# Delivering competitor location insight with Alteryx: use case visual submission

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Sainsbury's Property Analytics & Insight

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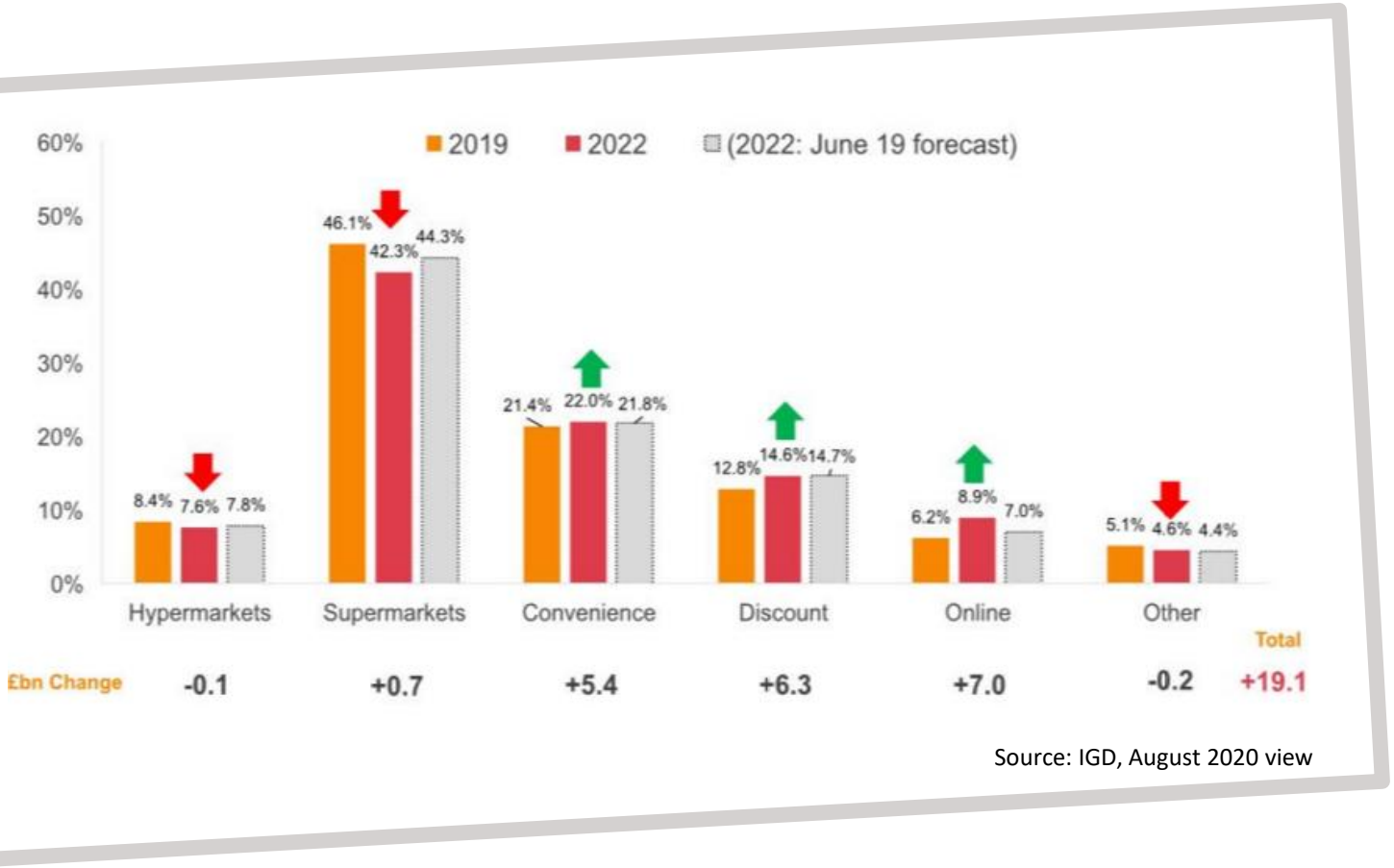
# The role of Property




Source: IGD, August 2020 view

**Large percentage of grocery sales forecast from Bricks and Mortar**

***Physical infrastructure still key to online***

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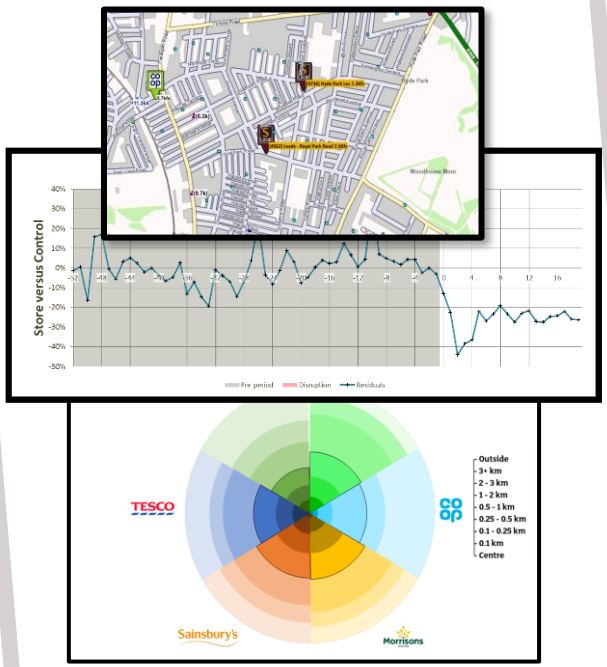
# Property Analytics & Insight

## Competitor & Market Insight




## Location Planning & Strategy Support

## Ad-hoc spatial analytics

**1** Track UK grocery store network

**2** Measure competitor impacts

**3** How store networks drive performance

**4** Property insight requirements

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# The Challenge

Track UK grocery store network

Measure competitor impacts

80%

*Can you tell us how Operator X's opening programme is impacting us vs our competitors?*

How store networks drive performance

Property insight requirements

20%

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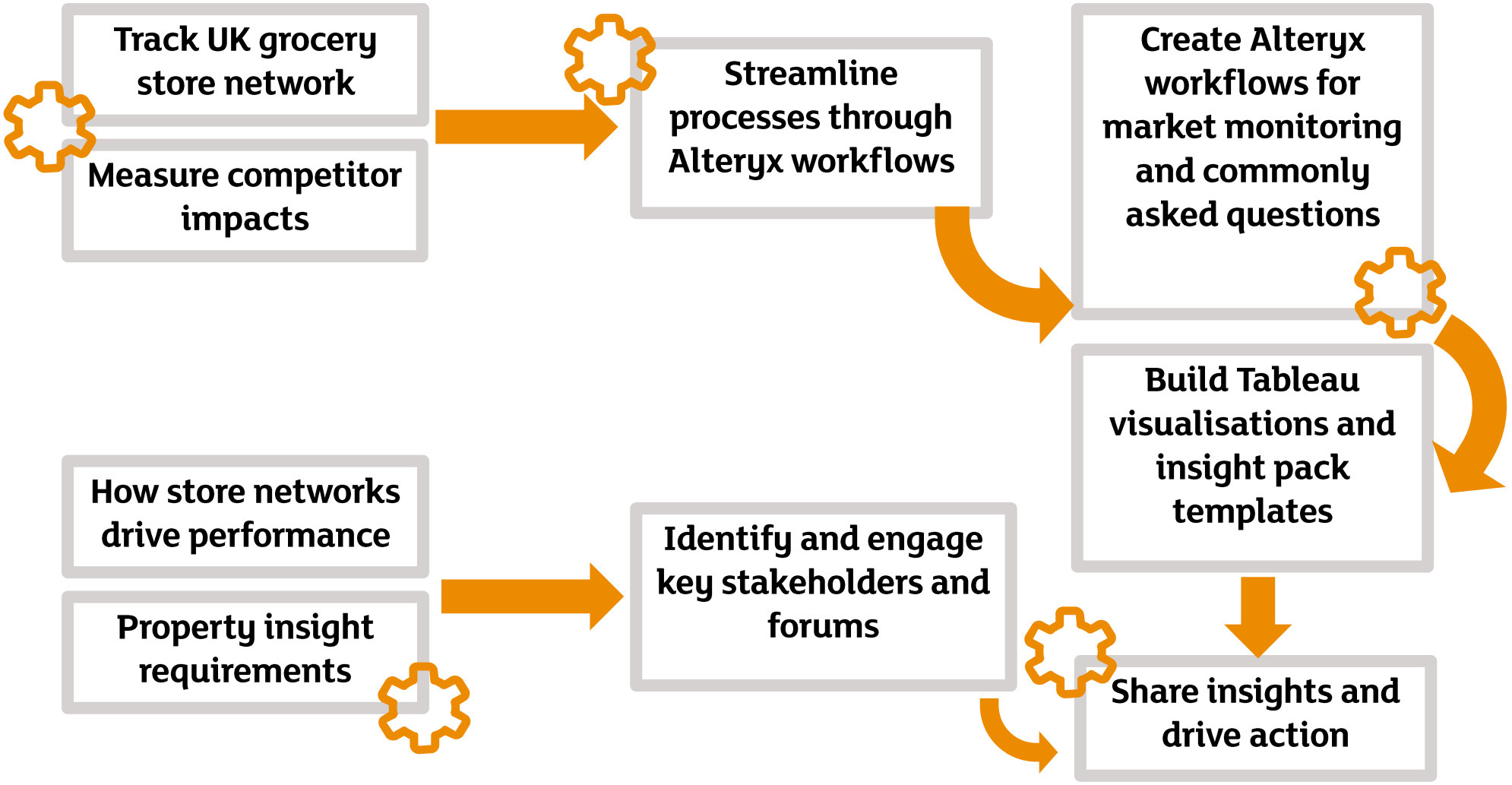
# The Solution

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# The Challenge

Track UK grocery store network

Measure competitor impacts

→ 20%

How store networks drive performance

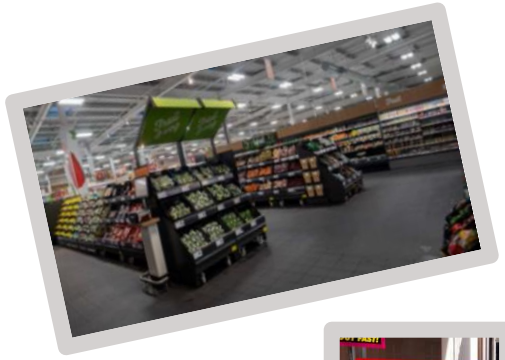
Property insight requirements

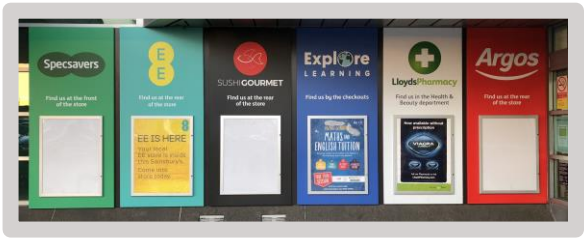
→ 80%

Customer Trading Forum (Six monthly)

Property Leadership Group (Quarterly)

20+ Additional Forums/Teams





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# Output Example: Periodic Insight Pack

**Impact**

Team: Ability to produce update with 1-2 hour turnaround

Business: Understand extent of market challenges

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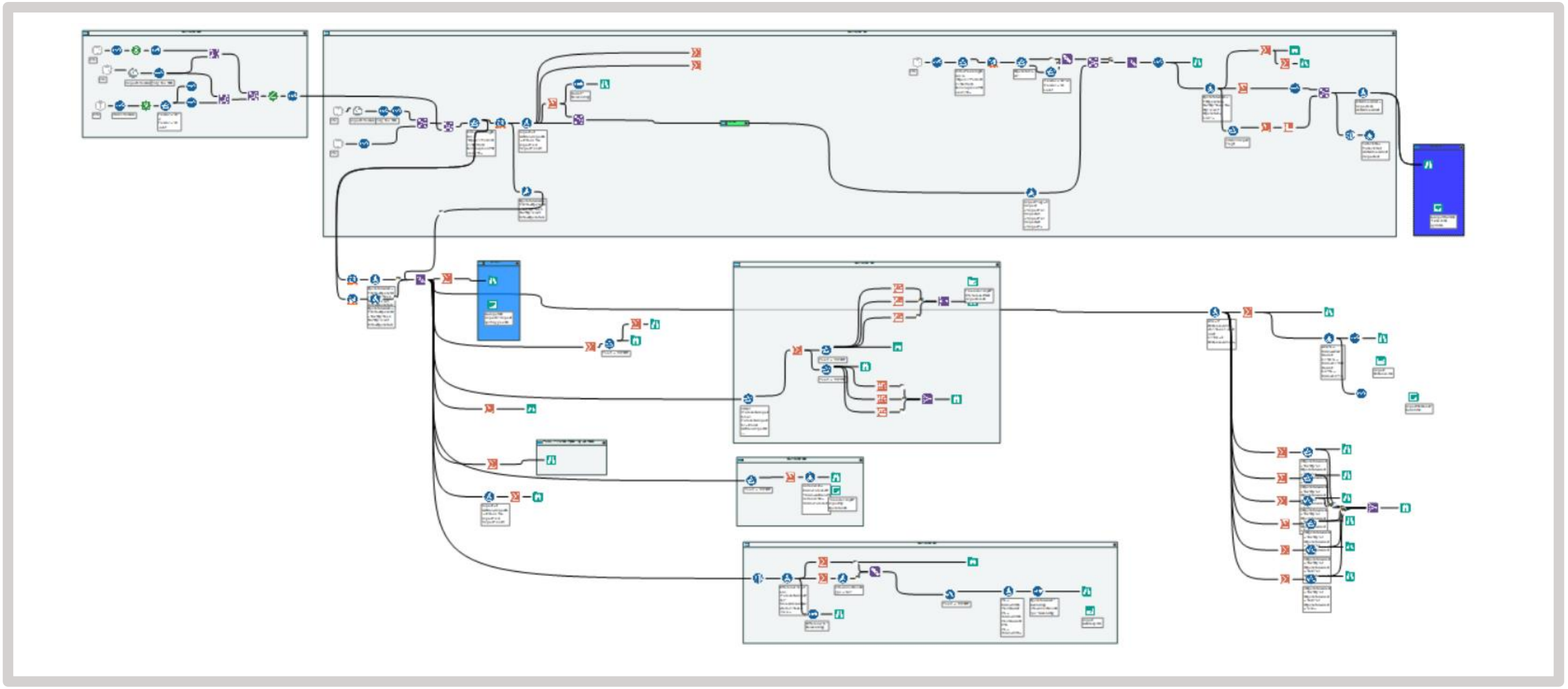
# Workflow Example: Annual Impact Update



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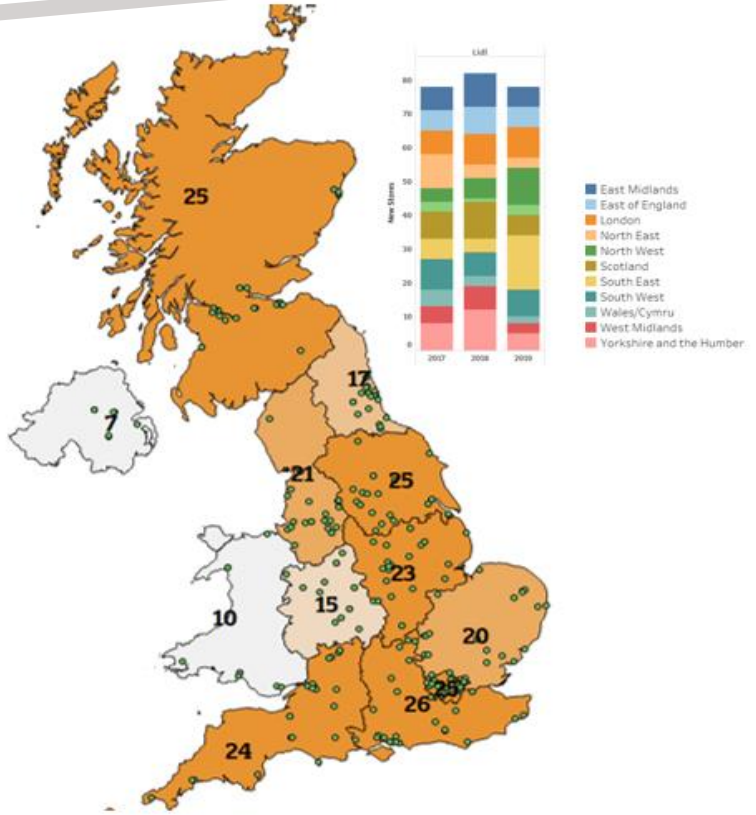
# Output Example: Annual Impact Update

**Impact**

Team: Complete summary of yearly measurements

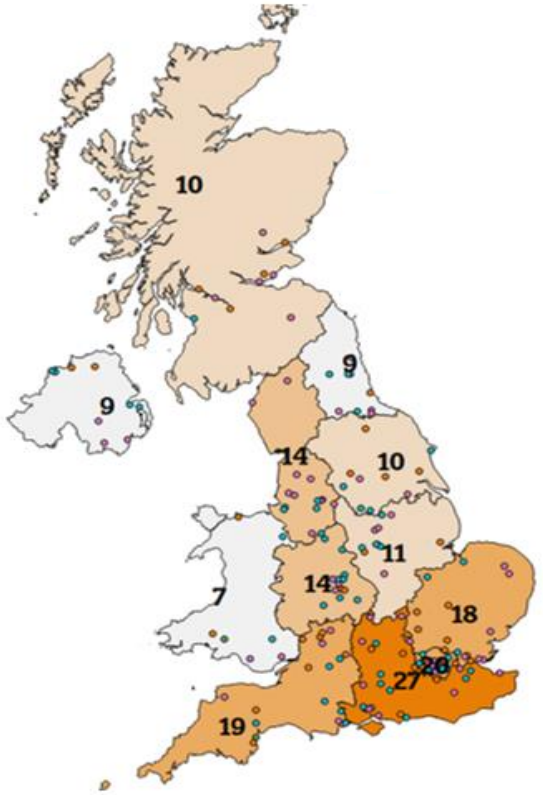
Business: Understand how accurately we predict market challenges to improve this process

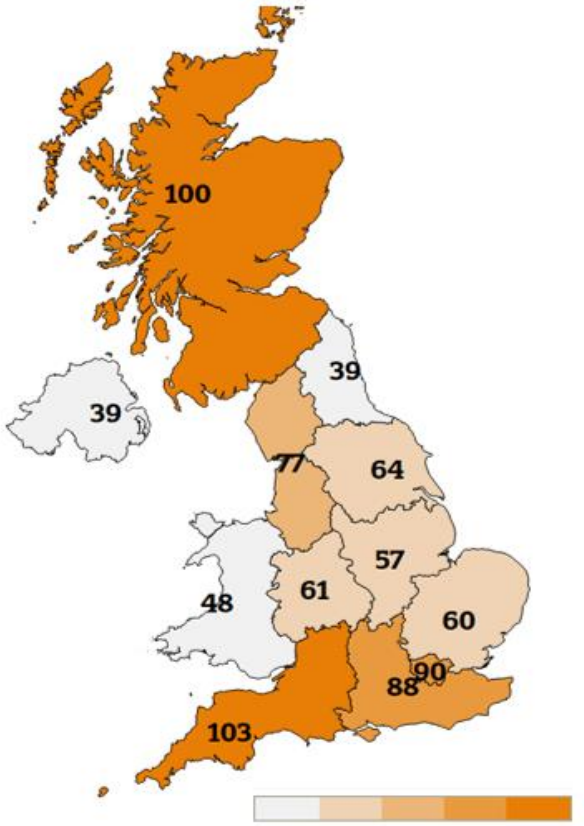
# Output Example: Visualising Estate Activity










**Impact**

Team: Easy to create and update spatial view

Business: Quickly understand competitive regional picture to shape local interventions

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# Output Example: Maximising Impact of Customer Insight

**Impact**

Team: Bespoke dashboard 5mins to run

Business: Reduce customer disruption at Property level

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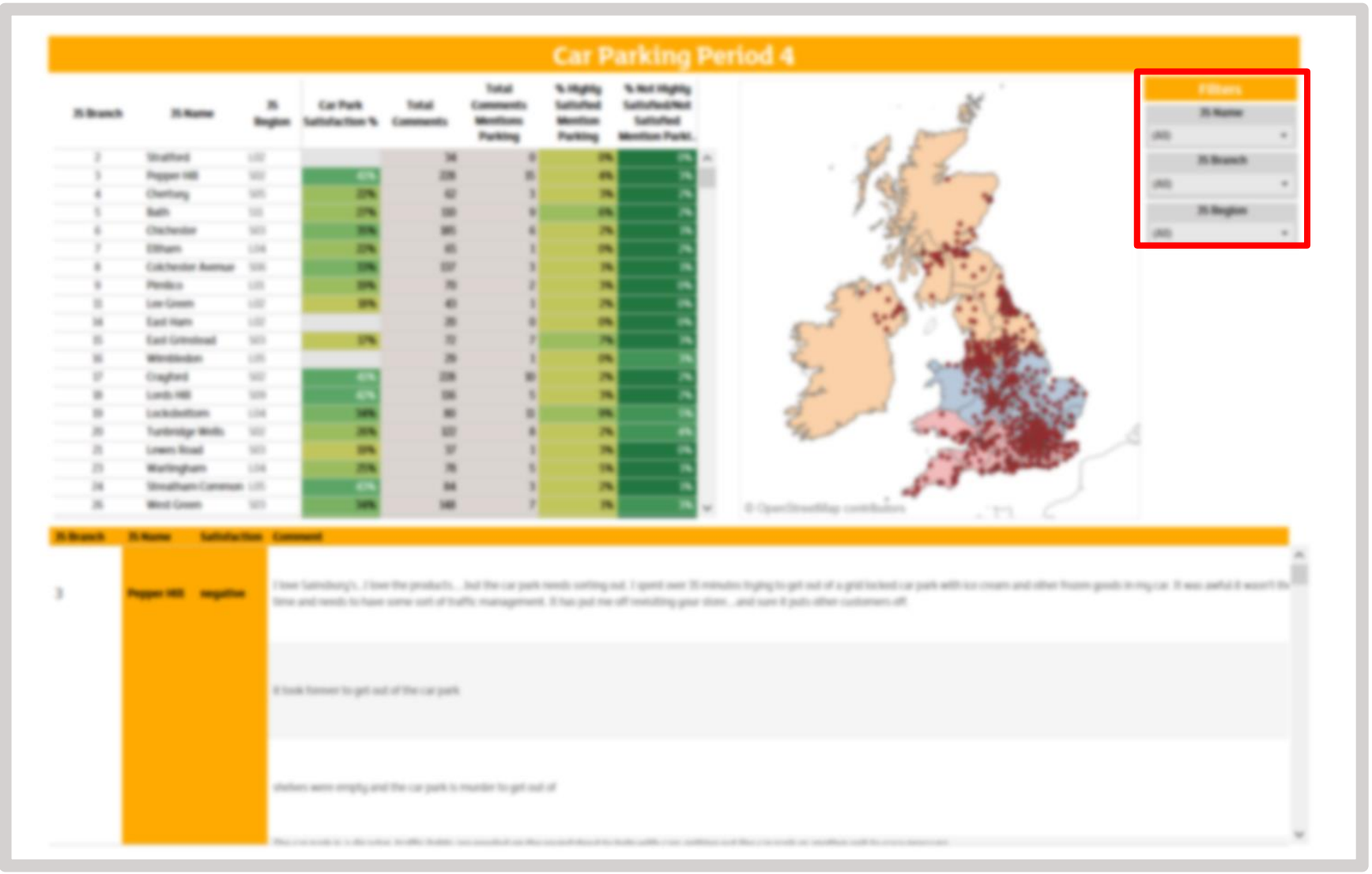
# Output Example: Maximising Impact of Customer Insight




**Impact**

Team: Bespoke dashboard 5mins to run

Business: Align investment and activity with customer feedback

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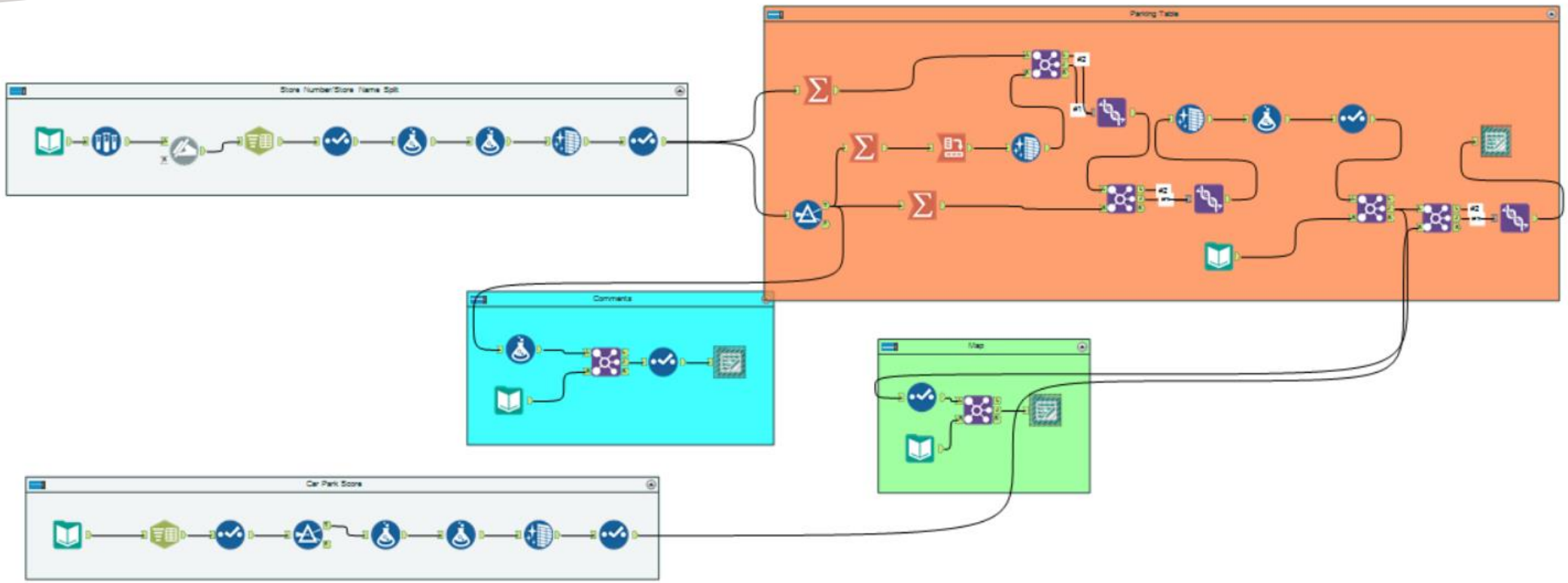
# Workflow Example Maximising Impact of Customer Insight

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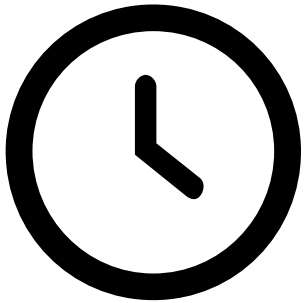
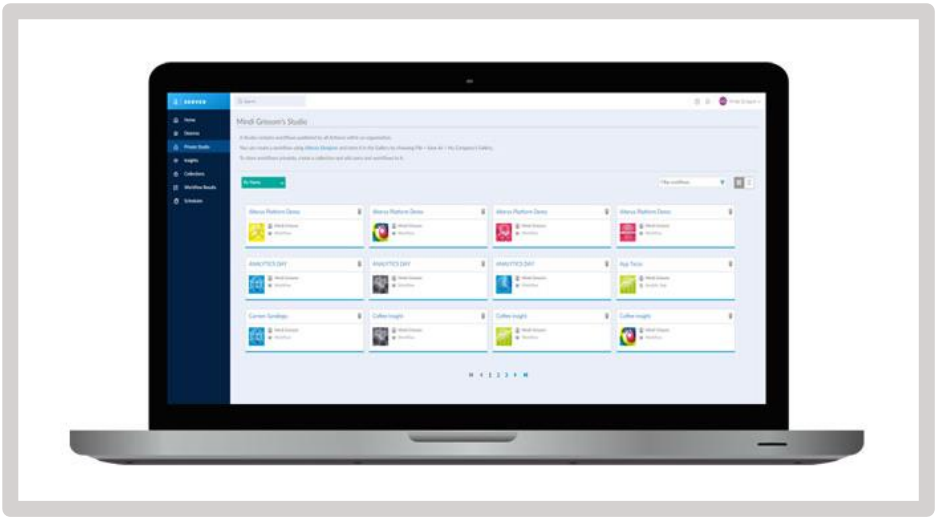
# Next Steps

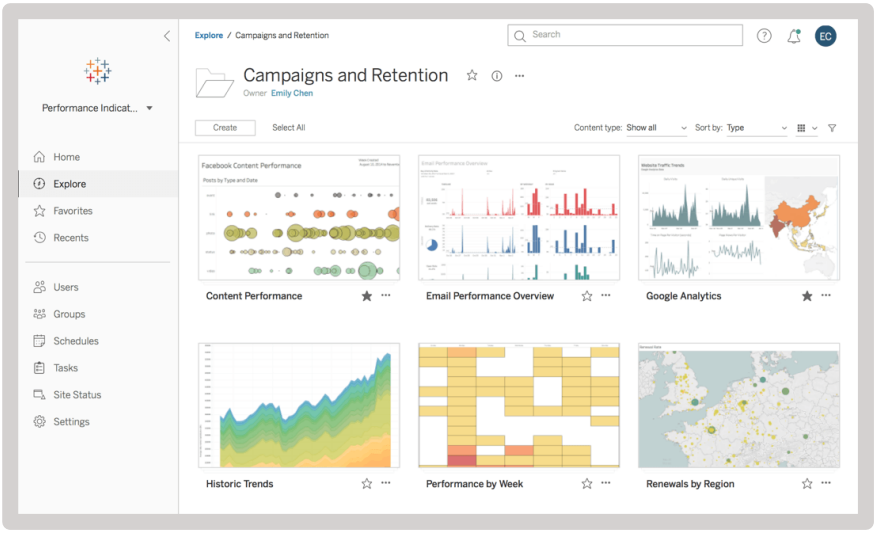
## Automation



## Self Serve



## Interactive

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