

LOCATION ANALYTICS

ANSWERING THE “WHERE” OF
YOUR DATA

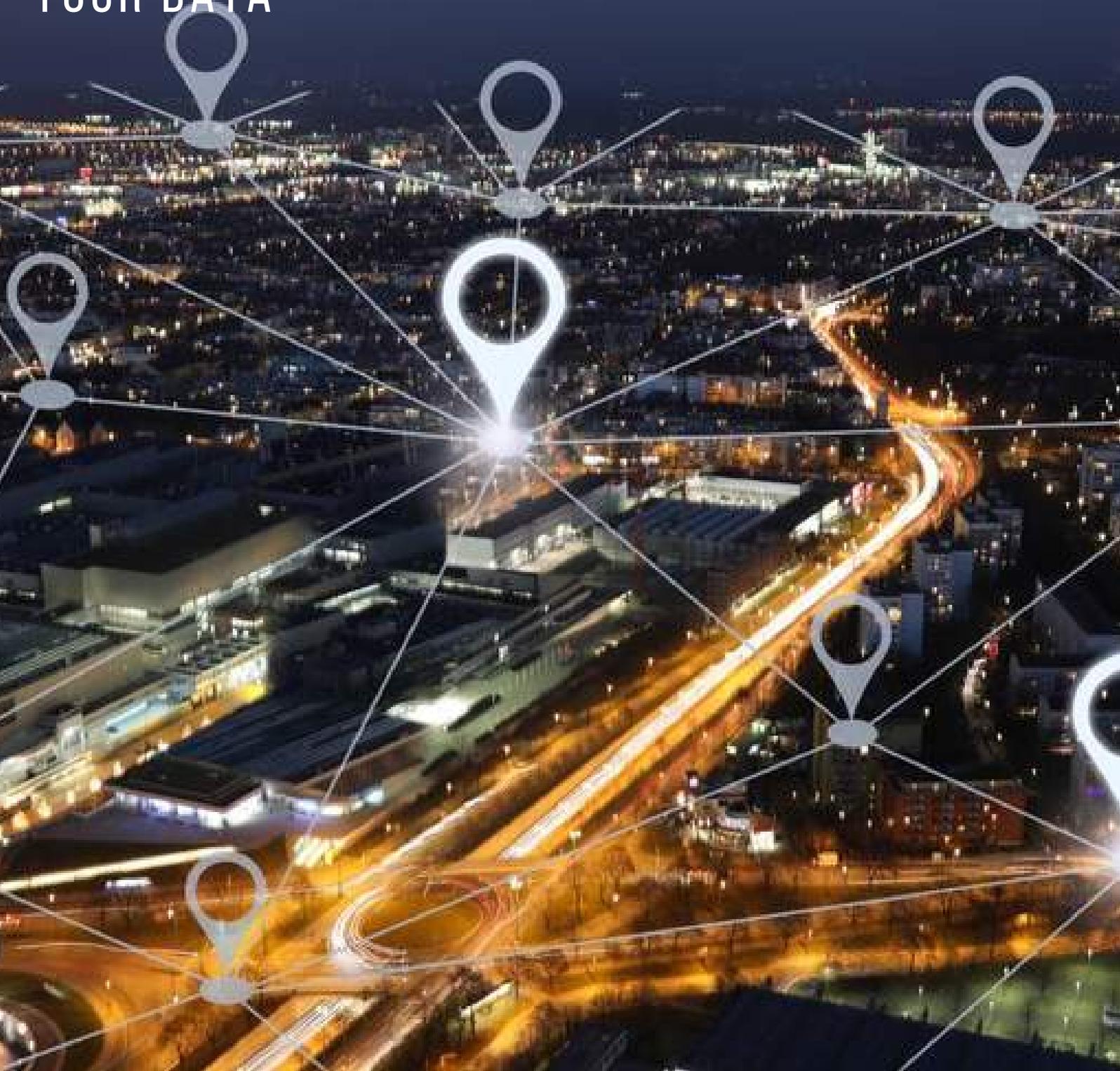


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ABOUT QUANTZIG

At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success.

Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.

OUR CORE COMPETENCIES

Our core specialty lies in offering a complete range of analytics solutions and services that help in strategic decision making across industrial sectors.

OUR OBJECTIVE

Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.

REQUEST A DEMO

INTRODUCTION

Blending business data with geographic information to enhance decision making...

What is location analytics?

Location analytics is an analytical approach that revolves around leveraging data and analytics to gain insights from the location or geographic component of business data. Transactional data generated by businesses today, often contain a geographical component that, when laid out in a geographical information system (GIS), paves way for new dimensions of analysis and insights, in this case through a more visually engaging approach.

Almost everything about a business exists at a specific time and location. It could be objects like raw materials, products, facilities, people like employees, agents, customers or events like deliveries, purchases, and production runs. By understanding how these elements relate to one another, businesses can make well-informed decisions that can improve their business efficiency. Location analytics helps in understanding and targeting customers to optimize business processes and enhance outcomes.

At Quantzig, we help our clients to gain comprehensive insights and achieve long-term benefits through advanced analytics solutions.

CONTACT US

WHY BUSINESSES NEED LOCATION ANALYTICS?

Evidently, location analytics is here to stay, mainly because its advantages contribute and apply to practically all industries that their growth is irremediable. With the advancements in technology and mobile devices becoming pervasive, the amount of location data that they generate is massive. In today's competitive world, businesses have recognized the power of this data to acquire new customers, gain competitive insights, and observe offline consumer behavior. However, a perfect combination of BI tools and location based data is essential to boost the growth trajectory of any business. With more and more innovations happening in its realm, location analytics is becoming the key differentiator to businesses across the globe, helping them improve customer experience, drive revenue, and increase operational efficiency.



**IDENTIFY FOOTFALL,
HIGH DWELL AREAS,
BOTTLENECKS, AND
EVEN QUEUE
LENGTHS TO
OPTIMIZE YOUR
PHYSICAL SPACES.**

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Improve ROI

Retailers must invest in their products, services and people to stay competitive and successful in today's business environment. With a growing number of retail chains suffering a very public decline, getting the reassurance of a return on investment has never been more critical. Location analytics can help you understand where your business has the greatest potential, or where it may be under-performing by offering accurate insights into business performance.

By coupling the right data with highly accurate location information, businesses can precisely gauge their customer's moves. Location analytics coupled with intelligent modeling tools can help you to test the various investment scenarios and predict ROI with a high degree of accuracy. What's more, through techniques such as heat mapping, you can hone in on investment 'hot spots' at a glance, saving hours of time that would otherwise be spent going through spreadsheets and tables.



3

Boost Customer Experience

Retail industry players are the ones that know only too well the importance of keeping customers happy and satisfied. When budgets are stretched, it's the quality of customer service that typically pushes customers to choose one brand over another, and which helps build customer loyalty and boost retail profits. But given the consistency in service performance across the global retail market, retailers must find new and innovative ways to stand out from the rest. Thanks to the insights delivered by location analytics that can help you give your customer service that much-needed edge.

By leveraging location-based data as the context for customer experience management, businesses can quickly identify and isolate the root cause of several customer service issues ranging from production, to distribution, and delivery. Location analytics also empowers you to identify patterns in customer service problems across geographical areas and correlate them using customized models to map the similarities and differences between regions.



4

Control Costs

In retail, there is nothing new about the need to reduce costs in order to enhance customer satisfaction and build loyalty. To do so, retailers need as many ways as possible to protect their profits in times of economic downturns. Squeezing the supply chain, for instance, may be the most obvious option, but with suppliers protecting their profits, this may not yield the savings that they expect.

Tough times call for more innovative measures, and that means conducting a far more thorough cost analysis across the business unit. Yet given that today's retail organizations span multiple sites and geographies, a great deal of cost-related data is often buried in spreadsheets and hidden in IT systems across their business units. By layering business intelligence onto location-based data, it becomes easier to visualize business performance at a glance. Location analytics can also help you drill down into manufacturing information, logistics data, supply chain data, customer service records, store losses, and more, to identify areas that are inefficient.



5

Build Customer Loyalty

It's far cheaper to retain old customers than to acquire new ones, especially in a highly complex environment such as retail. This is one of the reasons that customer loyalty is at the top of the agenda for most retail businesses. When it comes to devising new customer retention strategies, the vast majority of retail chains today recognize the importance of customer segmentation, and use data obtained from customer loyalty programs to gain deeper insights on customer preferences. However, there is a wealth of other information available that can be used to carry out more targeted loyalty building activities. The way to unlock it is through location analytics.

Using location based data retailers can build their own shopper profiles and use them to engage customers and enhance loyalty. It also helps you analyze the effectiveness of the current customer service strategy for each group and model specific improvements. Ultimately, retailers can take advantage of a more strategic, accurate, and risk-free approach to protect their greatest business asset.

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