Delivering competitor location insight with Alteryx: use case visual submission

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Sainsbury’s Property Analytics & Insight
The role of Property

Large percentage of grocery sales forecast from Bricks and Mortar

Physical infrastructure still key to online

Source: IGD, August 2020 view
Property Analytics & Insight

**Competitor & Market Insight**

1. Track UK grocery store network
2. Measure competitor impacts

**Location Planning & Strategy Support**

3. How store networks drive performance
4. Property insight requirements

**Ad-hoc spatial analytics**
The Challenge

Track UK grocery store network

Measure competitor impacts

How store networks drive performance

Property insight requirements

Can you tell us how Operator X’s opening programme is impacting us vs our competitors?
The Solution

- Track UK grocery store network
- Measure competitor impacts
- How store networks drive performance
- Property insight requirements

Streamline processes through Alteryx workflows

Create Alteryx workflows for market monitoring and commonly asked questions

Build Tableau visualisations and insight pack templates

Identify and engage key stakeholders and forums

Share insights and drive action

Sainsbury's
live well for less
The Challenge

- Track UK grocery store network
- Measure competitor impacts
- How store networks drive performance
- Property insight requirements

20% Customer Trading Forum (Six monthly)

80% Property Leadership Group (Quarterly)

20+ Additional Forums/Teams

Sainsbury's 
live well for less
Output Example: Periodic Insight Pack

**Impact**

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

Business: Understand extent of market challenges
Workflow Example: Annual Impact Update
**Impact**

Team: Complete summary of yearly measurements

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

Team: Easy to create and update spatial view
Business: Quickly understand competitive regional picture to shape local interventions
Output Example: Maximising Impact of Customer Insight

Impact
Team: Bespoke dashboard 5mins to run
Business: Reduce customer disruption at Property level
Output Example: Maximising Impact of Customer Insight

Impact
Team: Bespoke dashboard 5mins to run
Business: Align investment and activity with customer feedback
Workflow Example Maximising Impact of Customer Insight
Next Steps

Automation

Interactive

SelfServe