



Geo-mapping model

Prestige beauty brand

Developed Retail Store expansion strategy to identify new regional opportunities for opening additional brick-and-mortar locations based on sales potential

Prestige beauty brand company needs geo-mapping model

Picture this...

You're looking for sales performance using a Regression model which factored Household income, Population density, Competitors store count & Affinity brands store count as independent variables

You turn to Accordion.

We partner with your team to develop a retail store expansion strategy to identify new regional opportunities for opening additional brick-and-mortar locations based on sales potential, including:

- 1) Leveraging UI path automation for collating latitude/longitude details of Competitor and Affinity brand stores from Google Maps for visual appreciation
- 2) Collecting reliable data from UK Govt website to assess impact of income potential, area (sq. km) and population of the region towards Sales of a store
- 3) Developing Regression model in Power BI post segregating Client's existing Stores data into training and testing datasets and evaluated performance of the model based on Coefficient of Determination and Root Mean Square Error
- 4) Generating proposed opportunities for Stores expansion based on estimated Sales from Regression model by leveraging Household income, Population density, Competitors & Affinity brands store count

Your value is enhanced.

You have £ 2.2 million annual sales increment expected from a total of 33 prime opportunity recommendations for opening new stores across UK Region. You also have increased 19% in brand's market share expected across UK region from prime opportunity recommendations.

GEO-MAPPING MODEL

KEY RESULT

- £ 2.2 Million Annual Sales increment

VALUE LEVERS PULLED

- Location mapping in PBI
- Regression model
- Web Scrapping

Geo-mapping model for Prestige beauty brand

Situation

- Client faced a critical challenge for Store Expansion Strategy for their flagship Fragrance brand, as the strategy required to ascertain the presence of Competitor stores and Affinity stores in regions and cities to maximize Sales potential
- Merilytics partnered with Client to estimate Sales performance using a Regression model which factored Household income, Population density, Competitors store count & Affinity brands store count as independent variables

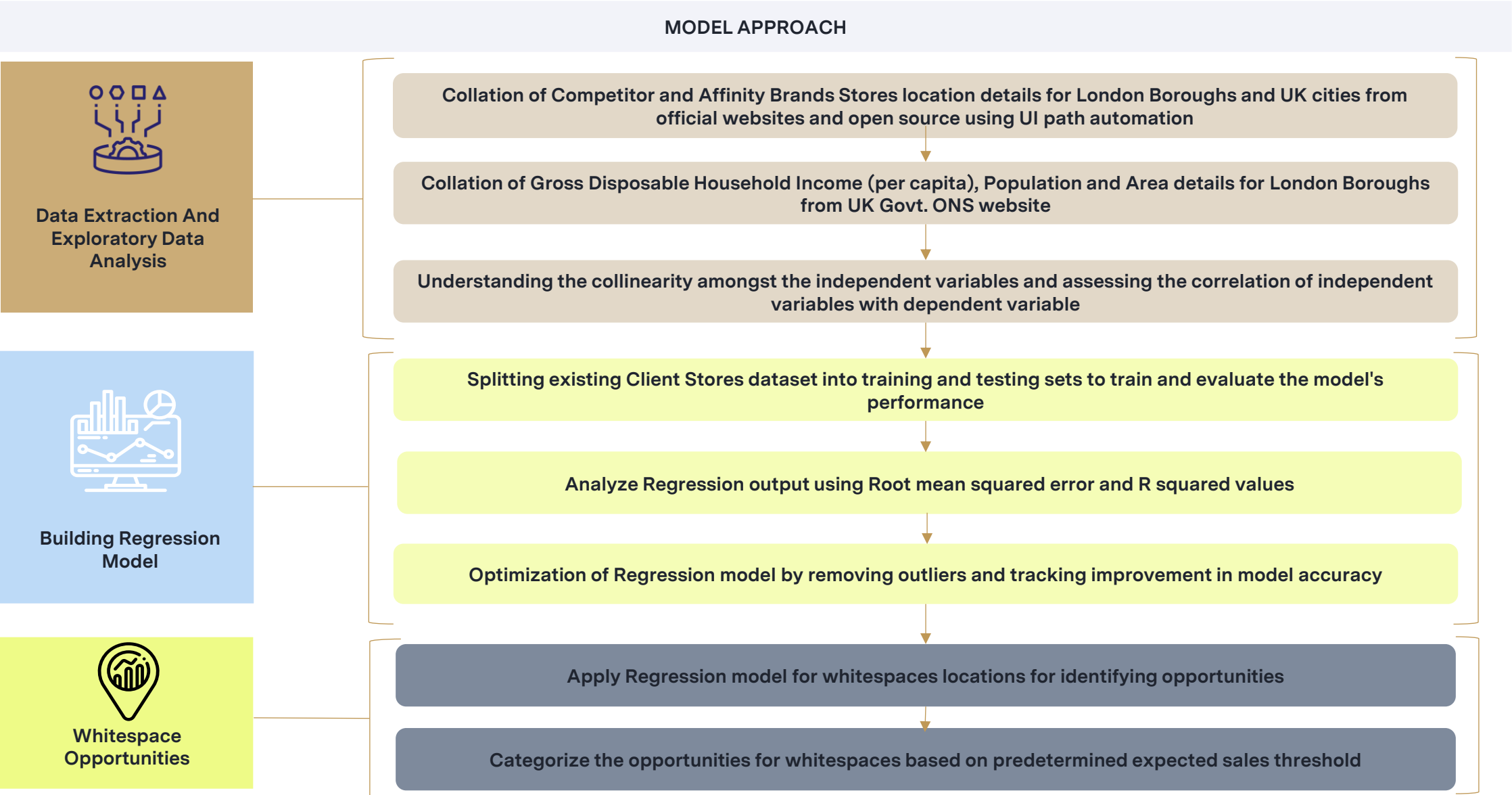
Accordion Value Add

- Leveraged UI path automation for collating latitude/longitude details of Competitor and Affinity brand stores from Google Maps for visual appreciation
- Collected reliable data from UK Govt website to assess impact of income potential, area (sq. km) and population of the region towards Sales of a store
- Developed Regression model in Power BI post segregating Client's existing Stores data into training and testing datasets and evaluated performance of the model based on Coefficient of Determination and Root Mean Square Error
- Generated proposed opportunities for Stores expansion based on estimated Sales from Regression model by leveraging Household income, Population density, Competitors & Affinity brands store count

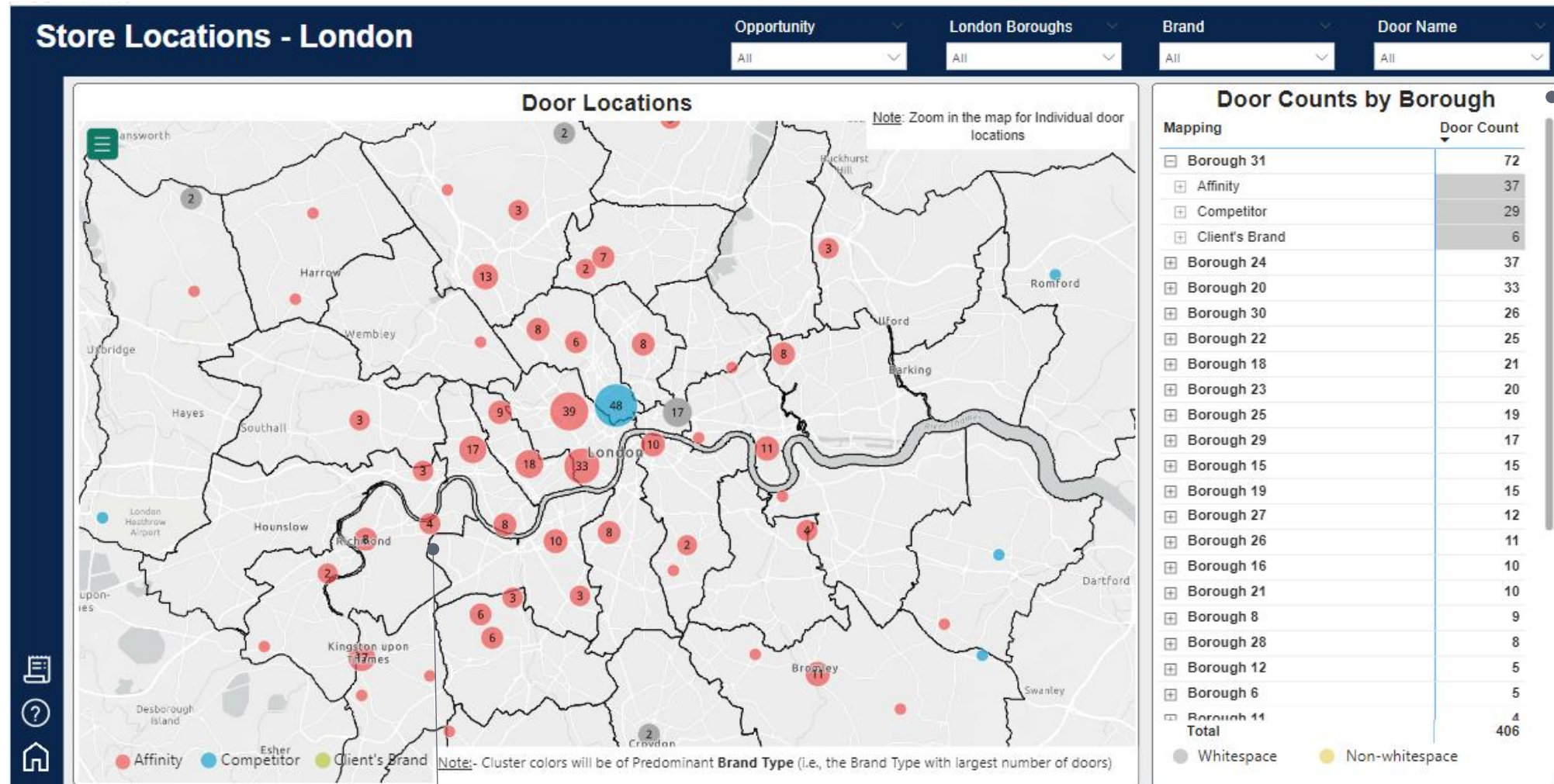
Impact

- £ 2.2 Million Annual Sales increment expected from a total of 33 Prime Opportunity recommendations for opening new stores across UK Region
- 19% increase in Brand's market share expected across UK Region from Prime Opportunity recommendations

Methodology/Approach



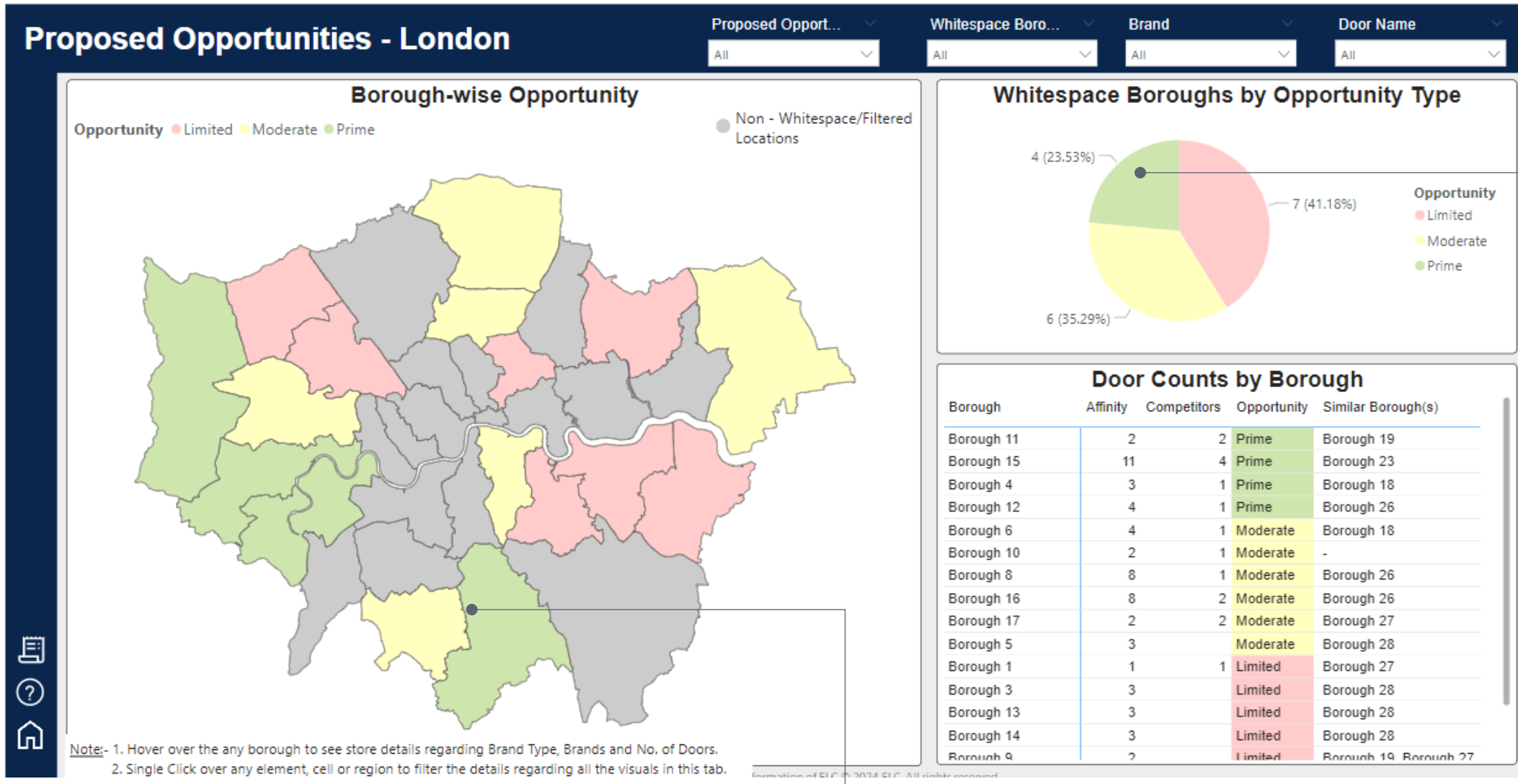
Store locations for client, competitors and affinity brands



Location count of existing Stores Client's Brand, Affinity Brands (brands part of Client's market basket) and Competitor brands

- Exact location of each store of Client's brand, Affinity brands and competitor brands plotted.
- Zoom out view shows clustered stores & zoom in view shows individual store location

Proposed opportunities for client's new stores



4 out of 17
whitewspace
Boroughs are Prime
Opportunities

London Boroughs
custom map
showcasing
opportunities
classified as
Prime, Moderate
and Limited

Learnings

- 1) The team has leveraged UI path automation to extract stores address information for Competitor and Affinity brands from respective websites and pulled latitude/ longitude details from Google maps.
- 2) The team has explored multiple map visuals in Power BI with unique features ranging from Azure Maps to Custom Maps to showcase the presence of existing and proposed stores across UK region.
- 3) The team has built sufficient knowledge base while developing regression model in Power BI and has benefitted from internal discussions with DS team to understand the data collinearity and steps to optimize the model.
- 4) The team has undertaken extensive data exploration for collating information about competitor and affinity brands for Client's brand which will be fruitful while scaling up the model.