Predictive Analytics in Marketing & Retailings

GeoMarketing: the Benefits of Adding The “Where” Factor to Retail
Overview

Galileo SAS
- Founded in 2001
- Offices:
  - New York
  - Paris
  - Brussels

Market Partners
- SAP Business Objects
- IBM Cognos
- Esri
- Microsoft
- Navteq

Clients
- 50,000 users
- Selected customers:
  - Heineken
  - European Commission
  - Carrefour
  - Autodesk
  - Total

The Galileo Value Proposition – Delivering the “Where” Factor

Innovative location intelligence solutions for superior business analytics
+ connects directly to enterprise applications
+ maps multiple and large-scale datasets
+ applies spatial processing
= enhance data visualization, reporting and predictive analytics
Case Study: Geo-Marketing and Predictive Analytics at Carrefour

Who is Carrefour?
- World leader in distribution and owns over 15,000 stores, either company-operated or franchises.
- Grocery store formats: hyper-markets, supermarkets, hard-discount stores, and convenience stores.
- 33 countries, 475,000+ employees, Revenues of 107 billion euros in 2011

What is Geo-Marketing?
- Integration of geographical intelligence into various aspects of marketing, including sales and distribution.
- Analysis and interrogation of data at various layers: base map, data layers, consumer profiling, success/fail criteria.
- Has a direct impact on the development of modern trade and the reorganization of retail types.
Carrefour’s Geo-Dashboard Solution

- Carrefour has three goals and objectives for Location Intelligence effort
  1. Guide expansion of the retail presence across countries
  2. Monitor store performance against forecasted sales
  3. Improve direct marketing efforts and return on investment

- Launched June 2010, in France, Belgium, Spain, Greece, Taiwan and China.

- Single location, predictive layer integrating rich spatial data (GIS) and business intelligence data
  - Multiple spatial data combined with an intelligent map viewer
  - Configured for various user types: security, visibility, data sources, consumption needs; report type
  - Easy to use for non literate GIS users
How Carrefour achieves their business goals & objectives with Galigeo’s solution

**Site Selection**

**Data Sets**
- Demographics & profiles
- Vertical market-specific

**Actions**
- Defines potential market
- Defines where to set up new stores

**Marketing**

**Data Sets**
- CRM
- Data mining

**Actions**
- Campaigns
- Customer acquisition

**Store Performance**

**Data Sets**
- Performance Data / BI
- Store, Customers, Products

**Actions**
- Monitors Target vs. Actual
- Analyzes and Reports
Site Selection: Measuring the potential of the Retail Trade Area
Site Selection: Interrogating additional data leads to refinement of the RTA boundaries
Store Performance: BI “reports” moved from crosstabs to maps bring “Where” to life
Store Performance: Location Intelligence with visualization rapidly synthesizes combinations
Market Action: Leverage Location Intelligence to predict marketing campaign outcomes
Results

1. Tools in the hands of decision-makers to respond to changing business dynamics

2. Added the "where" factor to its analysis methodology

3. Enables new data sets to support outcomes based analysis and predictive modeling
End