CARTO for Retail Site Selection

"Unlock the Power of Spatial Analysis"

CARTO's Site Selection technology for retail offers users an easy to use application for exploring new locations and managing existing sites.

CARTO for Site Selection, brought to you by Liveli is an out-of-the-box platform which allows business users to view their current site locations, understand the demographics of their customers at these locations and analyse whitespace or greenfield opportunities for new sites.

By connecting client data with CARTO, users can run in depth analytics on location performance to predict store revenues, explore white space scenarios, analyse trade areas, or carry out twin area analysis.

Site Selection:
Where should we expand?

Site Monitoring:
How are my stores performing?

Revenue Prediction:
What are expected revenues from this new location?

☑ **Twin Area Analysis**

Perform a comparison search to **pinpoint new territories** based on an existing retailer performance.

☑ **Whitespace Analysis**

Filter & fine-tune optimal zones by **custom machine learning models.**

☑ **New Site Simulation**

Predict a new store's potential based on **data science** to forecast the revenue potential for new locations.

Twin Area Analysis

**Identify performant areas in new territories based on retailer performance in similar locations.**

- Go beyond simple business intelligence maps of sales by store and use sophisticated analytical models to predict where the next big opportunity is for your brick and mortar operations, considering recent consumer behavior.

- Bring together your existing internal data with external data streams to predict revenues at new or existing sites, using data such as foot traffic, credit card transactions and weather.

- Share insights on predicted store performance in an intuitive solution which non-technical teams find easy to use, whether it's Real Estate, Operations, Strategy or Marketing.
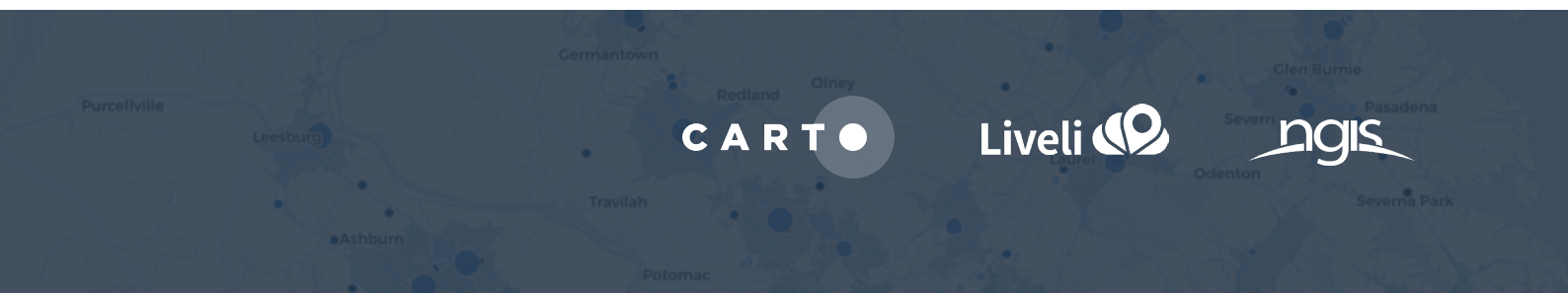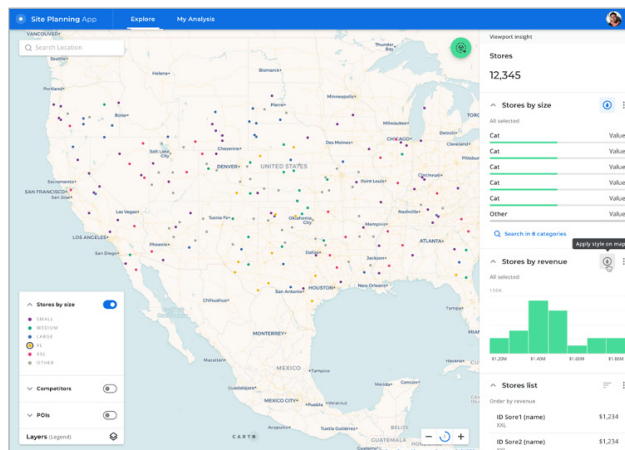
Whitespace Analysis

Explore expansion opportunities in the target territory where key business indicators are favourable.

- Your "instinct" can't always tell you where the next big opportunity is, but our whitespace analysis can, avoiding cannibalisation and ensuring omnichannel efficiencies.
- Visualise store catchment/trade areas to understand where your key segments of customers are in relation to your store network and competitor locations.
- Pinpoint key target locations for expansion, in existing territories or new ones (using CARTO's Spatial Data Catalog to power your decisions).
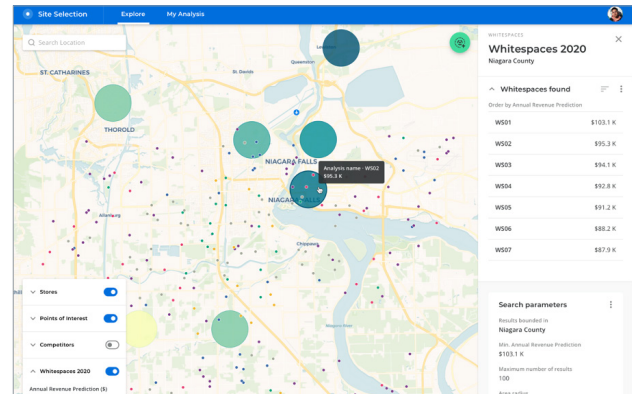
New Store Simulation

Predict a new store or branch's potential based on modeling revenue predictions from existing top performing stores.

- With consumer behavior changing faster than ever, retailers can no longer depend on out-of-date census data to drive decisions - particularly post-pandemic. With access to more than 12,000 datasets, ensure you keep your finger on the pulse - whether it's POIs, social media sentiment; traffic data or demographics.
- Visualise your assets in relation to competitors, ensuring you identify new trends and opportunities before others do.
- Avoid making expensive site selection mistakes, and save millions of dollars in the process.

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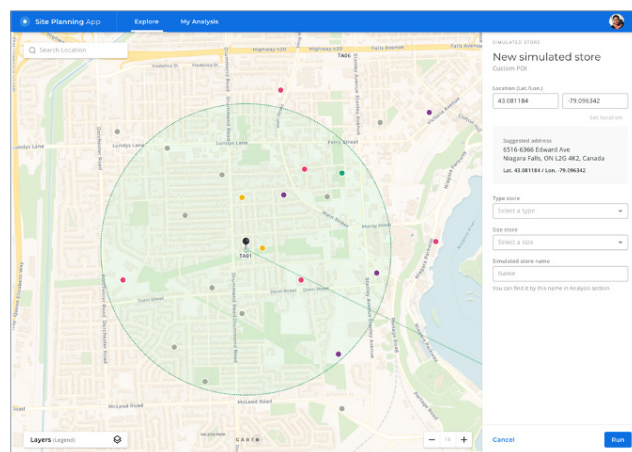
Whether you're a retailer optimising brick and mortar stores for omnichannel; a commercial real estate firm selecting new shared workspaces; a healthcare company expanding dental clinics or a private equity firm trying to gauge market potential in the screening process, our site selection solutions provide the insights you need.

Quick Service Restaurants

Drop-off / Pick-up Points & Lockers

Distribution Centers

Supermarkets

EV Charging Points

Shopping Malls & Centers

Apparel & Fashion

Showrooms

Ghost Kitchens & Stores

Let's talk about your retail expansion project

Liveli is at the forefront of mapping product technology, with eight years in the game we can help you with your mapping related query. Do you have a project you'd like to discuss with our Google or CARTO team?

We would love to hear from you.

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