

# The Future of Retail: Analytics at the Yorkdale Shopping Centre

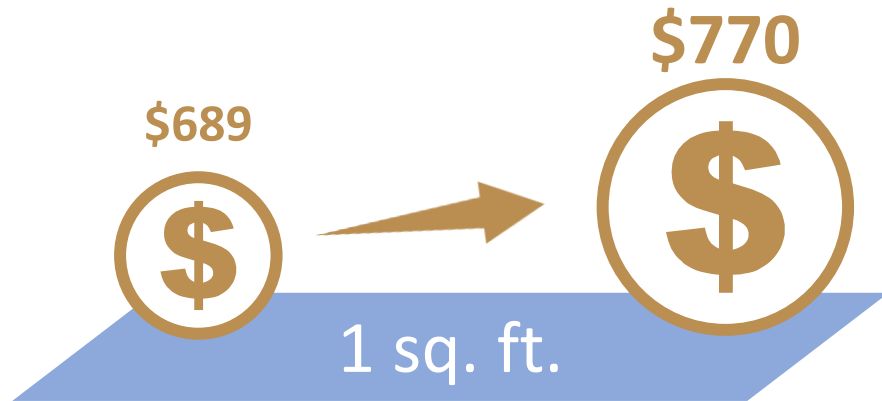
Presented by Team

**Adelaide**  2020  
MMAI



# Canada Retail Market Overview (2014-2018)

Most profitable yet



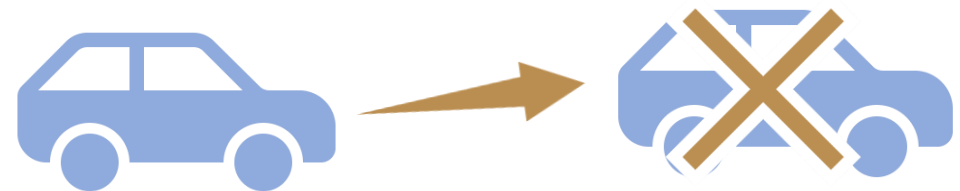
Retail market has been on the rise



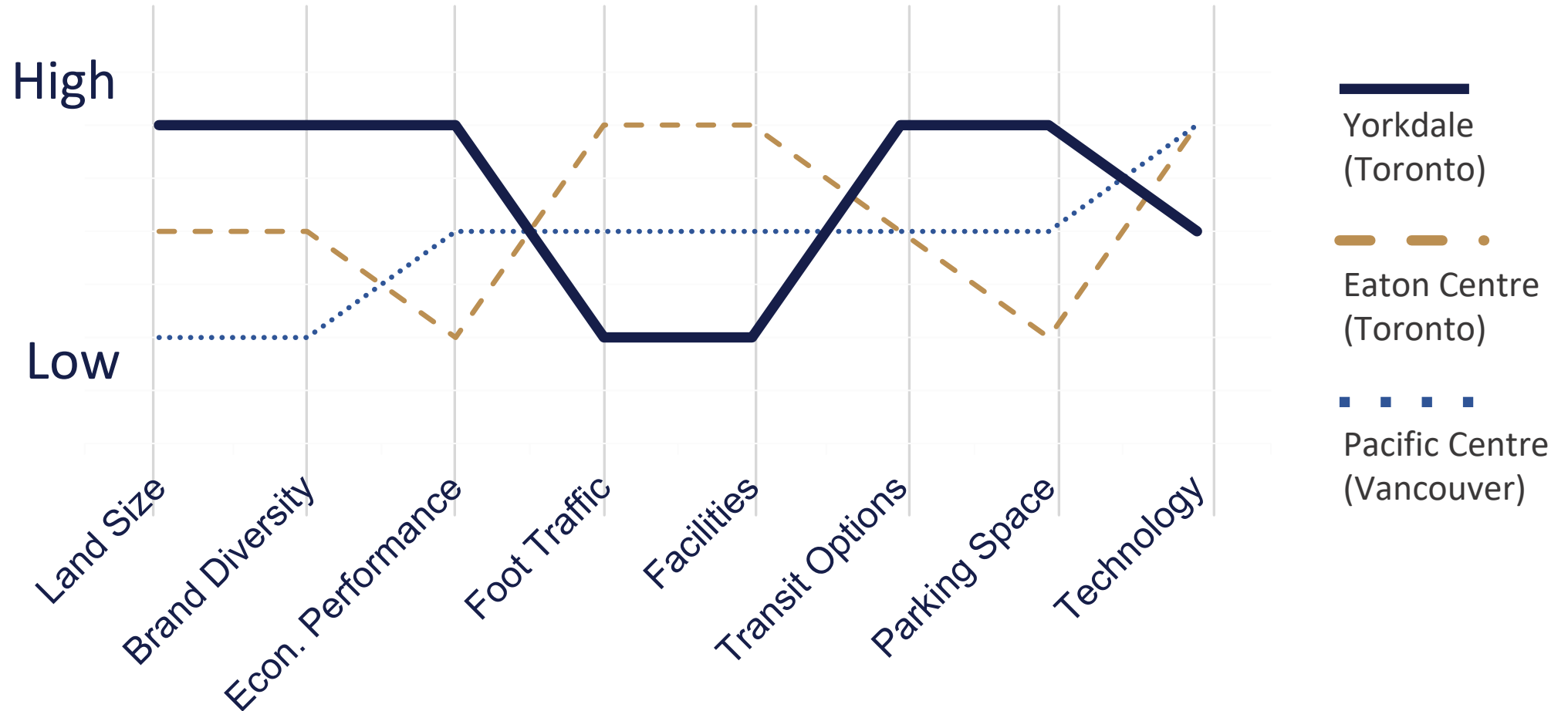
14 Major Malls Closed



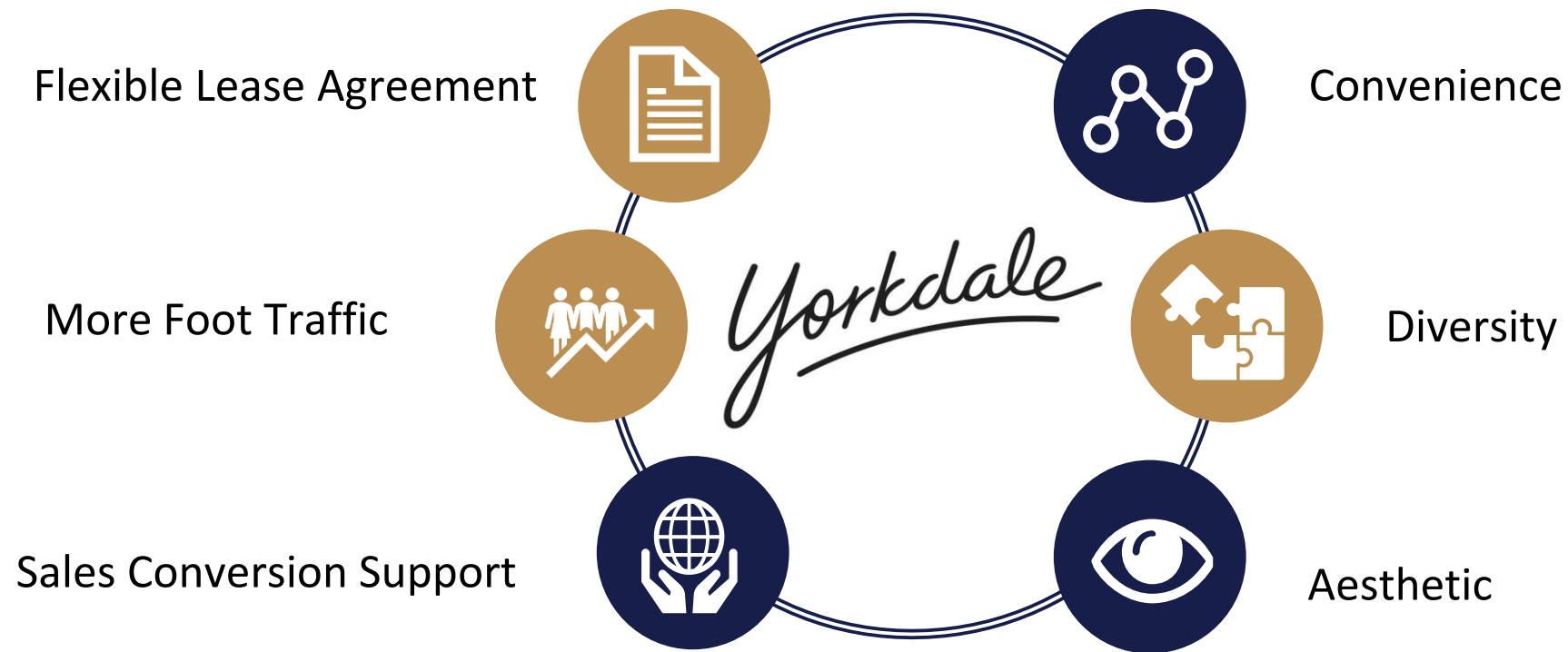
Customer Behavior/Expectation



# Yorkdale vs. Competitors



# What Businesses and Customers Want



# Value Proposition



## Infrastructure

- Accessibility/Convenient Location
- Hygienic and Safe Environment
- Range of payment options
- Amenities
- Added Attractions



## Diversity

- First-in Canada (over 20 Canada first in the past decade)
- Variety of brand choices (A – Z, low to high end )



## Technology & Innovation

- Wi-Fi/Bluetooth beacon
- Parking
- Privileged Market Insight

# Weaknesses in Landlord –Tenant Model

## Platform/Analytics



No platform for retail business to share and analyze data  
No mobile app that unites and builds a “Yorkdale” experience for visitors

## Per-Store Promo



Promotions are limited to per store

## Dining Options



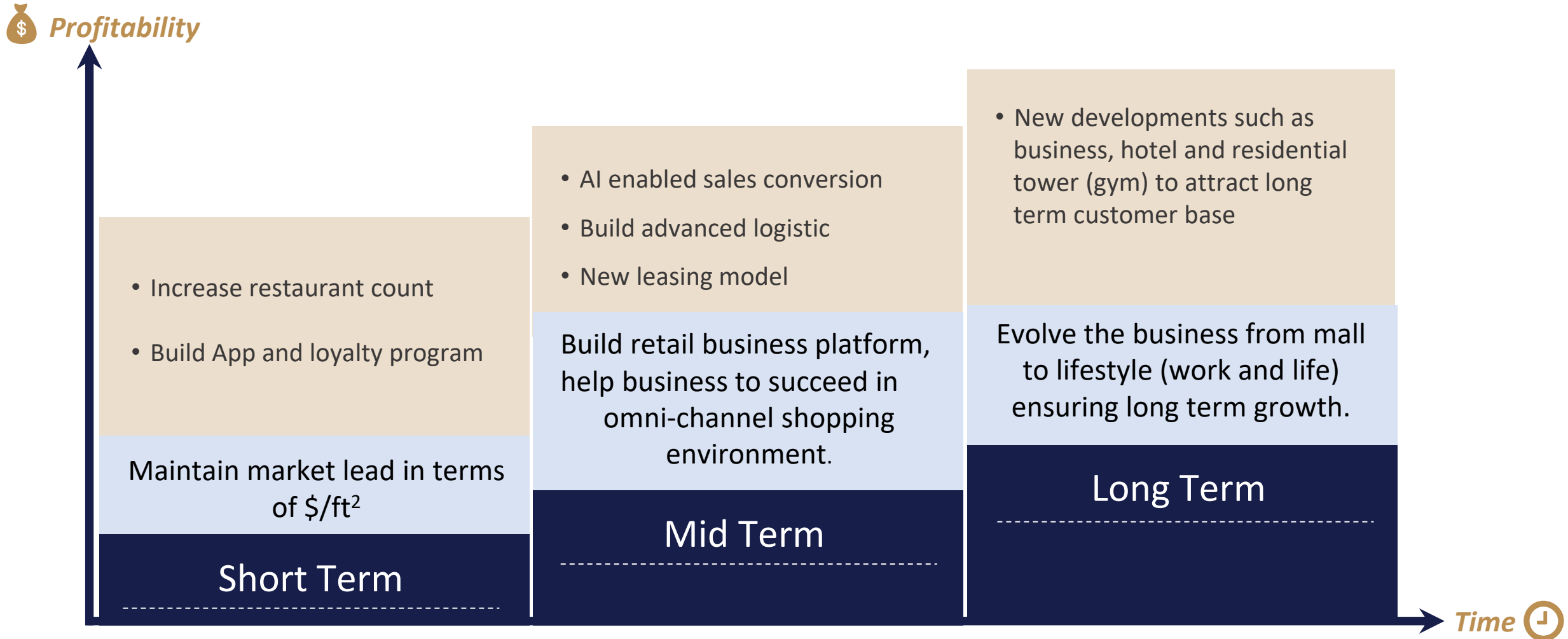
49 restaurants vs. 18 million visitors

## Payment Options



Limited foreign payment method support and non-digital gift cards

# Recommendations





# Questions?

Presented by Team

**Adelaide** 





# Thank you.

Presented by Team

**Adelaide** 

