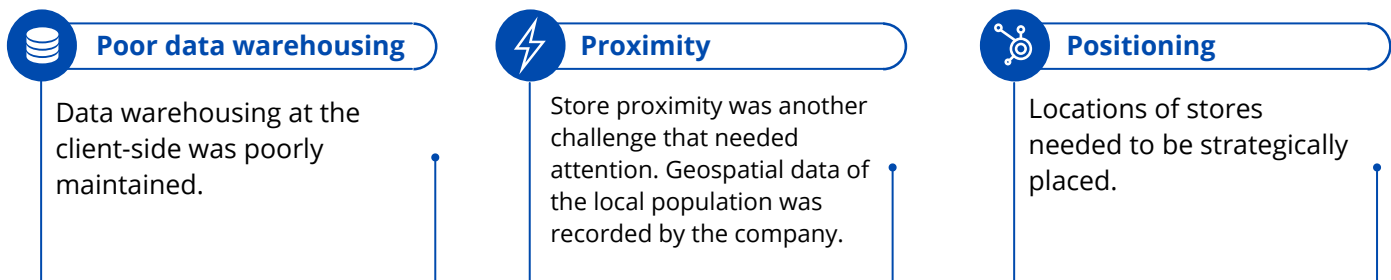


RUSSIA'S LARGEST RETAIL CHAIN LEVERAGES DATA ANALYTICS TO DRIVE EXPANSION

Learn how **Algoscale** aided the client in gaining insights and taking strategic decisions to determine the optimal location for opening new stores using geospatial data.

Industry Challenges

With its high-growth, unique hypermarket strategy, the client wanted to know how they might use the ten-year historical data they had accumulated. Algoscale left no stone unturned in gathering and delivering relevant data, allowing the client to make strategic decisions such as determining the optimal location for opening new stores to fuel the company's growth.



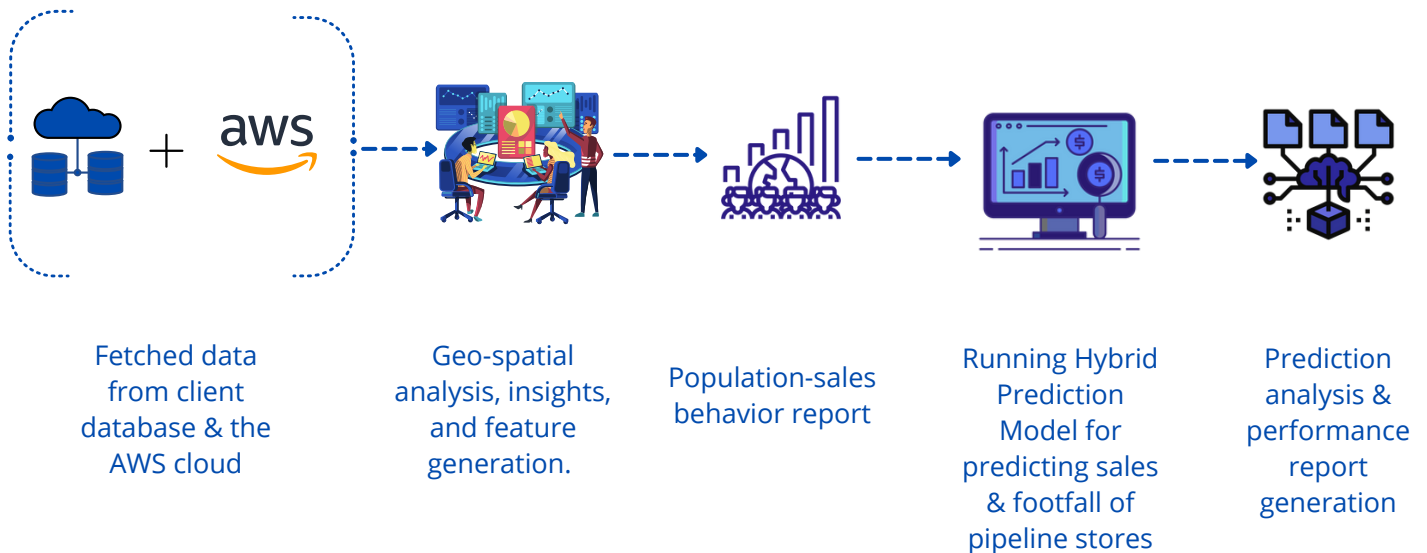
Problem Statement

To leverage data analytics and enable the hypermarket chain to predict sales for pipeline stores across Russia using geospatial data.

Our Solution

- We began by retrieving information from the client database and the AWS cloud. While recording data, a protocol was implemented that involved the introduction of a new data nomenclature system as well as constant data quality assurance.
- Geospatial analysis was performed pre-processing multiple data sources, the results of which were drawn out of the location-mapped population-catchment data. Competitor's store locations were also considered to avoid cannibalism.
- For predicting sales and footfall of pipeline stores, a Hybrid Prediction Model was run and population-sales behavior reports were created to acquire insights into store preferences of diverse economic groups.

Technology



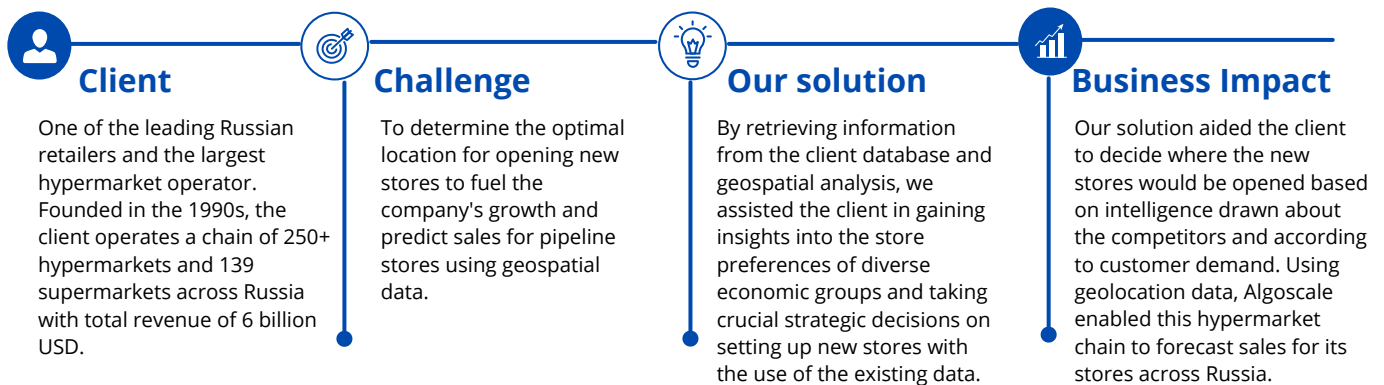
Tech Stack



Business Impact

- The heatmaps of the catchment area provided the relevant details about areas where customers were declining and where new customers could be found.
- Our solution provided unprecedented insight into store performance, resulting in a drop in inter-store cannibalism and an increase in new cardholders for new stores.
- Based on population-mapped catchment and cannibal data, the client was aided with the ability to locate new stores and the geospatial analysis enabled sales forecast for pipeline stores across Russia.

Case Study: To Open New Stores/ Russia's Largest Retail Chain Leverages Data Analytics to Drive Expansion



WE ❤️ DATA

Algoscale is a Data consulting company covering data engineering, applied AI, data science, & product engineering. Established in 2014, we have helped wide range of organizations from start-ups to Fortune 100 companies ingest and store enormous amounts of raw data in order to translate it into actionable insights for better decision-making and faster business value. To know more, visit: <https://algoscale.com/>

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