

# Retail Catchment Analysis + Services

**XNFY LAB**

<http://xnfy.com/>

For:



CONFIDENTIAL



---

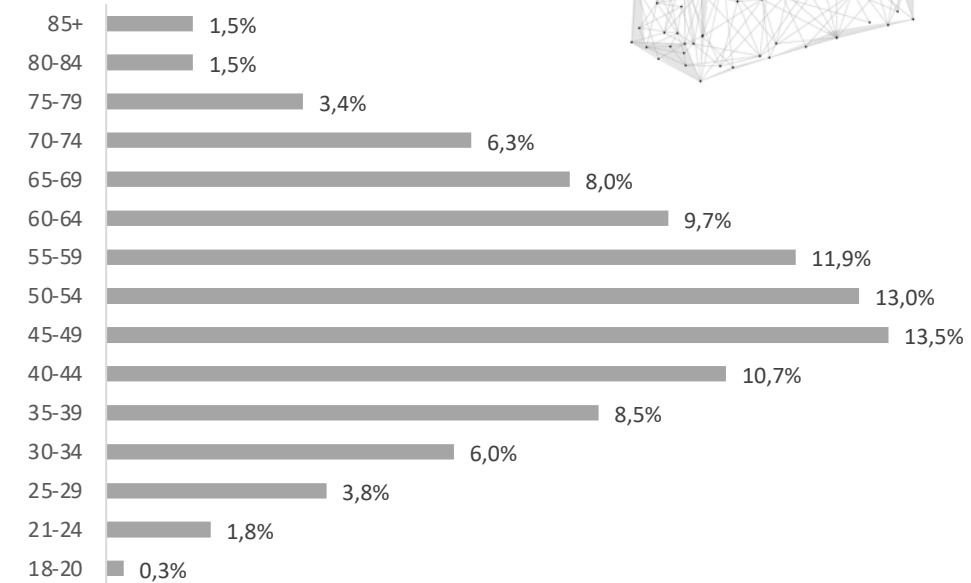
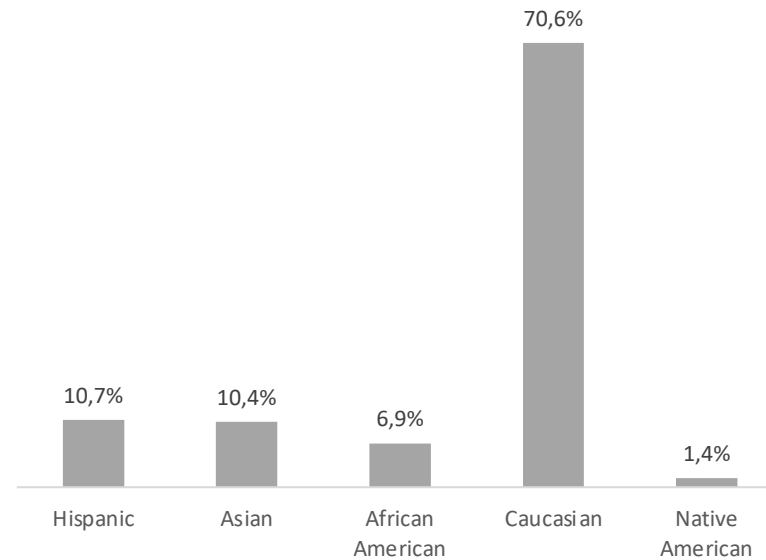
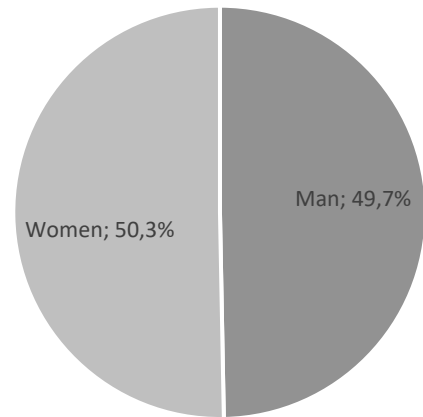
## Complete Report Example

*The follow example is based on a real data report for a Top US Retailer.  
Details, locations and maps were deleted/hidden due confidentiality reasons.*

*Can be very useful for use: store insights + competition analysis  
+ new store locations studies + marketing strategy locations*

*Without any Retailer store data!*

# Demographics - Visitors Profile



During the 1Q-2020, the store visitors data demographics shows that 45-49 was the age range with more visitors (13,5%). From 40 to 64 years old represent almost 60% of the global visitors. The majority is “Caucasian” (>70%) and without gender differentiation.

# Site Statistics

---



**Median Dwell Time**

0:23

**Median Capture Rate**

1,9%

**Median Daily Visits**

3680

The store had an average 3680 daily unique visitors\* during Jan-2020. The median time each visit remains in the venue was 23 minutes (1Q-2020).

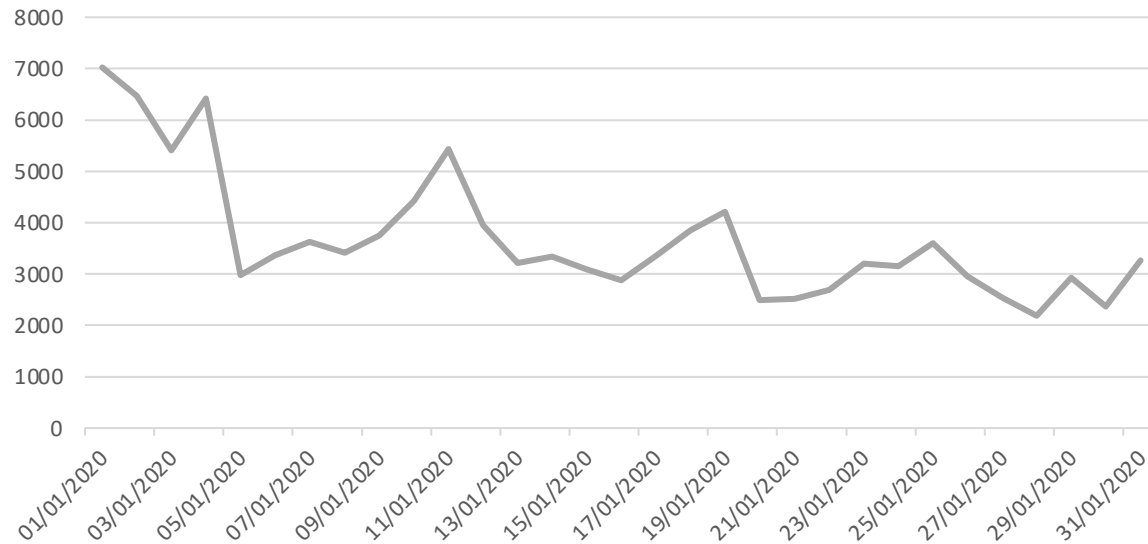
During 12-Dec-2019 and 29-Apr-2020, ~1,9% of all devices seen within 0,3 mi of the venue enter the store.

The quarter data since Oct-2018 to Mar-2020 shows that the median dwell time during the 1st quarters is < 23 min and the all others quarters is > 29 min.

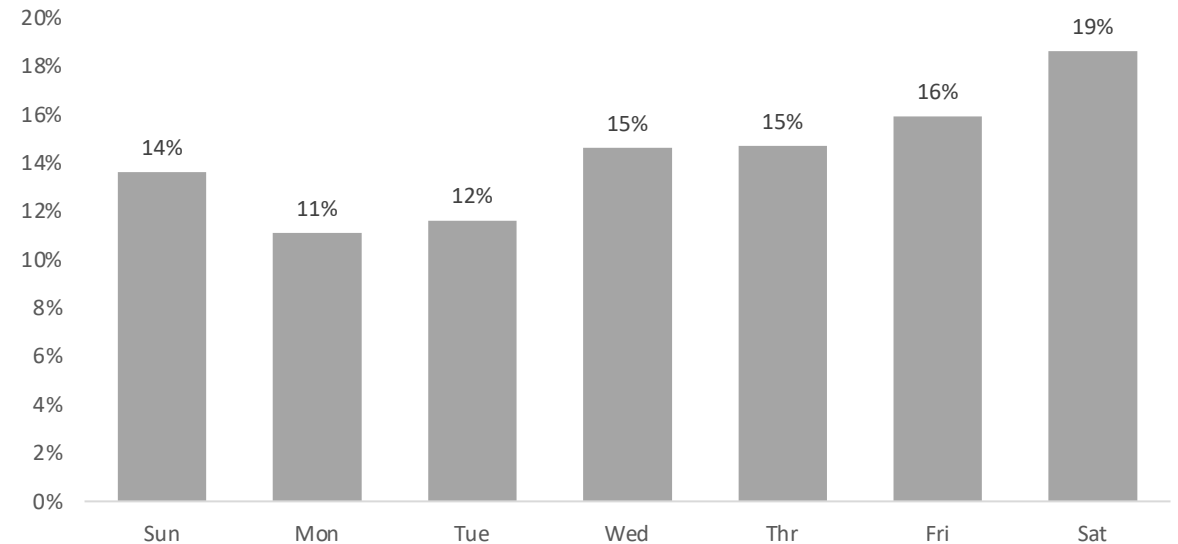
# Traffic Trends



Jan-2020



1Q – 2020

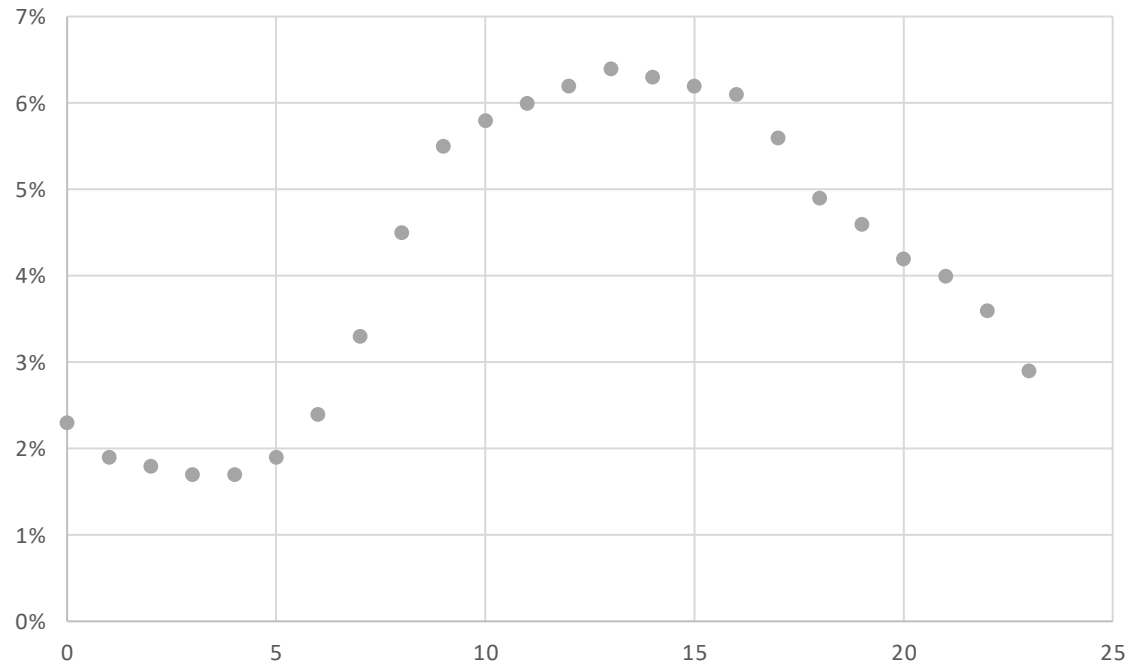


The store had a total of 114k unique visitors during Jan-2020, where nearly 33% of total visits were during the weekend (1Q-2020).

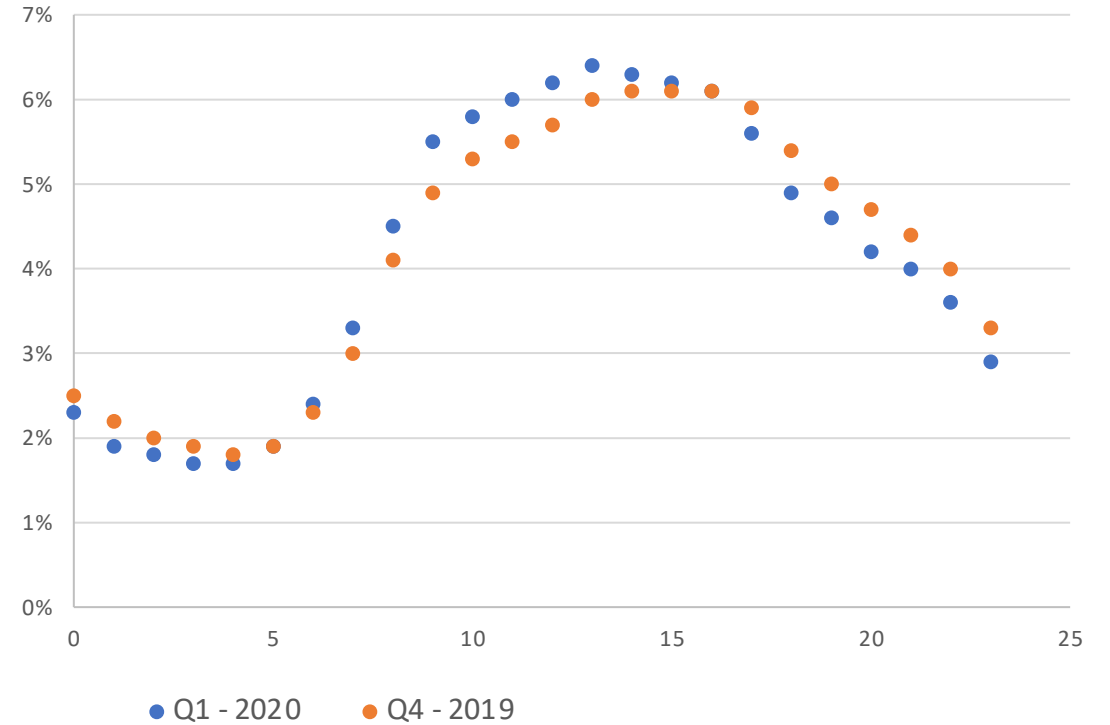
# Traffic Trends (2)



Jan-2020

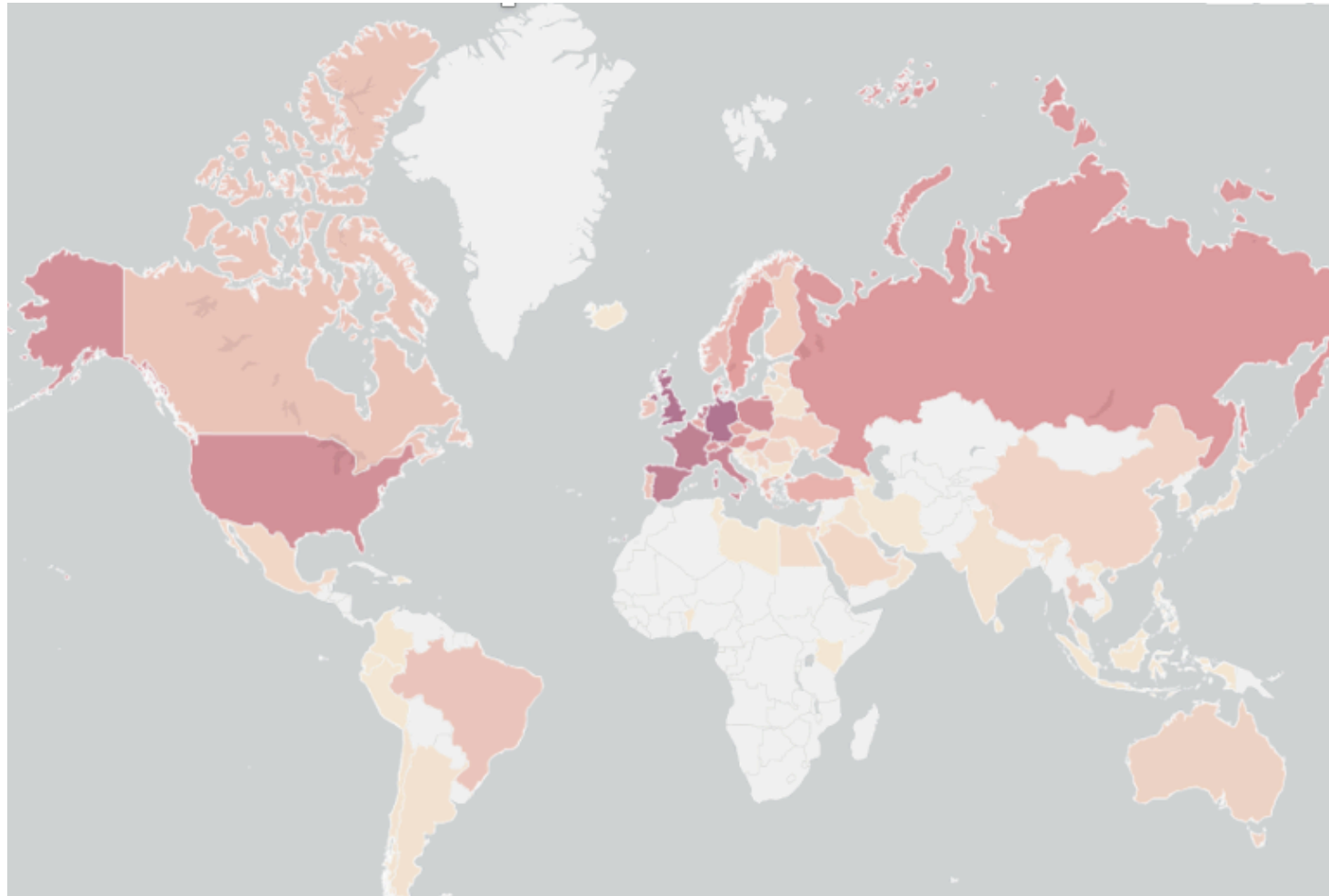


1Q - 2020



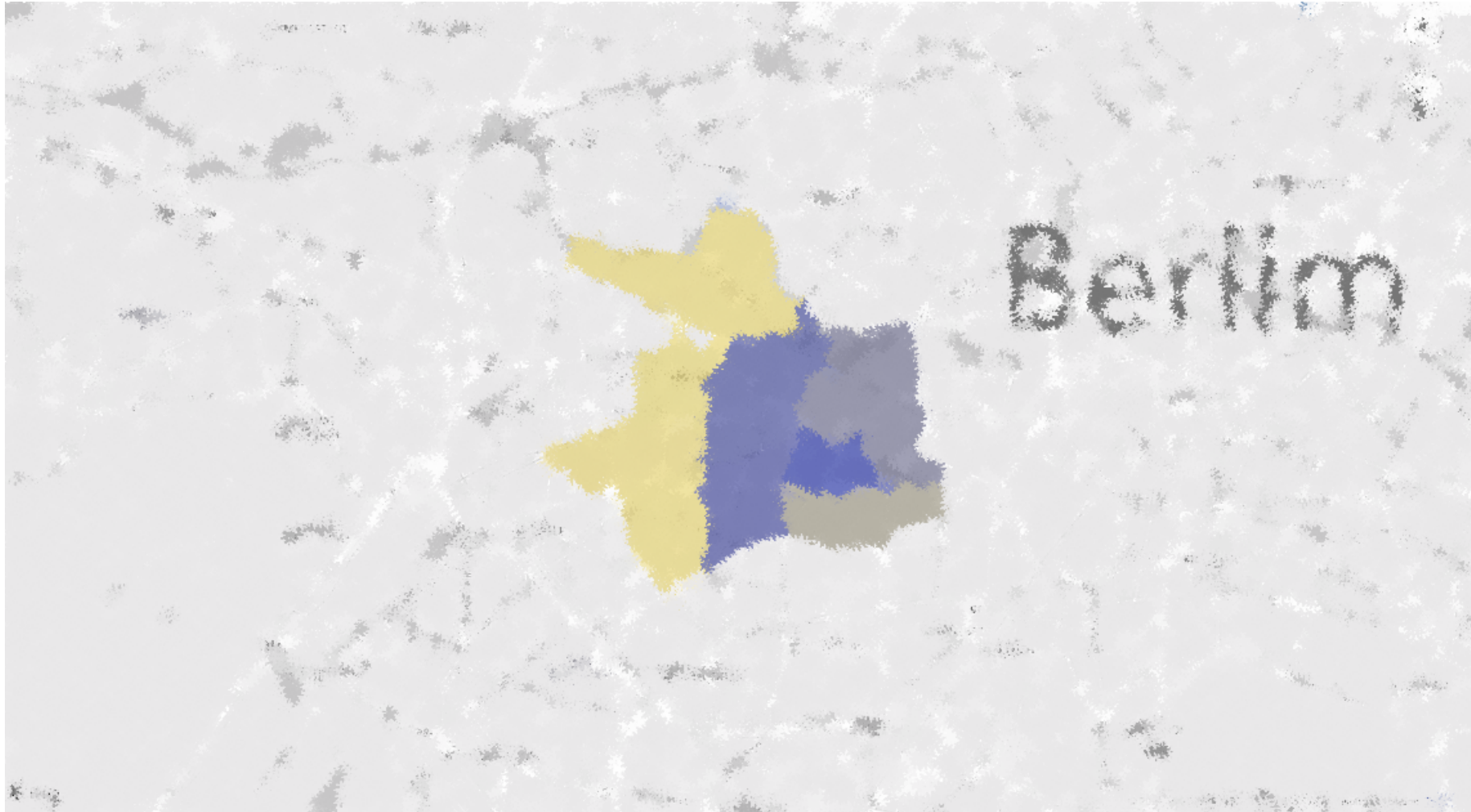
The store area (0,3 mi radius) have more visits at 13pm, where the time period between 9am to 18pm are the most active ones. The comparison between 4Q-2019 and 1Q-2020 shows that is a trend in the area around the store.

# Origin – Top Countries



As expected, Germany represents XX% of all visitors.  
.. are the Top 5 countries with more visitors.

# Origin – Top Zip Codes



The majority of the visitors come from the neighbor zip codes: 107XX; 107XX; 107XX; 107XX and 106XX.

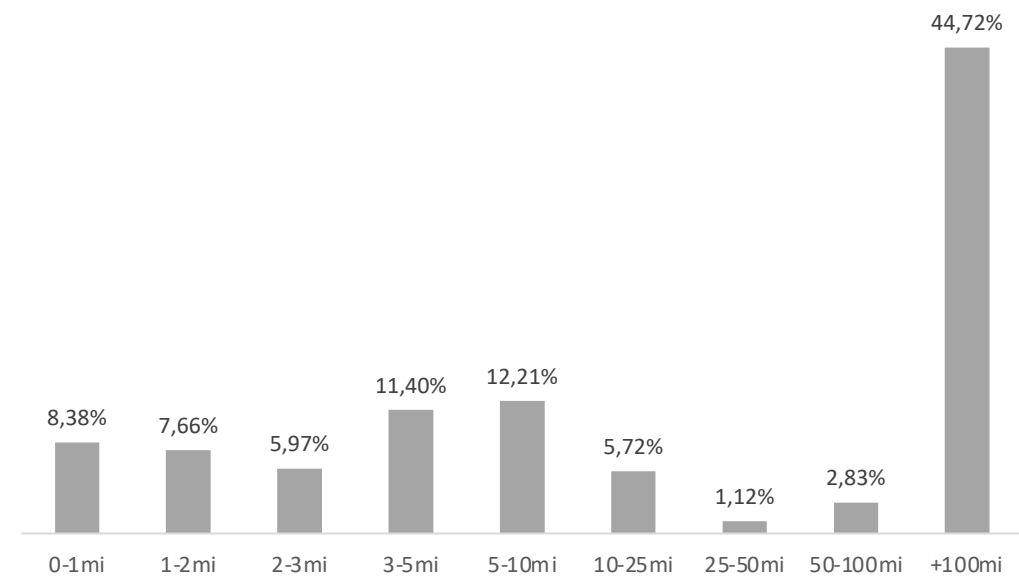
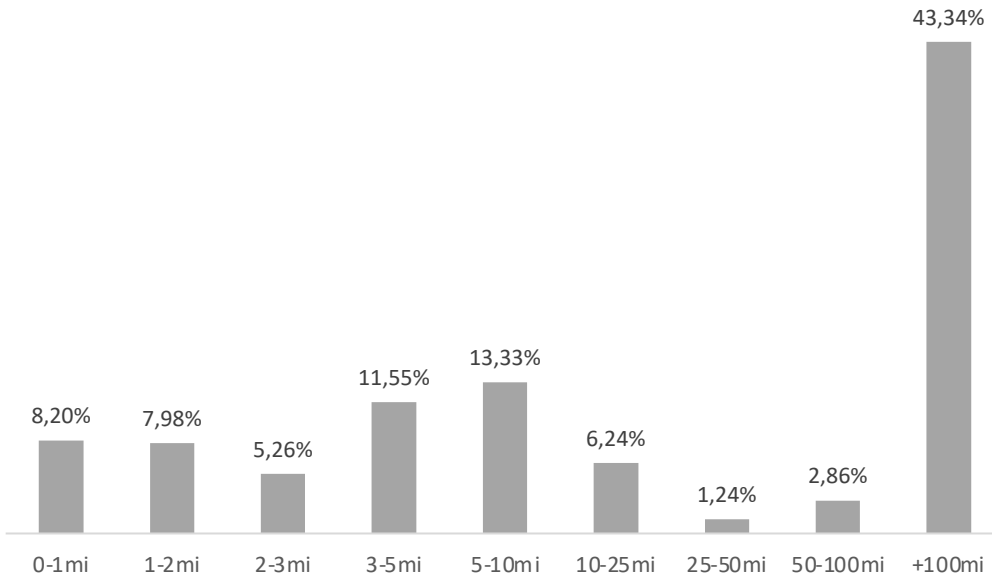


# Origin - Distance



Home

Work



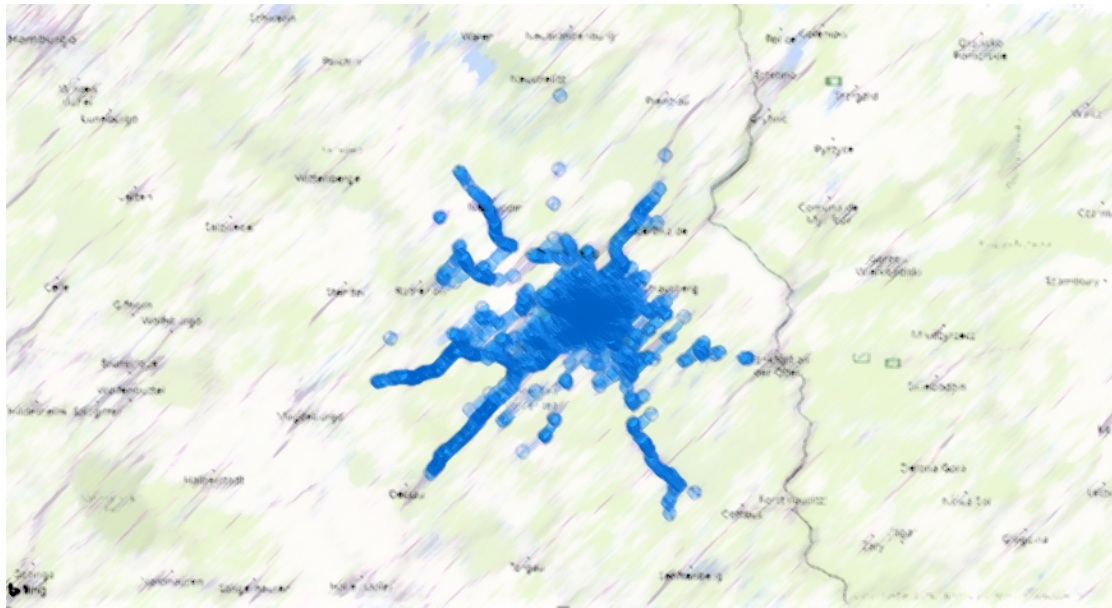
During the period of 1 Year is possible to see that majority of the visitors lives +100 miles away, and 46,32% in less of 10 miles. Very similar pattern in the “Distance From Work”

The median miles travel from home is 13,80 and from work is 16,21 miles.

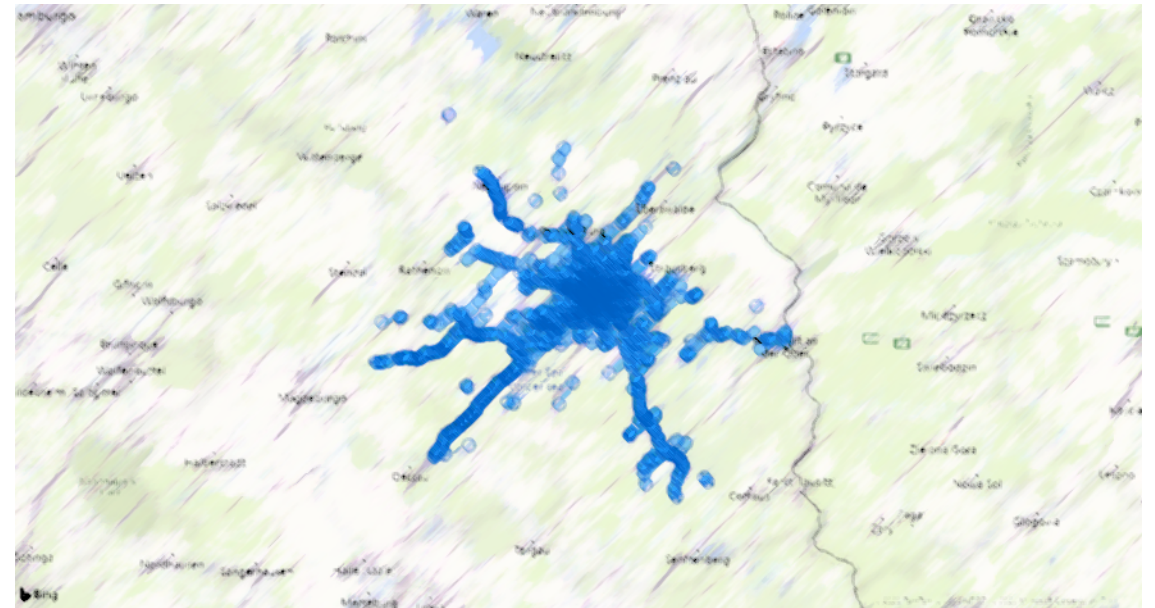
# Traffic Trends



1 hour before



1 hour after



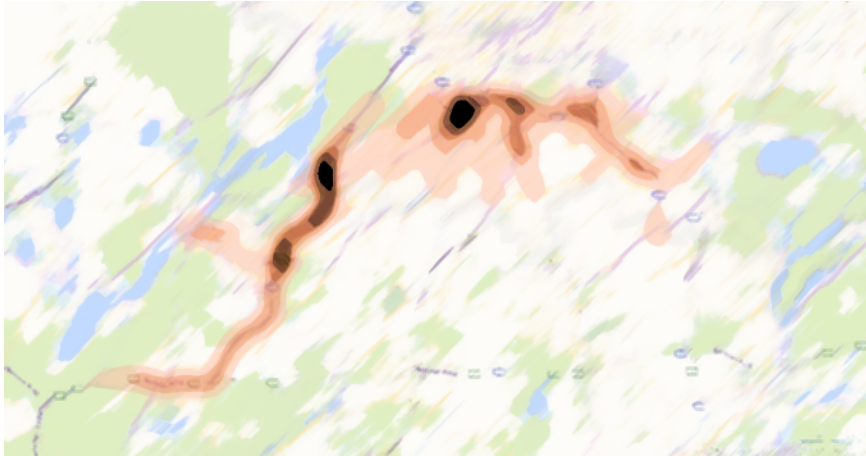
The visitors location before and after the visiting the analyzed area shows a very similar pattern.

...

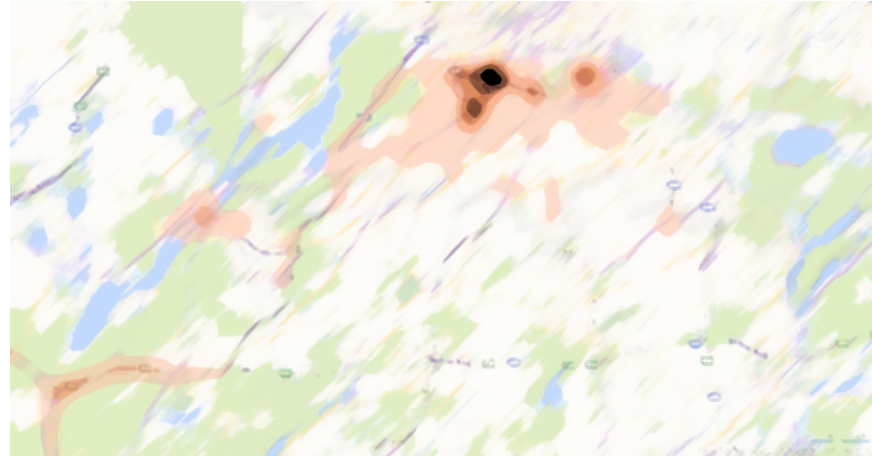
# Traffic Trends – Flows



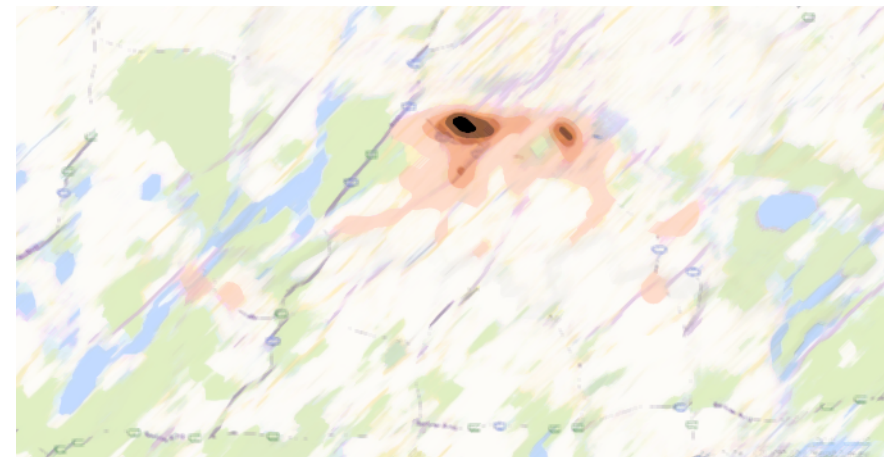
45min before



30min before



15min before



This visualization shows the flow of the visitors minutes before being in the analyzed area t0.

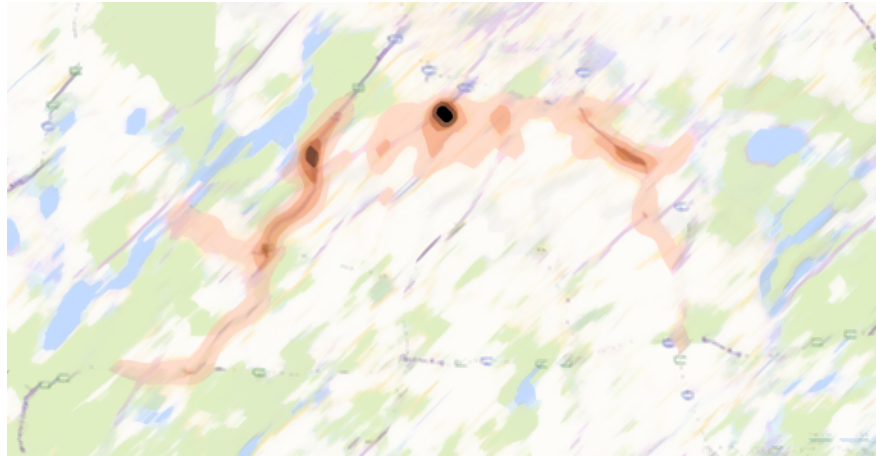
The data shows that, some interesting flow from southwest, but most of the visitors ..



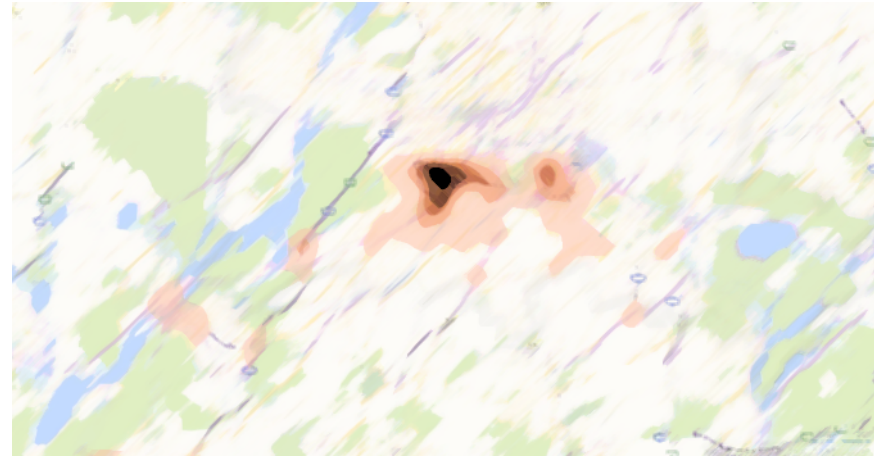
# Traffic Trends – Flows (2)



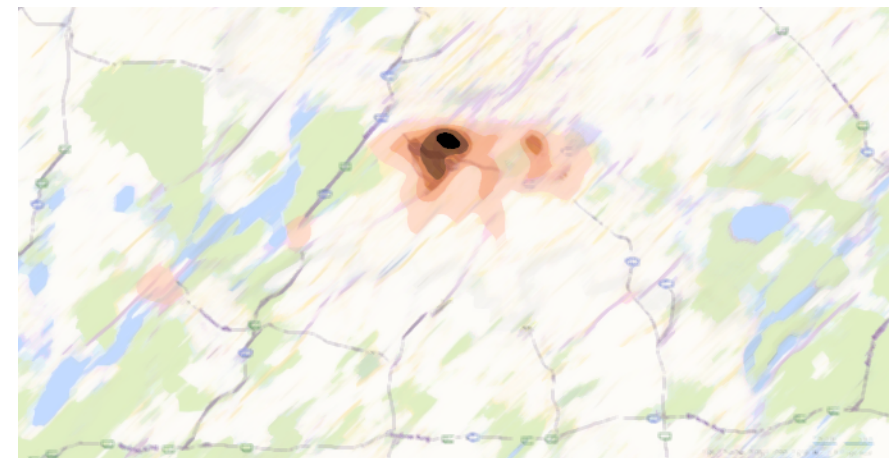
15min after



30min after



45min after



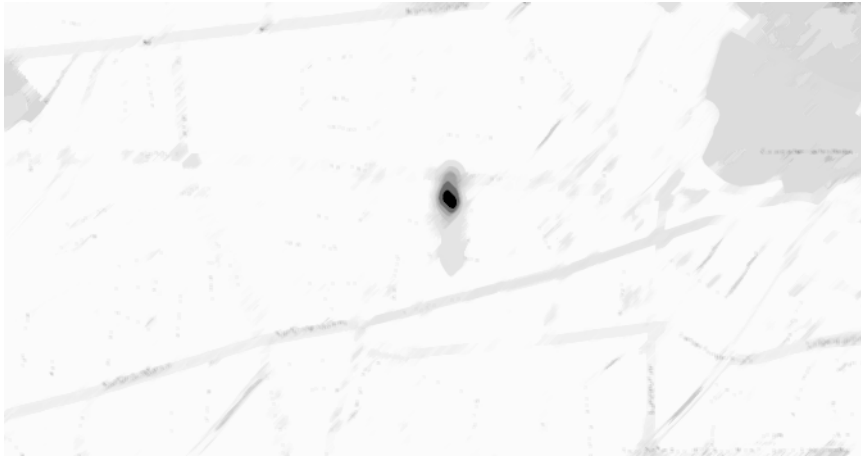
This visualization shows the flow of the visitors minutes after being in the analyzed area  $t_0$ .

Similar as the before flow, the data shows that, some interesting flow for southwest, immediately after the  $t_0$  but most of the visitors ...

# Cross-Venue Analysis



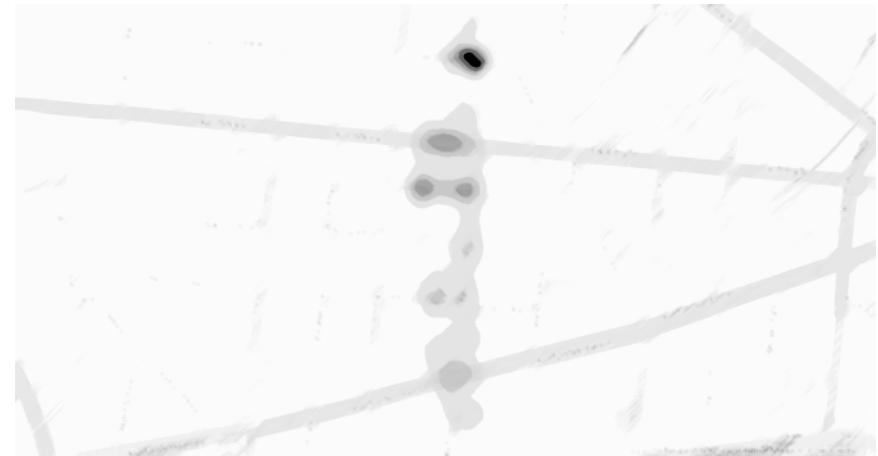
Global



Thursdays



Fridays



This Cross-Venue Analysis give us the hot spots in the analyzed area. A global trend is the area ...

Interesting findings was to see that at Thursdays we have 3 hot spots ...



*Notes: The insights like the previous example will depend on the quantity and quality of data in the analyzed area / store.*

*In some cases some insights, graphics, etc.. Will be not possible to get.*

# Retail Catchment Analysis - The Potential

---



## Potential:

- Have new insights of locations, stores, etc..
- XNFY team can extract those insights very quickly
- No required internal company data
- Interesting insights visualization (some using maps) and the potential to know more about:
  - I. Customers profile and behaviour
  - II. Best Locations – ex. for marketing
  - III. Cross-venues
  - IV. Competitors analysis
  - V. Prediction using AI recurrent predictions models

## The XNFY Lab:

1. Select and scouting the best data sources and providers (always with anonymous data and GPDR compliance)
2. Datasets analysis, validations, cleaning and categorizing (if required)
3. Extract data insights like:
  - Demographics (when possible)
  - Site Statistics (when possible)
  - Origin
  - Traffic Trends
  - Cross-Venue Analysis (when possible)

# Others Services - Prediction Analysis

---



XNFY Lab in partnership with Universities and Research Centers –  
Set up a R&D team in order to work with predictive models and multiple datasources in order to have unique and more accurate prediction results.



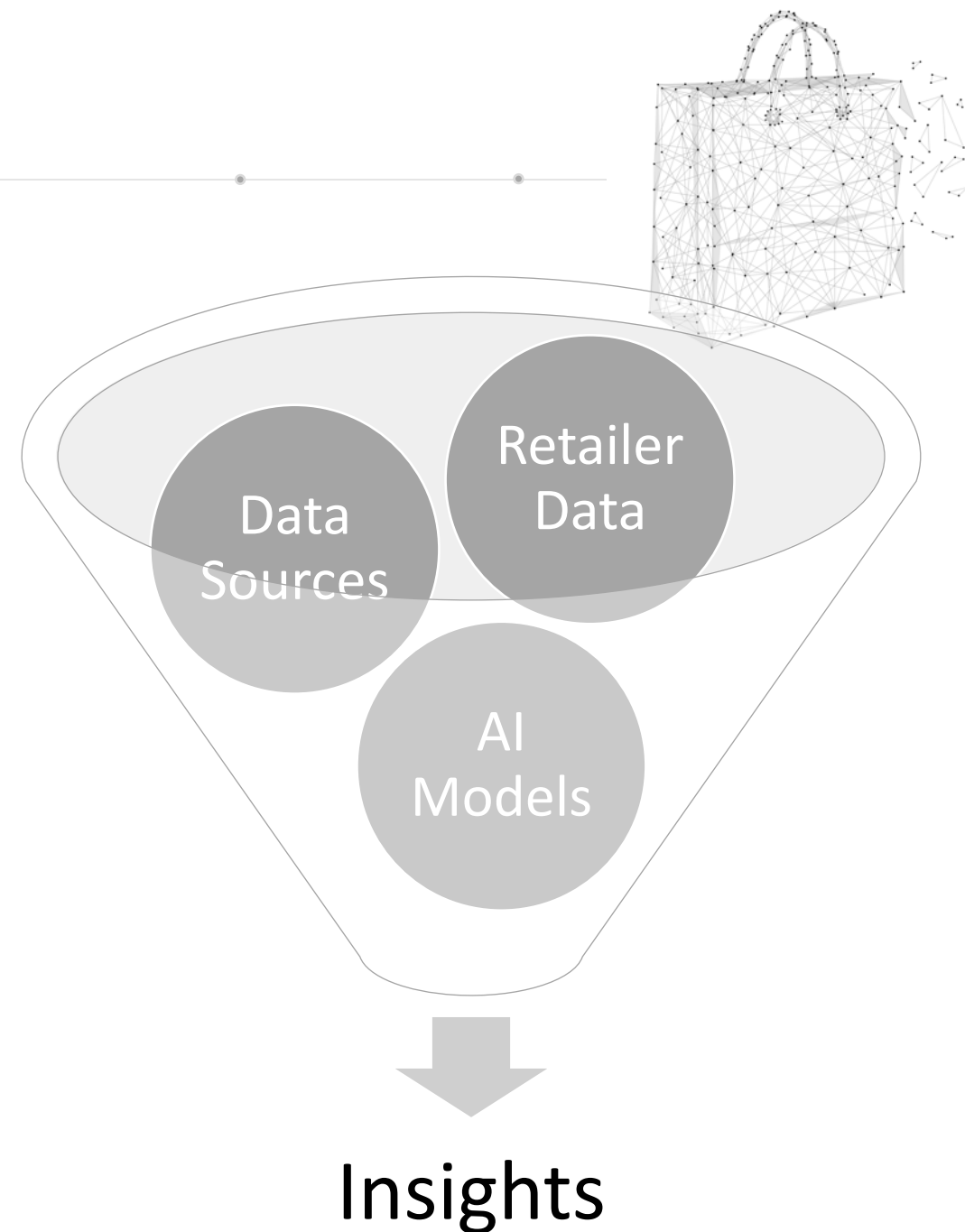
# R&D Strategy

---

The R&D team in their work will use the state of art Deep Learning algorithms in order to have the best insights for the retailers / companies.

Some examples: Recursive Neural Network (RNN)  
(during the time new models and strategies can be used in order to improve the results).

Beside the available datasources and retailer data (sales, loyalty, etc..) the team will scout the best public datasets for the analysis aligned with the retailers needs ex. transportations plans, weather, macroeconomics, etc.. and in order to have the best accuracy as possible.



# Potential Insights

---



Some expecting insight would be:

- Forecasting - Demand; Working-force; Site Statistics; Traffic Trends and Flows; Visitors Origin; Visitors Travel Distances and Cross-Venue Analysis.
- Forecasting competitors impact.
- Forecasting visitors Movements.

# Next Steps:



## Costs:

- Standard reports - Will depends on the analysis per number of stores; Size of the locations; Frequency and Country.
- On-Demand analysis – € / hour (TBD)
- Prediction analysis – € / hour (TBD)
- Next Steps Suggestion:
  - Only 1 Store – Retail Catchment Analysis - 2.000€ (+ taxes – if applicable)

# INNOVATION NEVER STOPS

---



## CONTACTS

Orlando Ribas Fernandes, CEO

[ribas@xnfinity.pt](mailto:ribas@xnfinity.pt)

<http://www.xnfyllab.com>

