



Starting from scratch

- System
- Data

External

- Geodemographic
- Census
- Retail Catchments – Shopping Popn
- MHE – Store Performance Benchmarking and UK Shopping Index

Internal

- Customer Postcodes
 - Join to 'in-store' spend data
- Update Customer Profile
 - Summarise into H/M/L Importance Segments
- Departmental Profiles
- Update Store Catchments

- 'Clean Slate'

–“Here's the data, what can we do with it?”



Other Opportunities for GIS

- Product Ranging – Commercial Planning
 - Specific Product Placement e.g. High Value Glassware
- New Store Formats
- Marketing
- Recruitment
 - HR using catchment knowledge for recruitment advertising decisions
- Buying
 - Sharing more detailed customer knowledge

