

# A Brave New World

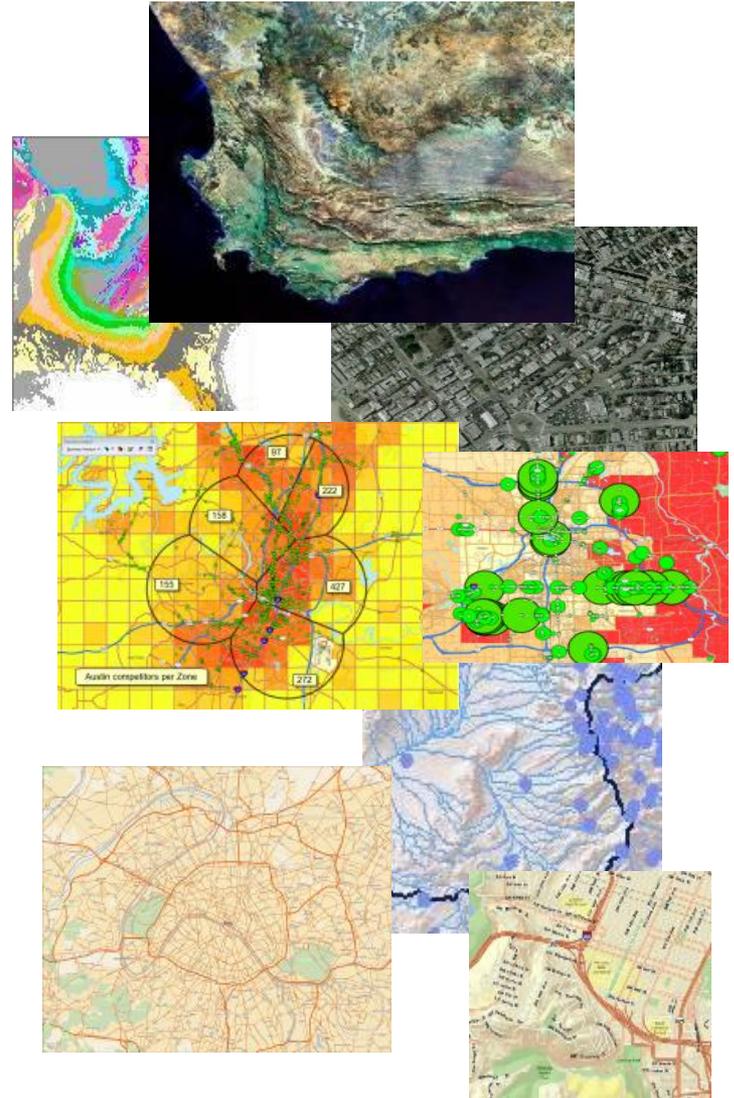
The Impact of Location Analytics, Big Data  
and Multi-channel on the retail market

Graham Wallace

18<sup>th</sup> October 2013

# Outline

- The recent past
- Current reality
- What the analysts think
- Big data
- Social media
- Multi-channel
- Location analytics
- A Brave New World



# The recent past

- New stores / refits
- Capex modelling
- Catchment analysis
- Demographic profiling
- Demand modelling
- Space allocation
- Space productivity
- Competitor space allocation
- Sale & leaseback options



# The current reality

- Consumer disposable income
- Tesco sells landbank
- - £800m write down
- Overbuilt = Overexposed
- Omni-channel – capex
- Retail concentration
- Retail as theatre / leisure
- High streets to homes



# Analysts and Journalists

Market polarisation  
- Commodity  
- Luxury

Mobile and  
Big Data

Analytics  
- Diagnostic  
- Predictive

Omni-channel

Social media

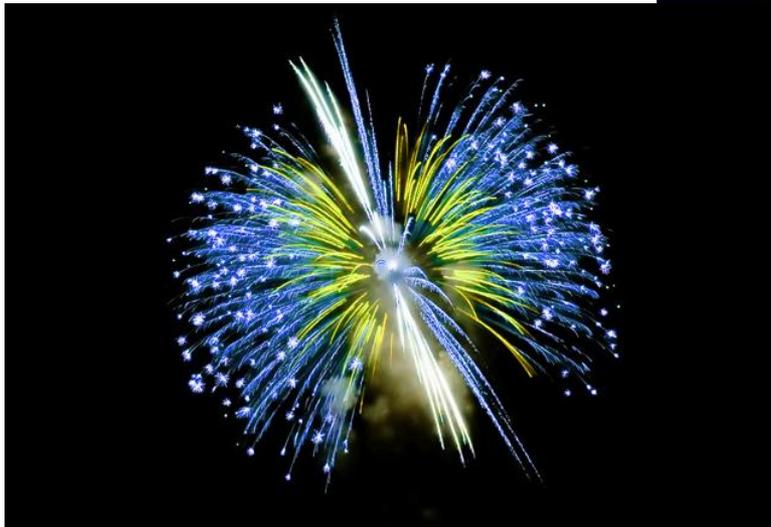
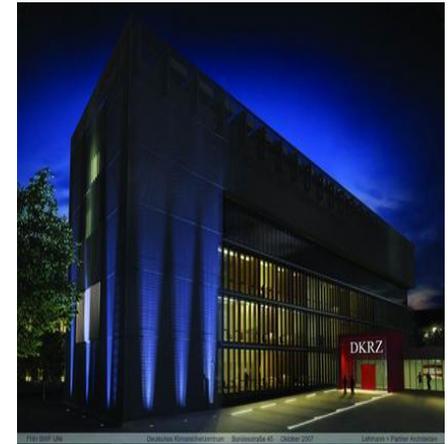


# Big data

- Mobile data / apps
- Data store proliferation
- Internet of things
- Patterns / trends
- Less is more?
- Data currency - Metadata

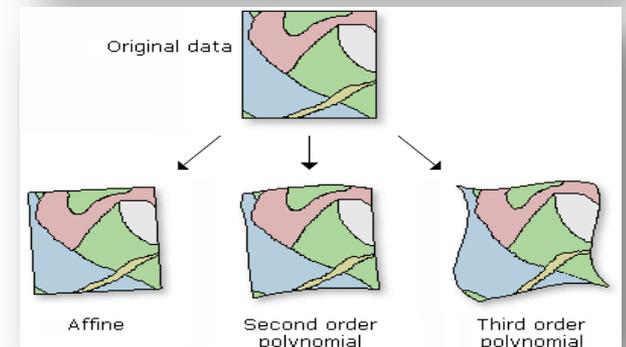
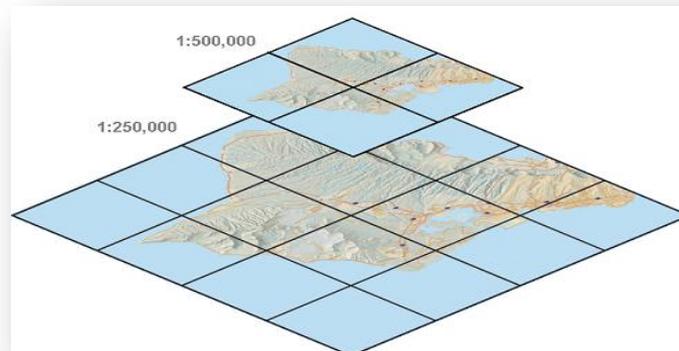
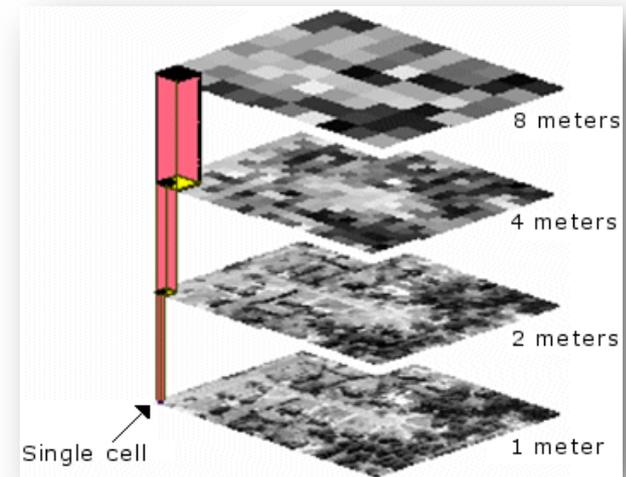
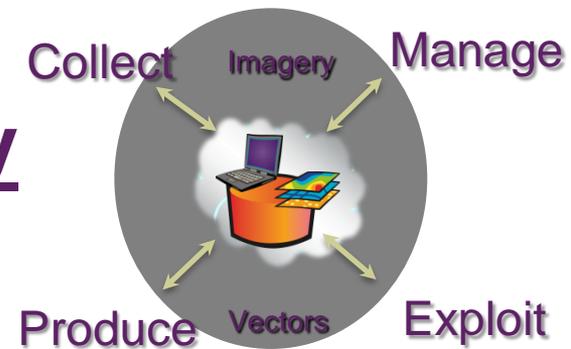


# Big Data management – challenges in many fields



# Big Data Management - Imagery

- Convert to consistent format
- Compress to reduce storage space
- Map snap to base topography – Geo-referencing
- Project to standard co-ordinate system
- Load into database
- Apply performance metrics
- Identify exceptions
- Analyse / report issues
- Apply revised data to applications



# Social media

- Unstructured data
- Hadoop
- Loyalty
- Crowd-sourcing
- Predictive analytics
  - Sales prediction
  - Trend analysis
- Customer complaints



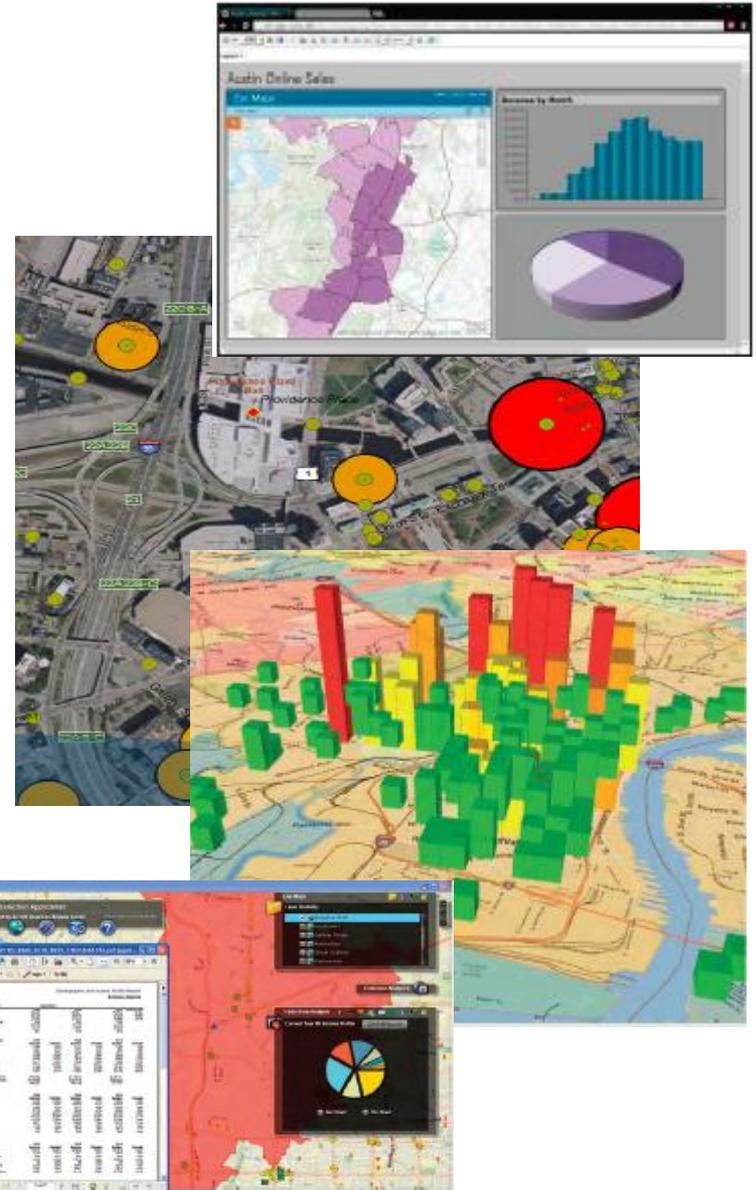
# Multi channel

- Mobile diversity
- Mobile apps
- Data sharing & privacy
- Mobile everything
- Mobile BI
- Smart Machines



# Location Analytics

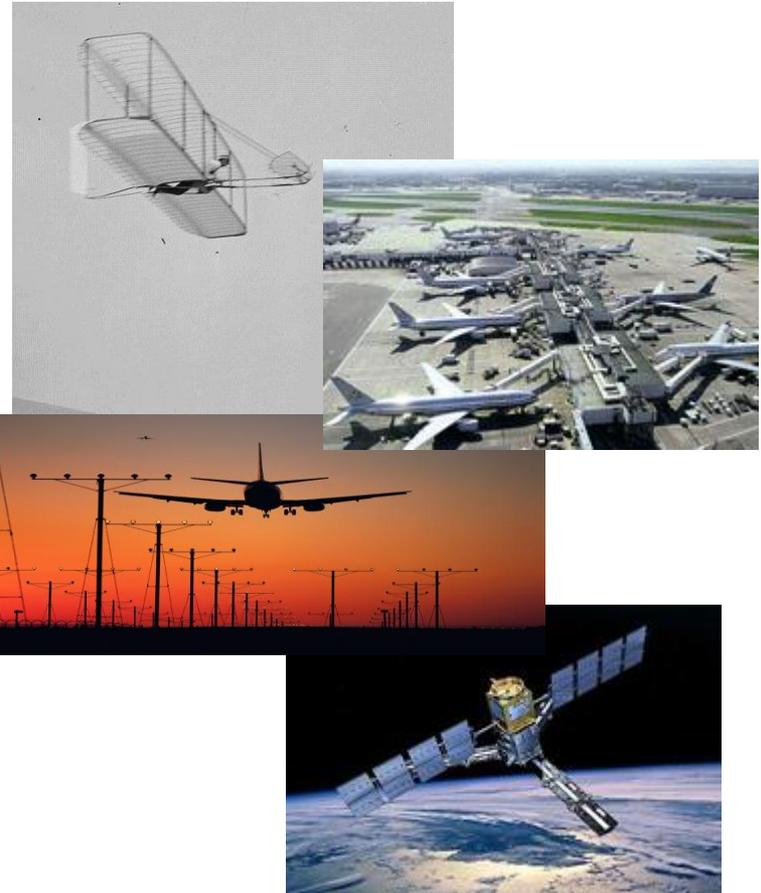
- Visualisation
- Data to Maps - Maps to Data
- Data sharing & privacy
- Hybrid cloud
- Mobile BI
- Smart Machines



# What does it all mean?

# Pioneers of Flight: Orville & Wilbur Wright

- Analysis
- Measurement
- Testing & modelling
- New ways of doing things
  - New materials
  - Construction
  - Steering



**Power / weight / wing shape / modelling / materials**

# How retailers make money....

- Customer focus
- Supply chain
- Take the store to the customer
- Capex prioritisation
- GMROS and cashflow
- Agile
- **VALUE ADD**



# Some new dimensions

- Show-rooming
- Pinterest
- Supply chain – Risk v Lean
- BIM
- Mobile payment – Weve
- On-line banking
- Carbon tracking & emissions



*Pinterest*



WEVE

egg

# The implications of new business models

- Amazon
- Plan A
- Schwopping
  - Subscription Services
  - New types of loyalty schemes
- Insights from other industries
  - Hospitality
  - Insurance
  - Facebook
  - Telecoms
  - Call centres

YOUR M&S



TESCO

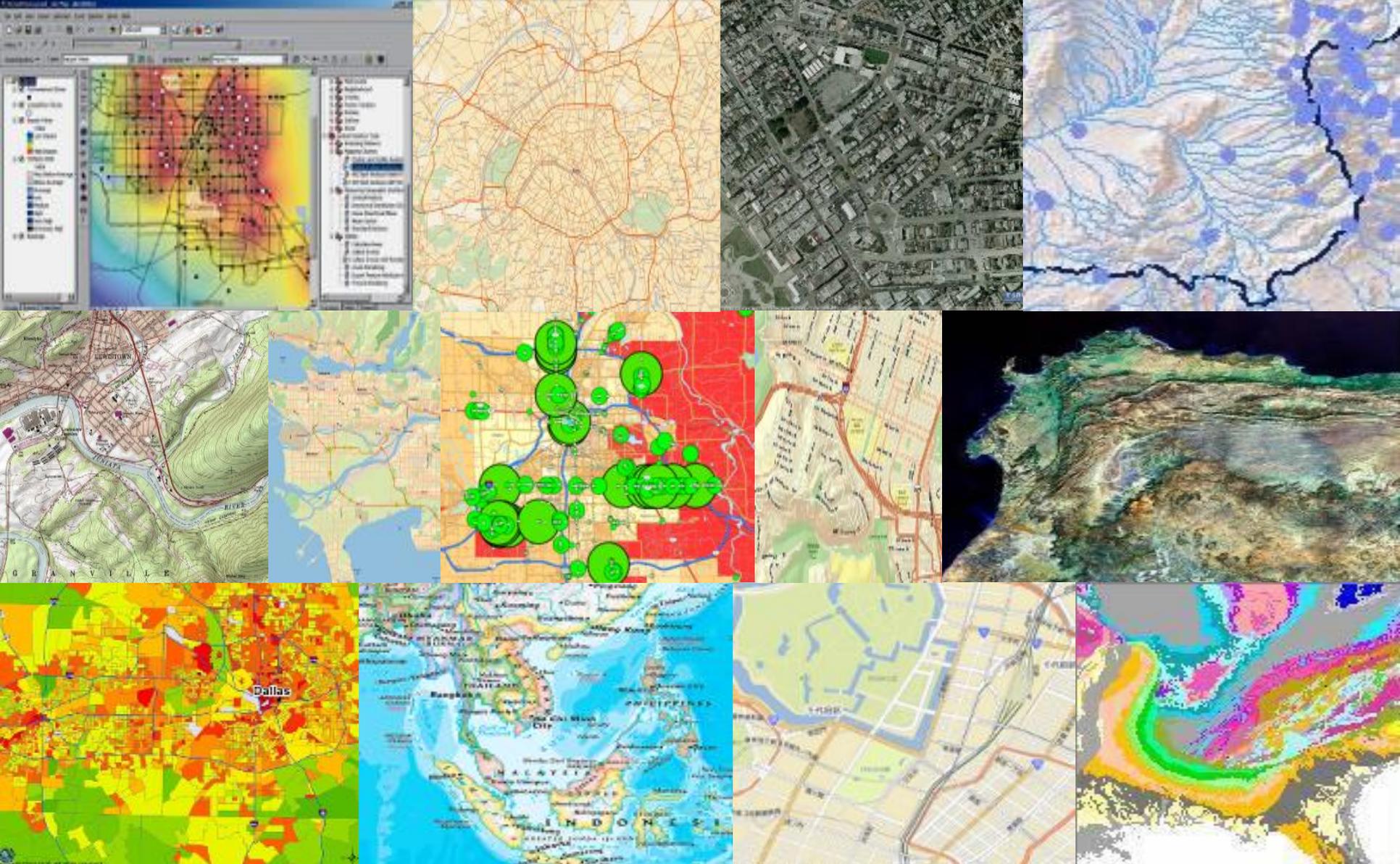


# A Brave New World



- Self-serve
- Collaboration
- Context
- Forecasting
- Integration
- Visualisation





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