GeoAnalytics Use Cases

Scenarios and Customers

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Example use cases

Example Use Cases

Financial services

Banking

- Optimize branch sites by using location variables such as population within certain drive/walk distance
- Identify new customer markets based on existing coverage maps
- Include location variables in share of wallet and cross-sell activities
- Understand potential location overlap in mergers & acquisitions analysis

Insurance

- Customer and claim address validation
- Claims/Risk management (Ex. validate storm-related damage claims vs. areas affected by severe weather)
- Identify new customer markets or sales opportunities based on existing coverage maps
- Use location data to develop new insurance products based on how and where people drive
- Visually understand penetration study results

Example Use Cases

Public Sector

Government

- Analyze Census data
- Law enforcement crime analysis
- Include location and traffic data in analyzing emergency response times
- Environmental and land management
- Define and compare electoral redistricting options
- Tax jurisdiction assignment
- Urban planning
- Military situational awareness

Higher education

- Accurately target student recruitment efforts based on geography and/or alumni
- Alumni development, including fundraising & network development

K-12

- Analyze drive/walk distances and number of children within reach during school site selection process
- Analyze and animate past and potential population growth for enrollment planning
- Understand impact of school modification or consolidation
- Student achievement plotting

Example Use Cases

Healthcare

- Population Health, Site Selection - Analyze location variables such as drive/walk distances and number of patients within reach when scouting a new site (i.e. where should we stand up our next OB/GYN clinic based on locations of where young couples are moving? Where should we send a mobile screening unit based on chronic disease incidence?)
- Promotion of Healthcare Services - Accurately target marketing campaigns by determining which zip codes are within each healthcare location
- Access to Care - Analyze patient encounters/visits across multiple locations and factors (ex. Is there a relationship between time-of-day patient visits vs. local traffic conditions vs. distance to closest urgent care clinic, hospital, ED)
- Outbreak Monitoring - Animate past and potential spread across healthcare locations for flu outbreaks, lead poisoning cases, Zika, etc.

Example Use Cases

Retail & Consumer Products

Travel & Hospitality

- Customer profile analysis
- Optimize site selection process by using location variables such as population within certain drive/walk distance
- Accurately target marketing campaigns by determining which zip codes are most appropriate to a particular site
- Optimize expansion planning by analyzing population within certain drive/walk distances

Retail

- Use traffic data or population within certain drive/walk distance to optimize site selection process
- Determine where products and/or departments should be placed within a store by analyzing customer movements
- Identify under-performing stores
- Analyze sales by geocode or location and target offers to users in a given area.

Transportation & Logistics

- Analyze previous and future travel routes according to distance, time, weather, carbon footprint or customer-specific variables
- Monitor the location of high value and/or perishable goods while in shipment.
- Include drive times when analyzing which suppliers can best support a manufacturing site
- Reduce delivery lead-time and cost

Example Use Cases

Communications

Telecommunications

- Visualize and analyze buildup of fiber optic network
- Include communication tower range data within analysis (ex. What is the relation between crossing certain tower boundaries and dropped cell phone calls)
- Combine network data with geographic information to better understand where and when customers use their phones and apps
- Identify new customer markets based on existing coverage maps
- Understand customer traffic within a particular radius
- Network Routing – tracking physical locations of equipment, fiber runs & cable routes
- Asset Integrity Management – MTTF (mean time to failure) of physical / static assets based on degradation (fiber & cables), MTTF of dynamic assets, proximity of spare rotable parts and suitably qualified engineers (network routers, etc.)
- ESRI integration – embedding Qlik Geo Analytics into existing ESRI field users, democratizing ESRI data for users who are not ESRI experts (or licensed)

Media

- Target market identification
- Subscriber demographics
- Media planning

Example Use Cases

Energy & Utilities

- ESRI integration – embedding Qlik Geo Analytics into existing ESRI field users, democratizing ESRI data for users who are not ESRI experts (or licensed)
- Network Routing – tracking physical locations of equipment, gas or fuel pipe routes, High & Low Voltage (HV & LV) cable routes
- Health Safety & Environmental – leakage analysis (water & sewage, oil, gas & dangerous materials), tracking dangerous work areas, engineer work permits and locations
- Asset Integrity Management – MTTF (mean time to failure) of physical / static assets based on degradation (transformers, pipes & cables), MTTF of dynamic assets, proximity of spare rotable parts and suitably qualified engineers (valves, pumps, turbines, etc.)
- Upstream Field Engineering – offshore depth & asset performance analysis
- Visually monitor network activity
- Manage and analyze faults within the network
- Track status network expansion progress
- Support field workforce management

Example Use Cases

Real estate

- Site reports
- Comprehensive site analysis. Determine best locations to construct new buildings or homes.
- Understand retail store potential in new development projects by analyzing population within certain drive/walk distances

Automotive

- Driver data analysis
- Dealer network planning and monitoring

Example Use Cases

Sales

- Better understand the revenue potential of sales territories by combining internal data with key external data such as regional income levels and population density
- Analyze field sale to identify those who are selling out of their territory
- Gain insight into sales trends by regions or product sales by different regions

Marketing

- Understand and optimize pedestrian traffic by monitoring people's movements via their Wi-Fi or Bluetooth connections
- Accurately target marketing campaigns by determining which zip codes are within custom sale regions

Field Service/Engineering

- Ensure response time guarantees are met
- Analyze whether technicians are efficiently traveling to, from and between customers
- Balancing location of distribution warehouse, customer needs and engineer home location

Customer examples

Sportson

"With Qlik we have gained new insights in customer behavior and buying patterns that have been extremely valuable for us in the expansion of our successful franchise enterprise."

Jonas Holtbo, Director of Franchise at Sportson

About Sportson

- Bike franchise chain in Sweden
- Founded in 1980
- Headquartered in Gothenburg, Sweden
- +25 Franchise shops in 15 cities

Challenges

- Continue rapid expansion without cannibalizing existing sales
- Optimize decision-making
- Generate new sales rather than move clients and sales from one shop to another.

Solution

- Analyze the sales potential of new locations
- Understand and make use of customer behaviors
- Analyze Sales Performance across the entire franchise
- Understand revenue potential for new store sites

Benefits

- New insights and metrics in current operations.
- Business Users have continuous data driven insights into Retail Site Selection rather than using gut feel.
- Data Storytelling allows Sportson to be more collaborative with franchisees

Vehicle Manufacturer

About

- Global manufacturer of cars, trucks and construction equipment
- Multiple divisions and product lines
- Using both QlikView and Qlik Sense

Challenges

- Improve aftermarket profit
- Better understand how customers operate their vehicles
- Improve decision process on which vehicles to sell in each market

Solution

- Analyze usage data and location of all vehicles within country by utilizing Big Data repository of collected GPS data

Benefits

- Create multiple, focused marketing campaigns based on detailed understanding of customer behavior
- Increase retention rates and thus higher profits on aftermarket sales
- Reduce repair and maintenance costs by combining vehicle fault codes with external and location data

Major airport

About

- One of the busiest airports in Europe
- Over 40 million passengers in 2016
- Using Qlik Sense

Challenges

- Better understand passenger movement throughout the airport terminal
- Provide an end-to-end customer experience as passengers travel through the airport terminal

Solution

- Import terminal floorplans (AutoCAD drawings) into Qlik GeoAnalytics for use as base map
- Collect passenger movement data using mobile phone Wi-Fi signals
- Analyze passenger traffic flow in Qlik GeoAnalytics

Benefits

- Able to understand passenger behavior as they walk through terminal
- Identify hot-spots of passenger density and movement to optimize store locations and improve traffic flow

European University

About

- One of the top 50 young Universities in the world
- Over 26,000 students
- QlikView customer

Challenges

- Better understand where recent graduates now work and live
- Improve outreach to prospective new students
- Improve government reporting

Solution

- Created own geographical hierarchy
- Combined internal data with data from other universities
- Able to track and analyze alumni data

Benefits

- Create new targeted marketing campaigns to prospective students based on alumni data
- Analyze student and alumni trends - where they grew up; where they now live and work after graduation
- Compare own student outcomes vs. other universities
- Use results to justify budget increase

European Logistics Company

About

- Provides Sea-Air Freight, Cargo insurance and Custom Clearance
- 100 000 Monthly Shipments for 400 customers
- Qlik Sense customer

Challenges

- Signed Carbon Pact - 5-year strategic commitment to reduce their environmental footprint
- Reduce the CO2 emissions per container by 20% by 2020

Solution

- Calculate environmental impact of carriers using shipment data (previous and planned) and carbon footprint data from the EcoTransIT® World Initiative (EWI)
- Used Qlik GeoAnalytics to analyze different routes vs. environmental impact

Benefits

- Able to advise customers on preferred routes based on time vs. cost vs. carbon footprint
- Customers can understand routes used by other customers
- Better plan future travel logistics such as harbor reservations
- Improve data quality by allowing for data entries and emission calculations to be easily reviewed