The Future of Retail: Analytics at the Yorkdale Shopping Centre

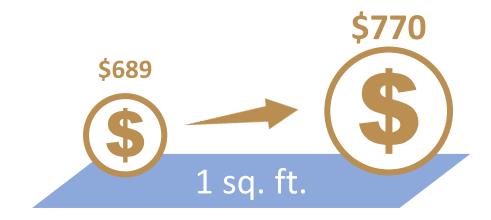
Presented by Team





## Canada Retail Market Overview (2014-2018)

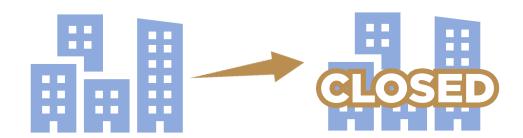
#### Most profitable yet



#### Retail market has been on the rise



#### 14 Major Malls Closed

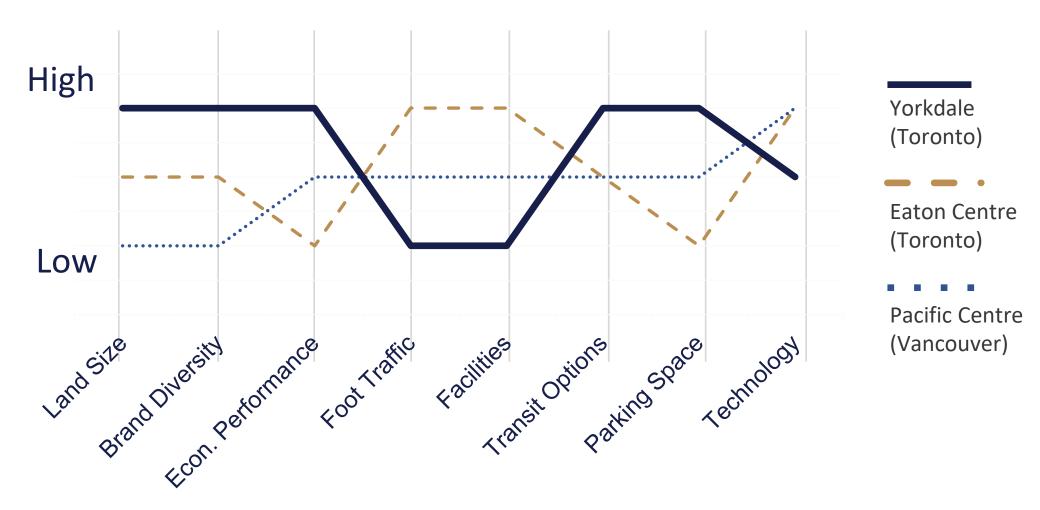


**Customer Behavior/Expectation** 





## 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



- Increase restaurant count
- Build App and loyalty program

Maintain market lead in terms of \$/ft<sup>2</sup>

**Short Term** 

- Al enabled sales conversion
- Build advanced logistic
- New leasing model

Build retail business platform, help business to succeed in omni-channel shopping environment.

Mid Term

 New developments such as business, hotel and residential tower (gym) to attract long term customer base

to lifestyle (work and life) ensuring long term growth.

**Long Term** 





# Questions?

Presented by Team





# Thank you.

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