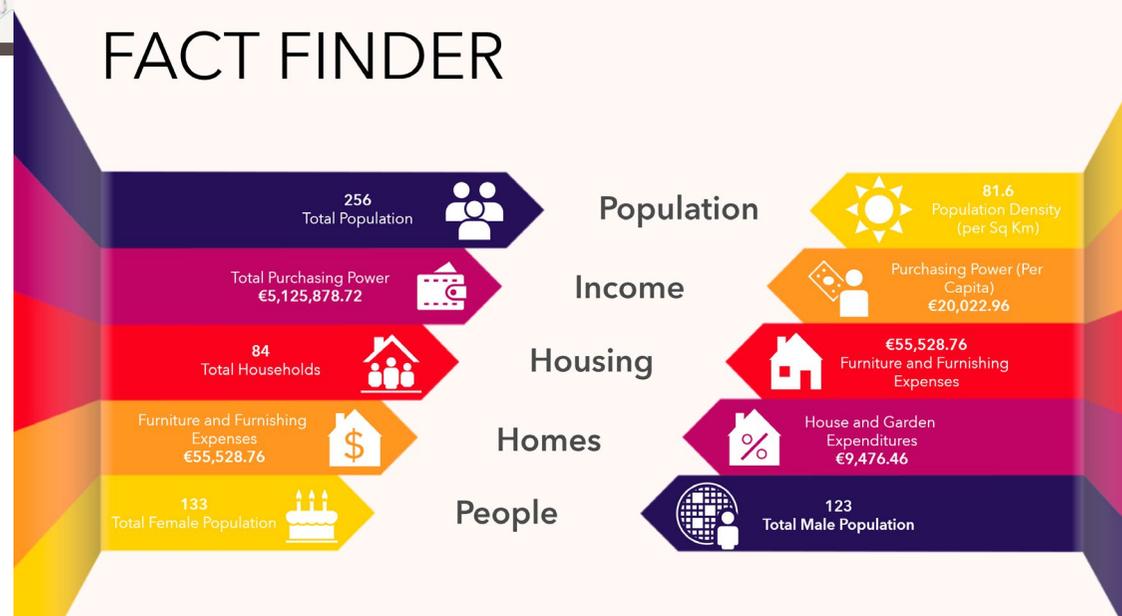
When you use Esri's tools specifically designed for commercial businesses, you have access to over 270+ different data variables that can be displayed visually in infographics and reports. Or, display any of your own data, images or other content.

Esri's infographics and reports are easy to create, customise and design. Ensure you meet your branding and style needs, while relaying the data imperative to your business.



Infographics can be created from a set of ready-to-use templates, or you can build your own templates to create graphical data visualisation.

These visually compelling infographics can contain charts, graphics, tables, images and text that can be styled to make them more engaging.



Where should the next Starbucks store be located? How does the weather impact customer orders? What stores need to be revamped?



Case Study: Starbucks

How Starbucks decides where to open a new store in the world depends on analysis done in Atlas, the company's market planning and store development application powered by ArcGIS. "Atlas has been and continues to be an incredible success story for us," said Laurence Norton, Director of Business Intelligence Strategy and Solutions at Starbucks, whose group provides business intelligence to internal business customers. "It's a large GIS application that includes workflow, analysis and store performance."

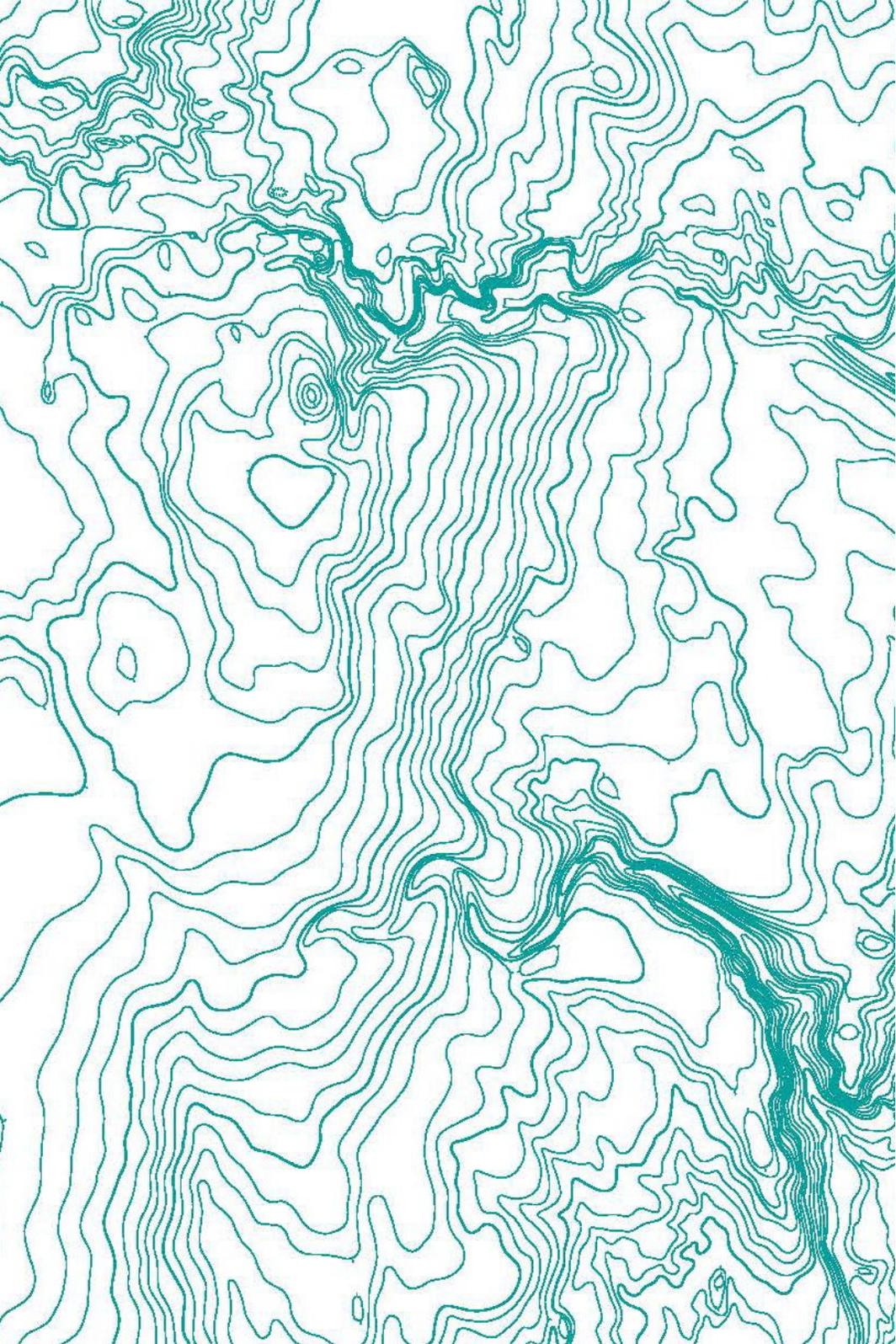
All new Starbucks partners start their new store journey in Atlas. Data layers such as trade areas, retail clusters and generators, traffic and transportation nodes and demographics are used to identify the best location for the next store Starbucks plans to open. After analysing a new market and neighbourhood, Atlas is used to pinpoint new store decisions. For example, after adding a new target area for a store, the team are provided with a workflow window which helps to progress the site through to approval, permitting, construction and eventually opening. Starbucks business partners in store development don't just build new stores. They're also constantly using GIS to renovate and improve existing stores, ensuring they stay locally relevant.

Starbucks' next step in their GIS journey was to extend the Esri platform beyond the Atlas application to expose the geospatial capabilities to everyone within their global organisation. One example is how forecasted weather temperature data is used to help localise marketing efforts. If it is going to be very hot in a specific location, they can select a group of stores in that area and get detailed information on past and future weather patterns and store characteristics. They can then use this to 'geo-design' an area-based local promotion for Frappuccinos, anticipating what their customers may want during an upcoming warm-weather week.

To ensure the best possible customer experience, Starbucks also look at happenings and events and the impacts these have on coffee house traffic. This allows them to make informed staffing and inventory planning decisions.

Starbucks also uses GIS to analyse where its customers spend more money than the national average on coffee purchases. It gives them an indication of where to include high-end items in the store's product matrix.

You can watch their video [here](#), about how Location Technology has become a major part of Starbucks' growth strategy.



About Esri

Esri Ireland

Esri Ireland is the official point of presence for Esri, with offices in Dublin and Holywood. Since 2002, Esri Ireland has partnered with both the public and private sector to help them understand the impact of geography on their business. Recognised as one of the Best Workplaces in Ireland, Esri Ireland is part of the [Esri](#) Global Network, a billion-dollar privately held software company with nearly 10,000 employees worldwide.

Learn more at
esriuk.com/en-gb/industries/retail

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