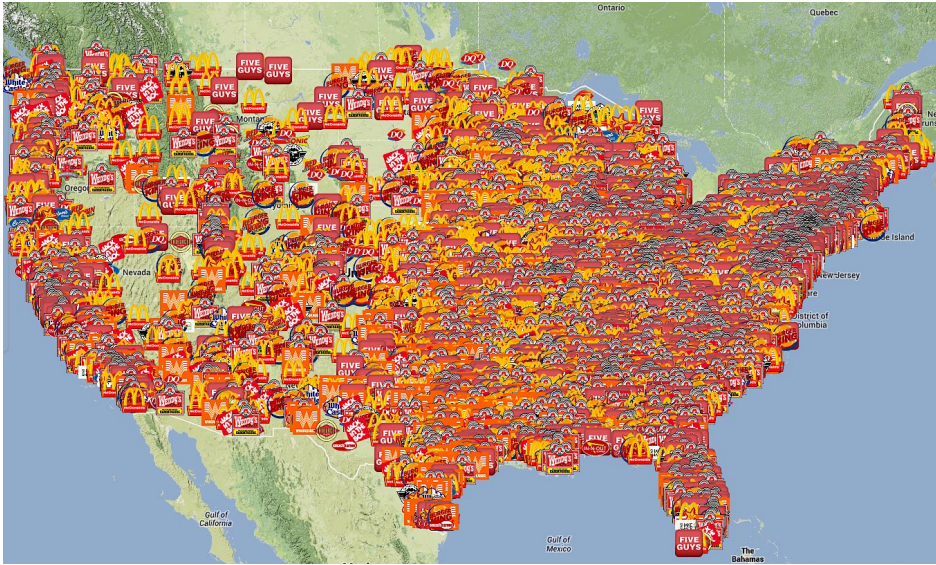




NEW STORE LOCATION SELECTOR BASED ON REVIEWS



BUSINESS CHALLENGE

The client adopted a more data-driven approach to scale store openings while minimizing risks related to location selection. They enriched location data by combining structured data (such as POS history) with dark data (such as business descriptions and reviews of potential store locations). This allowed them to predict and assess the value and risks associated with both new and existing restaurant locations, based on historical data from their most successful stores.

Previously, the client relied on traditional demographic research data, which was typically updated only for the most popular locations every few years.

COGNITIVE SOLUTION

The cognitive application, developed by a Loop Certified Partner using the Loop Cognitive Platform, leverages structured data (POS history) and geo-located dark data (business descriptions and reviews for each prospective store location).

Dark data used for training:

Reviews and business descriptions from public data sources, including Yellow Pages.

Dark data used for inference:

Public geolocated data associated with candidate locations.

Industry: Food and Beverage

LEADING RESTAURANT CHAIN

A leading restaurant chain operating nearly 20,000 locations across 123 countries.

RESULTS

40% INCREASE LOCATION SELECTION ACCURACY

improved precision in choosing high-performing locations using structured and dark geo located data

22% INCREASE CUSTOMER FOOTFALL

improved customer visits by selecting high-potential store locations.

30% INCREASE MARKET EXPANSION SPEED

Reduced the time to assess potential store locations and monitor existing ones, even in areas with limited or outdated demographic data.