

# GEOLYTIX

## RETAIL POINTS

Retailers and their different formats are opening up thick and fast, providing customers with choice. With so many new stores do we all know where the competition is? Supermarket information is available and online for everyone to access but not in one file.

Geolytix work on many projects that start with the foundations being supermarket locations, anyone working with data of any kind knows that the results of any processes can only be as good as the quality of data going in in the first instance.

Retail Points is a database of supermarkets which have been rooftop located and attributed with store name, address including postcode, the Geolytix seamless towns and localities, an open date where known and a four way classification for size band of store. There is no commercial sensitive data included and the data is fully open therefore you can use it in any way you like.

The list of retailers featured in this data is ever growing and below the below table lists the current retailers with specific fascias and number of stores.

Retailer	Fascia	Definition	Number of Stores
Aldi	Aldi		1031
Aldi	Aldi Local		12
Amazon	Amazon Fresh		21
Asda	Asda Superstore		331
Asda	Asda Supermarket		204
Asda	Asda Supercentre		45
Asda	Asda Living		30
Asda	Asda PFS	Petrol Filling Station	18
Asda	Asda Express		478
Booths	Booths		26
Budgens	Budgens		385
Costco	Costco		29
Cook	Cook		105
Dunnes Stores	Dunnes Stores		15
Farmfoods	Farmfoods		351
Heron	Cooltrader		1
Heron	Heron		312
Iceland	Iceland		784
Iceland	The Food Warehouse		188
Lidl	Lidl		1,010
Makro	Makro		26
Marks and Spencer	Marks and Spencer		244
Marks and Spencer	Marks and Spencer BP	BP Garage	281
Marks and Spencer	Marks and Spencer Clothing		1
Marks and Spencer	Marks and Spencer Foodhall		128
Marks and Spencer	Marks and Spencer Food To Go		5
Marks and Spencer	Marks and Spencer Food Outlet		1
Marks and Spencer	Marks and Spencer Hospital		62
Marks and Spencer	Marks and Spencer MSA	Motorway Service Area	50
Marks and Spencer	Marks and Spencer Outlet		31
Marks and Spencer	Marks and Spencer Simply Food		205
Marks and Spencer	Marks and Spencer Travel SF	Travel Simply Food	48
Morrisons	Morrisons		497
Morrisons	Morrisons Daily		1,244
Morrisons	Morrisons Select		4
Planet Organic	Planet Organic		9
Sainsburys	Sainsburys		599
Sainsburys	Sainsburys Local		845
Spar	Eurospar		20
Spar	Eurospar PFS	Petrol Filling Station	54
Spar	Spar		1,765
Spar	Spar PFS	Petrol Filling Station	279
Tesco	Tesco		553
Tesco	Tesco Express		1,904
Tesco	Tesco Express Esso	Esso Garage	195
Tesco	Tesco Extra		257
The Co-operative Group	The Co-operative Food		3,677

The Co-operative Group	The Co-operative Food PFS	Petrol Filling Station	51
Waitrose	Little Waitrose		36
Waitrose	Little Waitrose Shell	Shell Garage	80
Waitrose	Waitrose		282
Waitrose	Waitrose MSA	Motorway Service Area	26
Whole Foods Market	Whole Foods Market		5
<b>TOTAL</b>			<b>18,840</b>

Column	Description
id	10 digit Geolytix Unique Identifier prefixed with 101
retailer	Name of the retailer
fascia	Name 'above the door'
store_name	Name of the store as shown on the retailer website
add_one	Address line one
add_two	Address line two
town	Geolytix town the store is located within
suburb	Geolytix suburb the store is located within
postcode	Full postcode of the store (Royal Mail formatted)
long_wgs	Longitude projection of the store in WGS84
lat_wgs	Latitude projection of the store in WGS84
bng_e	Easting projection in British National Grid
bng_n	Northing projection in British National Grid
pqi	Postcode Quality Indicator: PQI 1 – Rooftop geocoded by Geolytix PQI 2 – Rooftop geocoded by third party PQI 3 – Postcode geocoded
open_date	The date the store opened where known (YYYYMMDD, 99 if unknown day or month)
size_band	Four way classification for size band of store: <b>A</b> – Less than 3,013 ft <sup>2</sup> (280 m <sup>2</sup> ) C-Store with unlimited Sunday hours in England and Wales. <b>B</b> – 3,013 to 15,069 ft <sup>2</sup> (280 m <sup>2</sup> to 1,400 m <sup>2</sup> ) Mid-sized grocer as defined by the CMA. Restricted Sunday hours, typically the large majority is food. <b>C</b> – 15,069 to 30,138 ft <sup>2</sup> (1,400 to 2,800 m <sup>2</sup> ) Large supermarkets as defined by the CMA. Typical 'large' supermarket with GM and fashion offer. <b>D</b> – 30,138+ ft <sup>2</sup> (2,800+ m <sup>2</sup> ) Also large as classified by the CMA. This is a Geolytix arbitrary banding to equate roughly to a hypermarket, typically with significant clothing and GM departments and large free car park.
county	Geolytix county the store is located within