

Business Domain

GIS and Geospatial

Project Type

Spatial Data Collection
and Analysis

Precise Geofencing Improves Retail Business with Shoppers' Behavior Analysis Inside Malls and on the Streets

Client

The Client is an award-winning Big Data and AI company from the UK. Their innovative SaaS products for retail, finance, and real estate help non-technical specialists manage technical tasks with ease and use technology without being an expert.

Project

Geofencing and analysis of retail venues and territories. The Offshore Dedicated Team® (ODT) was formed to mark the boundaries on a map and to determine the attributes. The achieved data later was used to analyze users' behavior within the boundaries.

Objective

The Client provides marketing analysis services in different sectors, including retail. The important part of the Client's platform is measuring store boundaries. For accurate analysis, it's crucial to collect spatially precise measurements of buildings and individual rooms.

Team Reinforcement

The ODT was established to create very precise geographic boundaries of stores with a specific set of attributes. They executed the project flawlessly and on time. The results of the collaboration were incorporated into the software complex that implemented all the product requirements.

Challenge

There are valuable insights buried deep in data, but it's not obvious how to reach them to anyone except for data scientists. For this reason, the Client has built the analytics tool, which helps users explore and discover trends hidden in their data by asking questions they want answered.

The Client needed data that could not be purchased or licensed. Collecting such data required a lot of qualified spatial analysts' work.

Since the Client is a software product development company, they had no expertise or resources in the spatial analytics domain.

Quick Facts

- ✓ Over 60,000 objects were geofenced
- ✓ The data collection was performed in Europe, North America, and the Middle East
- ✓ The Client was able to concentrate on the product development, not spatial analytics

Technologies

QGIS/ PostGIS

Solution

★ 01

The Client was able to start the new product that allowed malls and shopping streets to collect statistical data and improve their businesses.

★ 02

The developed solution is unique and brings a new vision to analyzing people's interactions and movements inside malls and on shopping streets.

★ 03

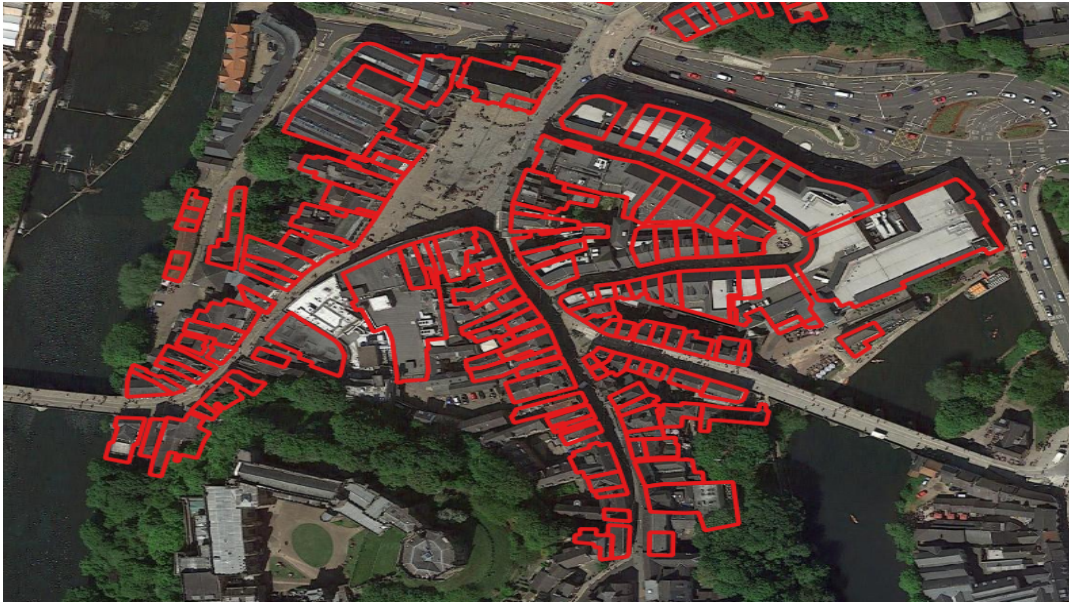
A set of customers started to use the prototype of the solution from the very beginning. Their feedback was essential for immediate improvements.

★ 04

Due to data-driven and agile approaches, the ODT was capable of handling the task quickly and efficiently.

★ 05

The ODT helped the Client to start rapidly and produce quick results in a shorter time than was expected.



Client Reference



Thanks to the Intetics team's expertise, the accuracy of analytics and forecasting was increased by 18%. Proper data collection allowed us to reach an accuracy even higher than the planned level.

CTO

Benefits and Results

- ★ With the data gathered by Intetics engineers, the Client's model reached the required level of analysis and forecast accuracy.
- ★ The Client has successfully launched the analytics platform.
- ★ The predictable monthly output allows for faster scaling to the new markets.
- ★ It took only 6 months from the start of the collaboration to the launch of a beta version of the service.