

# Harnessing Open Data For Business Advantage

Example: Understanding  
convenience  
store catchment

# Open Data USP(s)?



# A New Perspective?



# Explore Juxtapositions?



# Multiple Scope



# Convenience Stores

The clue is in the Name

## **The problem:**

Convenience stores have complex catchment areas, drawn from both the local area and from far and wide

## **The challenge:**

Develop a classification which identifies the likely catchment area for each store

## **The solution:**

A new type of classification which takes a two stage process enabling brands and retailers to more accurately target products and promotions at the right time to the right audience by better understanding consumer dynamics

## Stage 1

Understand the local 'context' that the store operates in. Is it a high street, a residential area, a business center or a commuter route?

To do this we need to look at the location. What types of properties and businesses surround the store?

From this seven types of location emerge:

- Petrol Forecourts
- Transport Hubs
- Local estate shops
- Lunchtime Bolt-holes
- Major city centres
- Large Town Centres / city suburbs
- Smaller Town Centres / large town suburbs



City/large town centres



**Typically low density of residential locations  
and a high proportion of branded chains  
nearby.**

Major city centre

High proportions of  
Major brands and  
retail sector



## Petrol Forecourts



**Distributed Catchment for a predominantly local, but mobile population**

## Transport Hubs

**Focus of a very transient group of people that are moving quickly and require impulse purchases, London very distinctive.**



## Local Estate Shops

**A small but defined distribution of shops mostly within recently developed estates**



## Lunchtime Bolt-holes



**In localities, with many types of business especially offices and public sector**



## City/large town suburbs



**More established localities with residential neighbourhoods in the vicinity and a wide spread of smaller leisure, food and retail outlets**

## Stage 2

Understand the people that frequent each type of location

1. Residential Footfall

- Profile the type of residential area



Local Shops  
City/Large Town Suburbs

2. Non Residential Footfall

- Understand the type of 'destination' area and establish where the people come from.



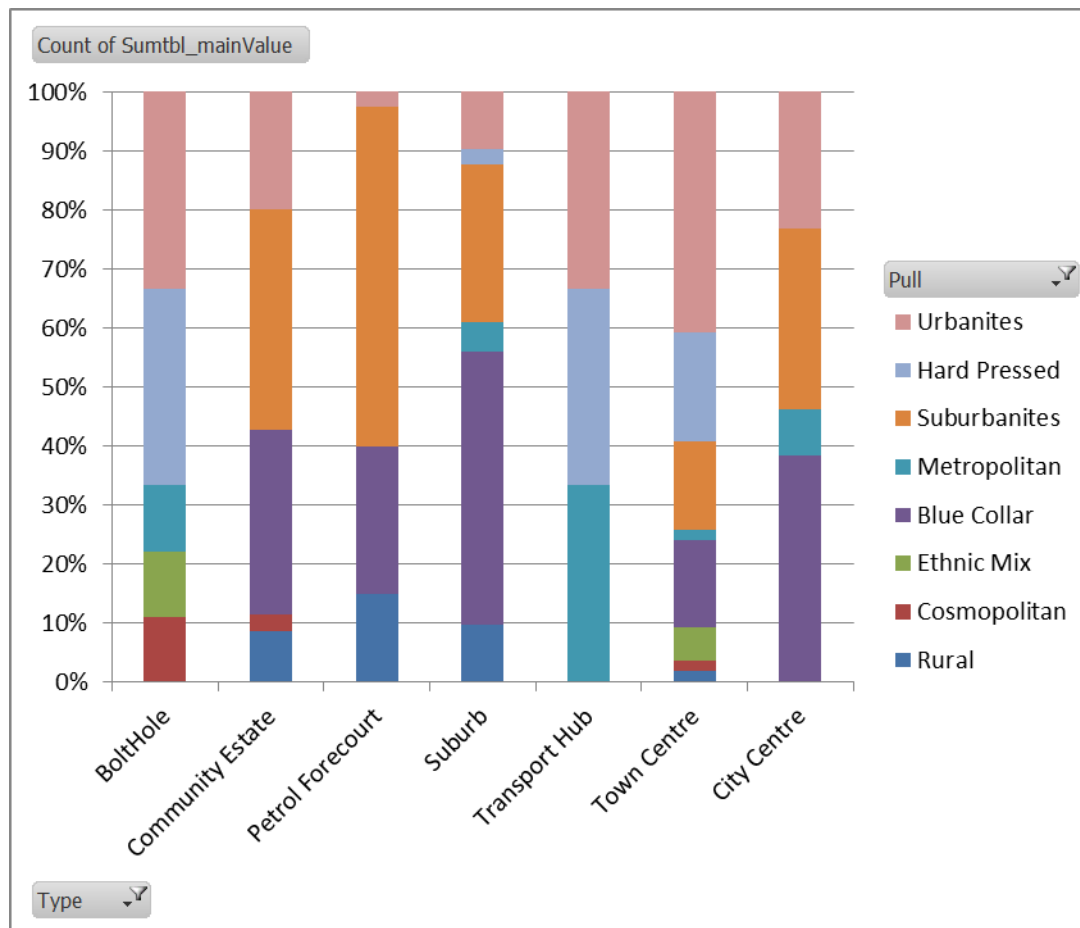
Petrol Forecourts  
Transport Hubs  
Major City Center  
City/Large Town Centers  
Lunchtime Bolt Holes

Using workday population, catchment area, travel pattern and business type data.

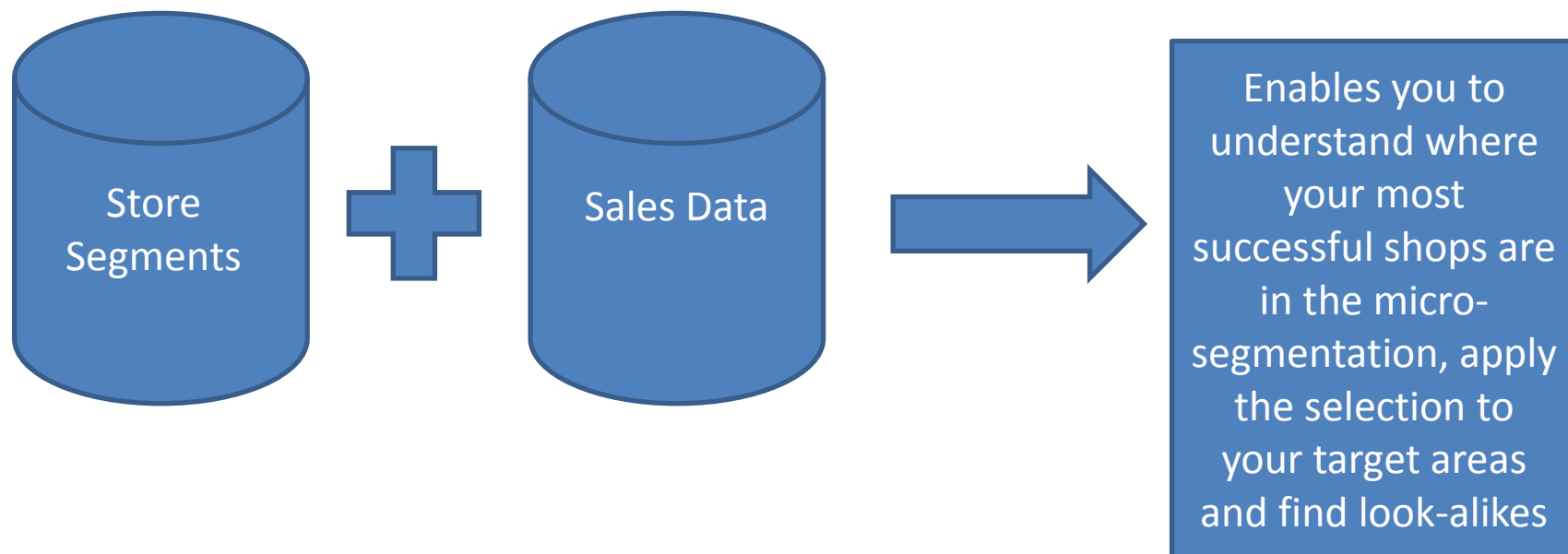


## What have we developed?

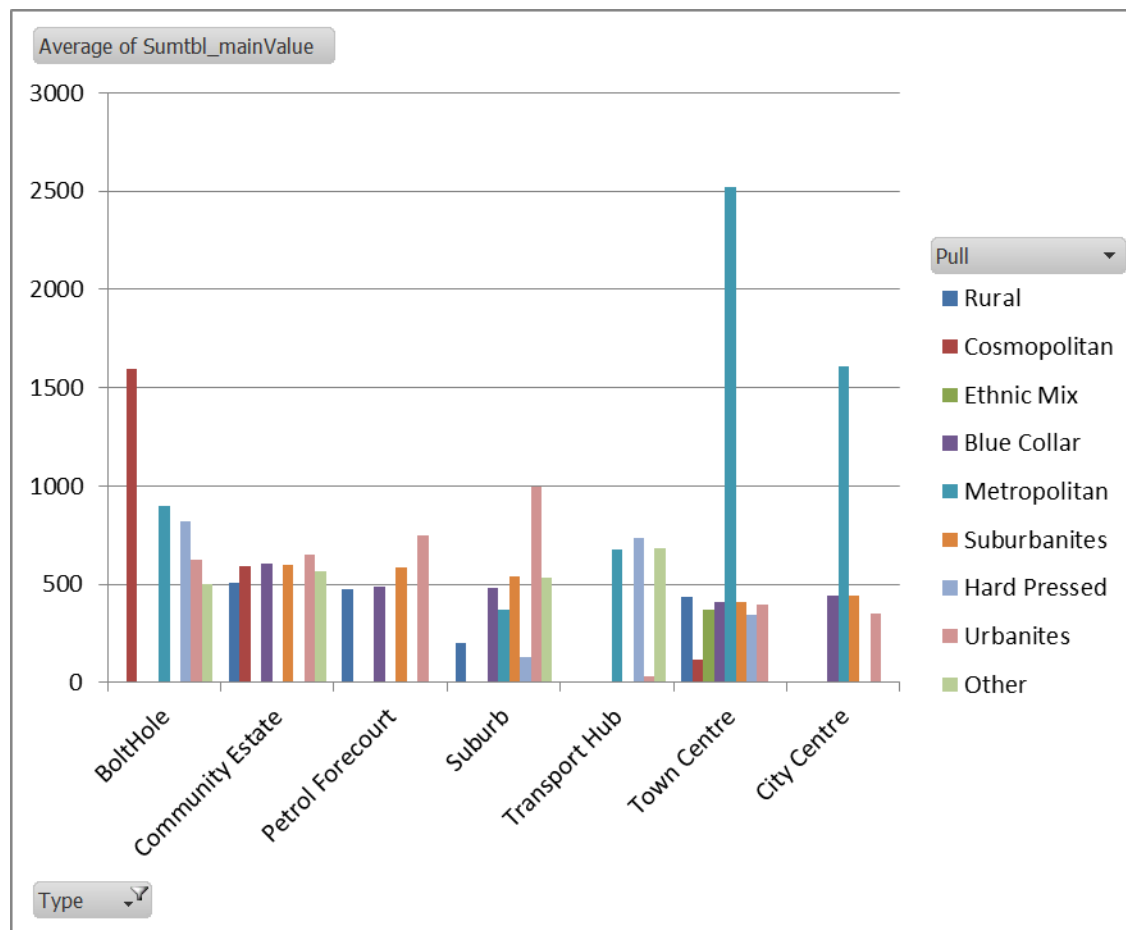
By combining 14 data sets, we have created a bespoke micro-segmentation



And it becomes even more powerful when adding Store Sales Data to the micro-segmentation

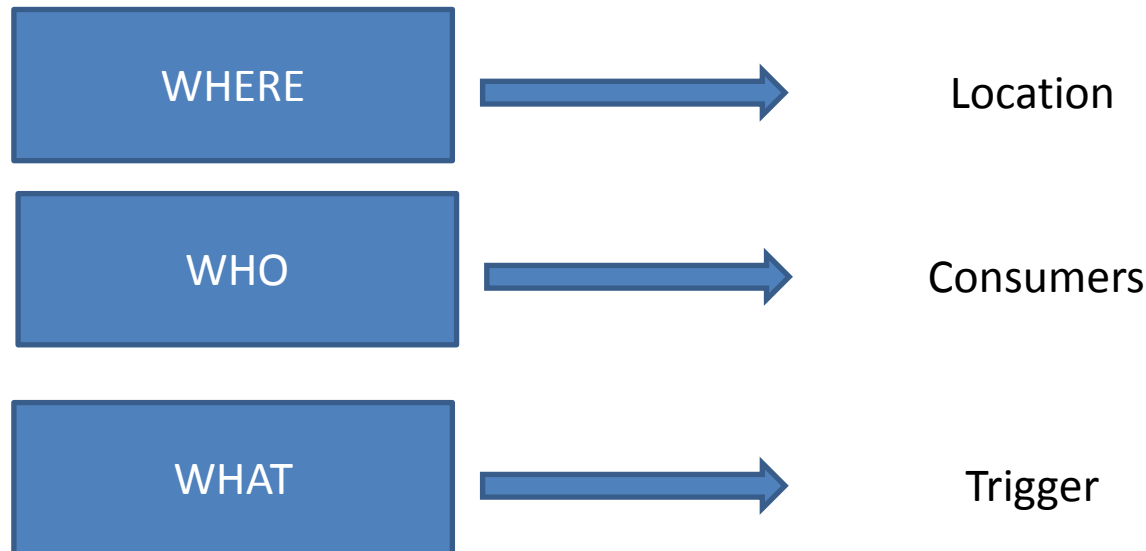


**Different catchments behave very differently within each microSegment**



**And finally .....**

**With overlays of communication channel data and influences data, this enables refinement of promotional activity around your most successful shops, thus further enhancing your targeting and potential increase in sales performance**



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# Looking from a different Angle



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