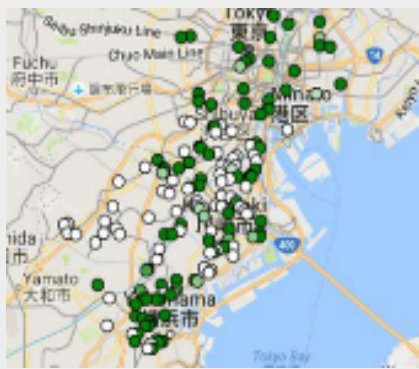


Asian retailer leveraged machine learning to identify 1,000 new profitable locations within 3 weeks

Situation



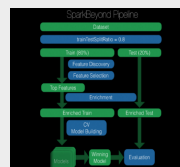
- Asian retailer **seeking to rapidly roll out a new kind of store** building on a 600 strong base of existing stores
- However, **recent store openings had been disappointing**
- They puzzle with **which factors among hundreds really drive profitability**



Unlocking the value



- Used powerful AI-powered research platform** – to create a model that to **extract key performance drivers**
- Input data included e.g. **store data** (profit, labor cost, rental), **overlaid with 150,000 retail store locations** as well as **demographics** (land price, income) and **geospatial data for hundreds of thousands of points of interest**
- Identified drivers that determine** (higher or lower) **store performance**



Ran Machine Learning Feature Discovery Approach

Impact



- Captured a decade of learning in 3 weeks**
- 1,000 new profitable locations identified!**

