GEO Statistical Expansion

"Raken delivered a far more accurate expansion model which helped us evolve from gut feelings to data driven decisions"

Expansion Director

CHALLENGE

Identify "macro" expansion areas (e.g., neighborhoods for prospecting purposes) and predict the sales potential of "micro", geo-located, specific locations

Applies to own POS, new clients, as well as coffee machines, ATMs, etc.,

Macro: Understand environmental variables driving successful performance

Micro: Identify "Mirror locations" to infer sales potential

Deliverables

Macro

Micro

RESULTS

+15 to 20 p.p. Increased accuracy