

Valoores Crowd Intelligence System

**Harnessing the
Potential of Geospatial
Data to Empower
Retailers**



Table of Contents

Introduction	2
Footfall patterns and visitation analyses	2
Geospatial data role in retail world	3
Location-based Advertising and Marketing	4
Ecommerce logistics and operations	5
Quality Control and AI- Based Processing	5
Supply-chain optimization	6
Customer segmentation & behavior based audiences	7
Location data for actionable business intelligence	8

Introduction

In today's fiercely competitive market, retailers recognize the utmost importance of accessing precise and comprehensive location data. This data serves as a catalyst for driving growth, streamlining operations, and maintaining a competitive edge. When it comes to unlocking the power of location-based insights, VALOORES Crowd Intelligence System stands out as the perfect partner for retailers. Our dedication to delivering high-quality, tailored solutions, and ensuring compliance enables retailers to flourish in the dynamic and data-driven business

environment of today. With our solution as a trusted ally, retailers gain the tools and support required to thrive and surpass their competition.

VALOORES Crowd Intelligence System acknowledges that every retail segment has distinct needs and demands. As a result, we provide personalized real-world data collection services that are tailored to the specific goals and objectives of each client.

This approach ensures that the data we provide is both relevant and actionable for our clients' requirements.

Footfall Patterns and Visitation Analyses

The analysis of location data can provide detailed information about footfall and visitation, yielding valuable insights. These insights can be utilized to determine the best store locations, identify areas with high traffic, examine competitor locations, and understand customer movement patterns within stores. Retailers can leverage footfall and visitation data to identify optimal store locations based on factors such as customer demographics, population density, and proximity to competitors. By selecting appropriate locations,

retailers can maximize the flow of customers, enhance brand visibility, and improve sales performance. Additionally, by studying the same data for competing establishments, businesses can discover potential opportunities for expansion or differentiation and even attract customers away from their competitors. Location data also offers detailed insights into customer behavior within a store, enabling retailers to identify congestion points, optimize product placement, and create a more efficient shopping experience. Analyzing in-store

movement patterns allows retailers to identify areas where customers tend to spend more time, opening avenues for targeted promotions or displays. By conducting dwell time analyses, retailers can gain insights into the duration

customers spend in a store or specific areas, facilitating the development of targeted marketing strategies that encourage increased dwell time and ultimately boost sales.

Geospatial Data Role in Retail World

Geospatial data, encompassing raw location data and points of interest data, is highly valuable for businesses seeking actionable insights. By analyzing this data, companies gain detailed information about consumer behavior, market trends, and the competitive landscape, enabling them to make informed decisions and optimize operations effectively. By analyzing location data and understanding consumer demographics, businesses can strategically open new stores in areas with high demand, a potential customer base, and favorable market conditions. Geospatial data also plays a crucial role in developing effective marketing strategies. By analyzing consumer behavior patterns & location based insights, businesses can tailor their marketing campaigns to specific regions or target audiences, aligning messaging and promotional efforts accordingly. In supply chain management, geospatial data helps optimize networks,

transportation routes, delivery times, and costs. This data-driven approach streamlines logistics operations, improves inventory management, and enhances overall efficiency.

For retailers, location data provides insights into foot traffic patterns, in-store movement, and customer preferences. Analyzing this data helps identify peak shopping hours, popular product categories, and customer behavior, allowing retailers to refine store layouts, strategically place products, and create personalized shopping experiences.

In summary, raw location data and POI data empower companies to make data-driven decisions. Leveraging geospatial data enables businesses to gain insights into consumer behavior, market trends, and the competitive landscape. This information optimizes store locations, marketing strategies, supply chain management, and site selection, leading to enhanced customer experiences & overall success.

Location-based Advertising and Marketing

Due to its ability to segment target audiences based on geographic location, proximity to stores, and shopping preferences, location data enables supermarkets, pharmacies, restaurants, and other businesses to create highly targeted marketing campaigns that yield impressive engagement and conversion rates.

Retail marketers can develop geofencing campaigns that trigger promotions and offers to potential customers when they are in close proximity to a store, thereby driving foot traffic and increasing the likelihood of in-store visits. They can also design advertising campaigns that emphasize the unique selling points or special offers of a retailer to attract customers from competitors. Location data has proven to be particularly advantageous for out-of-home advertising campaigns, which are typically challenging to measure compared to online campaigns. By analyzing foot traffic patterns and identifying high-traffic areas, retailers can strategically place billboards, digital displays, and transit ads where their

target audience is most likely to encounter them. This strategic placement maximizes visibility and enhances the effectiveness of the campaigns. Furthermore, retailers can correlate ad views with in-store visits, enabling them to accurately measure the influence and return on investment of an ad campaign. By allocating their advertising budget to high performing assets, retailers can optimize their spending and maximize their ROI.



Ecommerce Logistics and Operations

The rapid growth of online retail can be attributed to the convenience offered by technology-driven shopping experience. Customers in various sectors, including fast-moving consumer goods, groceries, fashion, and home improvement, increasingly favor digital platforms over physical stores. Brands that provide competitive pricing, attractive deals, swift delivery, efficient services, and hassle-free returns are more likely to attract customers. To thrive in the highly competitive online retail market, businesses need to prioritize the optimization of their delivery operations and consistently provide excellent

customer experiences. Accurate point-of-interest data plays a critical role for retailers, companies and e-commerce businesses in developing cost-effective logistics and delivery systems. Location data enables the streamlining of transportation routes between warehouses, distribution centers, and stores. It also enhances last-mile delivery operations by identifying the most efficient routes and delivery methods to reach customers. This approach minimizes travel time and fuel consumption, ultimately reducing transportation costs and improving delivery times.

Quality Control and AI- Based Processing

VALOORES uses advanced quality control measures and AI-based processing techniques to ensure accurate and reliable data. They handle the resource-intensive task of preparing and cleansing location data, eliminating duplicates, removing overlaps, discarding incomplete records, and minimizing latency. Their data science team has developed algorithms and queries specifically for location-based analyses, and they offer additional data

science support as needed. VALOORES employs advanced AI models to identify anomalies in the data, including implausible geo-coordinates and validates locations using photos. They also use text recognition technology to verify the accuracy of location attributes. By employing these measures, VALOORES provides trustworthy insights to retailers, supporting their critical decision-making processes.

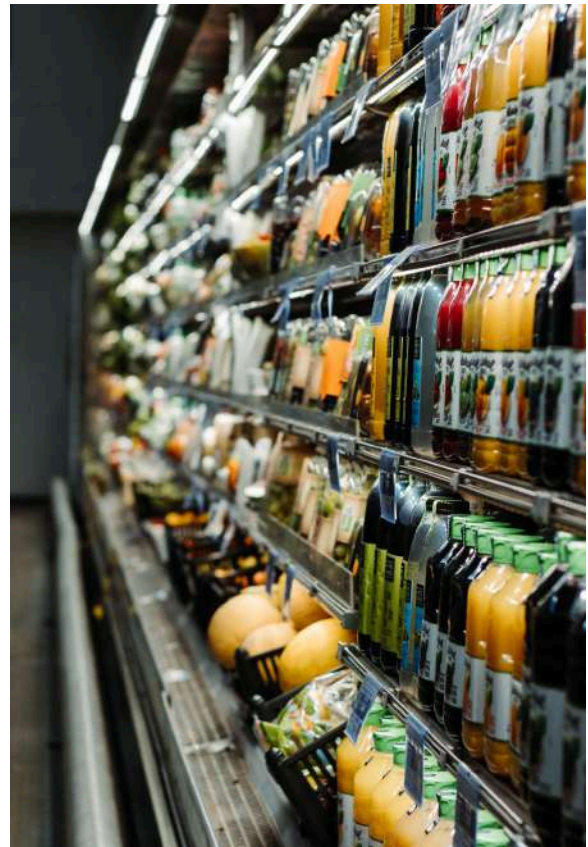
Supply-Chain Optimization

Location data and Point of Interest data are vital tools for retailers to optimize their supply chain operations, streamline distribution networks, improve transportation efficiency, and enhance inventory management.

Retailers can leverage location data to analyze their existing distribution networks, identify inefficiencies, and optimize the movement of goods from suppliers to stores. By comprehending the geographical distribution of stores, warehouses, and suppliers, retailers can make strategic decisions regarding the consolidation or expansion of their distribution networks. For instance, by considering factors such as proximity to stores, supplier locations, transportation infrastructure, and regional demand, retailers can identify locations that minimize transit times, reduce transportation costs, and ensure timely stock delivery.

Understanding regional demand patterns, customer preferences, and store performance empowers retailers to allocate inventory more effectively. This ensures that products are readily available when needed, improving customer satisfaction and minimizing stockouts.

By utilizing location and POI data, retailers can make informed decisions that optimize their supply chain operations, streamline distribution networks, improve transportation efficiency, and enhance inventory management, ultimately leading to increased operational efficiency and customer satisfaction.



Customer Segmentation & Behavior Based Audiences

By delving into the analysis of location data, retailers are able to gain a deeper understanding of their customers and effectively categorize them based on various factors such as demographics, purchasing habits, and location preferences. This valuable information serves as a foundation for businesses to develop tailored marketing strategies and campaigns that strongly resonate with specific customer segments, ultimately leading to higher conversion rates and customer engagement.

Furthermore, the analysis of location data allows retailers to uncover significant trends in customer behavior. By examining shopping preferences, peak shopping hours, and visit frequency, retailers gain insights that can inform and optimize their store operations, staffing decisions, and inventory management. This enables businesses to allocate resources efficiently, ensuring that their operations are streamlined and aligned with customer demands.

Moreover, location data plays a crucial role in recognizing and anticipating seasonal fluctuations in consumer demand. Leveraging these insights, retailers can make informed decisions regarding inventory levels, designing

targeted marketing campaigns, and implementing promotions. By capitalizing on increased demand during peak seasons, businesses can maximize their sales potential and optimize revenue generation.

In addition to this, location data provides valuable insights into how customers interact with physical stores. It encompasses factors such as dwell time, in-store movement patterns, and preferred departments or sections. By comprehending these patterns, retailers can strategically optimize store layouts and product placement, resulting in improved buyer experiences and increased customer satisfaction. Such optimizations are key to creating an environment that encourages purchases and fosters positive customer relationships.

In summary, the analysis of location data offers retailers a wealth of opportunities for understanding their customers better and optimizing their operations. By identifying customer categories, uncovering behavioral trends, and anticipating seasonal fluctuations, retailers can make data-driven decisions that drive higher conversion rates, improve resource allocation, and enhance overall buyer experiences.

Location Data for Actionable Business Intelligence

By integrating location data with other relevant information such as purchase history, demographics, social media activity, weather patterns, and economic data, retailers can obtain a comprehensive overview of their operations and identify areas for improvement. Moreover, location-based BI assists retailers in identifying and capitalizing on emerging market opportunities while proactively anticipating potential challenges. By leveraging the power of location-based analytics, retailers can make informed decisions based on data, driving growth, efficiency and success in an increasingly competitive market environment. For instance, by combining location data with demographic information, retailers can identify target markets and understand customer preferences,

enabling them to create tailored marketing campaigns and choose optimal store locations. Purchase data can unveil regional shopping trends, empowering retailers to optimize inventory management and meet local demand effectively. Geographically analyzing social media data can reveal regional brand sentiments and preferences, enabling targeted promotions and enhanced customer engagement.



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