



Qlik for Retail Site Selection

Select new locations and invest in the right store upgrades

Challenge

Location matters, which is particularly true in the retail industry. Brick and mortar retail is under pressure due to the rise of digital commerce, and the role of the physical store is transforming into more than just a sales channel. As a result, decisions are made regarding retail site selection, development, and upgrading the existing store footprint are more important than ever. A myriad of factors like drive time, demographics, cannibalization, and lease terms impact retail site selection, while complex cost benefit analysis impact store upgrade and refacing decisions. The challenge is clear, the opportunity is to optimize the physical store footprint increasing sales and protecting profits.

Solution

Qlik and the partner community have built a number of 'Qlik Apps' to address and demonstrate capabilities related to this solution area. *Qlik Retail Site Selection & Development* apps allow business users to make faster and better informed decisions by allowing them to:

- Uncover relationships using geo-location mapping to overlay current sales trends and traffic patterns across the brick and mortar footprint.
- Connect customer demographics and key store attributes, like drive time, to determine optimal new store site locations
- Perform a cost benefit analysis for delivering upgrades in the existing store footprint vs. expanding into a new retail site location
- Identify appropriate sites before the competition, and negotiate better leases through the presentation of objective and correct data.

Benefits

Some of the customers benefiting from deepened insights and enriched analysis:

- **Sportson**, a leading Nordic Bike franchise, leverages Qlik to analyze large amounts of internal and external data sources, to make better decisions on expansion of new shops finding the best suitable locations.
- **A Leading Telecom Operator** employs Qlik to determine the effectiveness of their retail site selection program, also taking into account cell id and all shops serving their customer base.
- **The number one premium truck OEM** combines telematics data and GeoAnalytics to perform best practice customer service – including dealer and workshop catchment areas using Qlik.

About Qlik

Qlik is the leading Data Discovery platform, delivering true self-service BI that empowers the business user by driving innovative decision-making. Contact your Qlik representative to schedule a discussion and live demonstration related to this solution area.

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Example:

Self service visualization of store clusters, and the demographics of shoppers within a cluster.



Example:

A self service visualization Qlik app designed for retail store site selection, factoring in competition and drive time.

