



QUADRANT  
an appen company

**PREDIK**  
Data-Driven

***How PREDIK Data-Driven helps businesses  
in the US and Latam improve operational &  
supply chain efficiency with Quadrant's  
mobile location data***

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CUSTOMER SUCCESS STORY

## PREDIK Data-Driven

### ABOUT PREDIK DATA-DRIVEN

**Website:** [www.predikdata.com](http://www.predikdata.com)

**Industry:** Market Research and Intelligence

**Headquarters:** Coral Gables, Florida, USA

### COMPANY PROFILE

PREDIK Data-Driven is a research firm developing data science-based market intelligence solutions for companies and governments in the US and Latin America. They create financial, economic, and commercial predictive and simulation models to evaluate different scenarios in the business decision-making process. They currently serve multinational corporations in sectors like retail, real estate, agriculture, financial services, insurance, tourism, sports, entertainment, etc.

### HIGHLIGHTS - GOALS

- Foot traffic analysis and sales predictions
- Audience profiles visiting specific POIs
- Mobility and logistics pattern analysis
- Competitive relationship analysis for POIs

### HIGHLIGHTS - RESULTS

- Adequate coverage to serve diverse use cases
- Improved supply chain and logistics operations
- Actionable insights for competitive advantage
- Identify and remedy lost value & improve ROI

### OVERVIEW

PREDIK Data-Driven wanted a reliable mobile location data source to conduct foot traffic analyses, make sales predictions, and infer the relationships between POIs (competing businesses or suppliers) for companies in Latin America and the United States. They use location data, together with other big data and quantitative methods to improve decision-making across sales, supply chain management, market research, infrastructure improvement, and more. PREDIK Data-Driven has partnered with Quadrant based on our quality and coverage of data in their markets of interest and continues to be a valued customer to date.

### CHALLENGES AND GOALS

PREDIK Data-Driven sought new datasets for their market intelligence projects and business intelligence solutions for financial, economic, and commercial simulation models. Before partnering with Quadrant, the PREDIK Data-Driven team estimated daytime population using a combination of Facebook estimates plus cell tower coverage. This method did not yield optimal results.

They needed expansive coverage of location data to help their customers make critical business decisions regarding store performance, client-supplier relationships, mobility trends, and similar use cases.

The company evaluated several data providers that were either lacking data availability for a particular region or were inflexible in tailoring data solutions to fit their needs. The client's goal was to access a healthy, consistent, and reliable dataset that helped empower projects for their customers from multiple industries.

### SOLUTION

Using Quadrant's mobile location data and their in-house, state-of-the-art technology and tools, PREDIK Data-Driven developed customised solutions, studies, and interactive reports to contribute to their customers' growth and success.

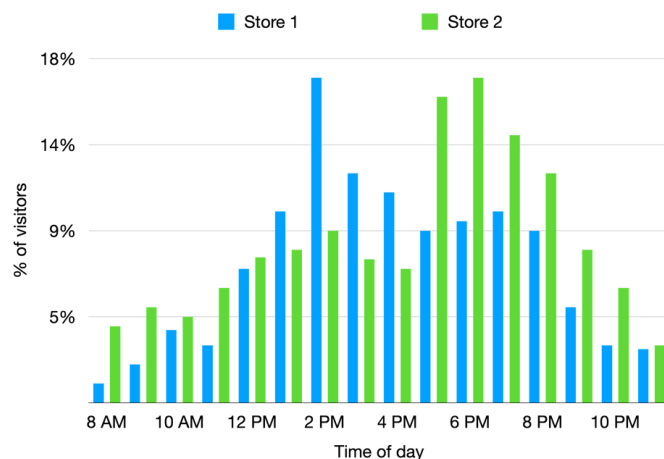
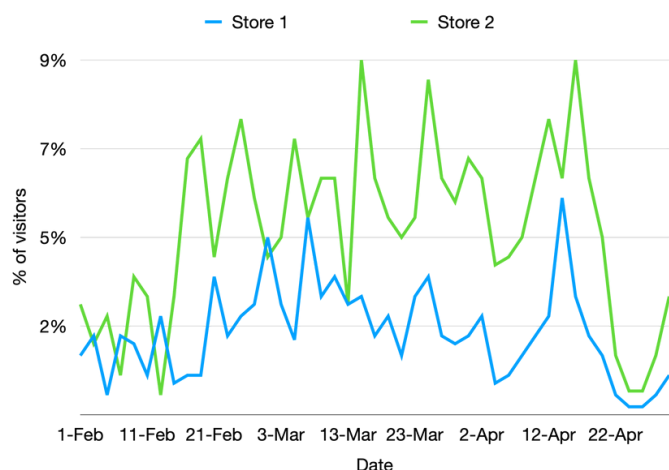
## Use Case: Foot traffic and competitive analysis for fast-food franchises and supermarkets in Mexico

PREDIK Data-Driven worked with a popular fast-food company to analyse footfall patterns at specific outlets. They geofenced a fast-food outlet in a particular neighbourhood in Monterrey Nuevo León, Mexico, and studied the foot traffic to gauge the number of consumers visiting the outlet. They compared the foot traffic with an adjacent fast-food outlet of a competing brand to compare the volume of visits and estimate potential sales of the stores.

In another use case, the team at PREDIK Data-Driven used location data to understand the distribution of visits to two competing supermarket brands in a specific area in Guadalajara, Mexico. The goal was to compare and analyse foot traffic in and around the outlets. The foot traffic observations revealed valuable insights within specific areas inside the hypermarkets, allowing the business to create informed and efficient interior space designs, improving operational efficiency and customer experience, and boosting sales.



Graphical representation: The figures (a & b) above depict the location data heat maps at two outlets under comparison. The neighbourhood where these two store are located has also been geofenced and figure c shows the distribution of potential visitors to the outlets.



Graphical representation: The graphs here show few of many mobility parameters assessed for two stores in comparison. Graph 1 shows us the patterns of visit trends throughout the quarter, while graph 2 further details the foot traffic at a certain time of the day.



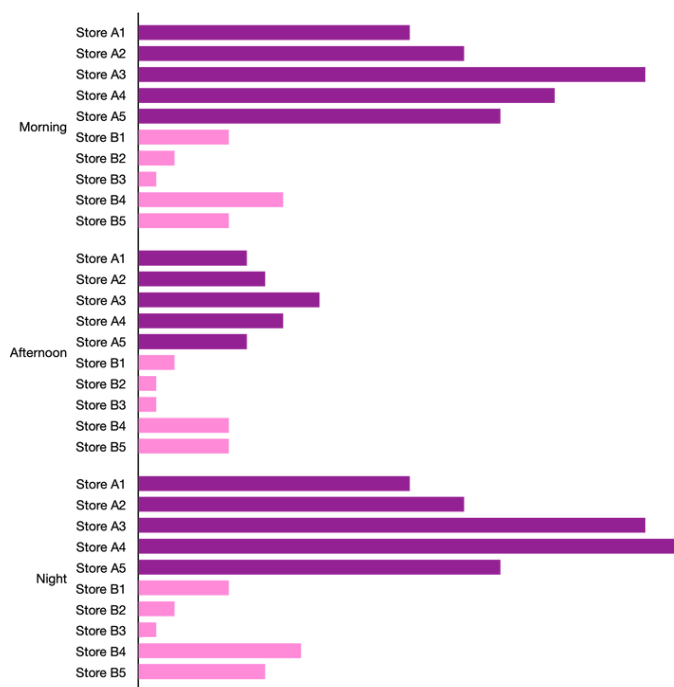
Using the footfall patterns in and around the outlets helped the customer assume people's interests and build informed audience profiles. They used insights from the analyses to identify advantages the outlets had over each other, make accurate predictions about sales cycles, and identify peak times to inform efficient operational strategies.

The competitor analysis helped the customer accurately predict the revenue of a competitors' store and compare it with their performance. It provided credible insights to expansion plans and helped build efficient advertising programs to retain current consumers and reach potential customers with similar behaviours.

## Use Case: Using mobility patterns and POI relationship analysis to assess market share and popularity of retailers

The team at PREDIK Data-Driven set out to study the mobility patterns in and around multiple home improvement stores across California. Their goal was to understand the geographical distribution of brands, the concentration of visits to these stores, and inform consumer retention strategies for their customer.

They used ten home improvement outlets (five each from two competing brands) and geofenced them to study mobile location data for specific polygons. By studying the mobility patterns, the customer built a holistic picture of consumer visits for the home improvement brand across the state and performed competitor analysis with an equally popular, competing retailer.



% of traffic vs time of day

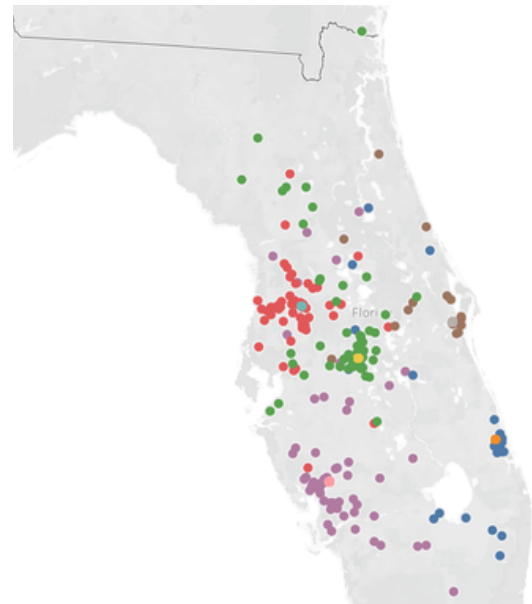
Graphical representation: The heat map above depicts a sample of how the Predik Data-Driven team geofenced and monitored foot traffic in certain neighbourhoods where the home improvement stores were located. The graph on the right depicts the distribution of visits for various stores of a particular brand based on time of the day. They also assessed retention rates by mapping how long consumers stay at a store.

In another similar use case, PREDIK Data-Driven used location data to analyse the relationships between a large retailer's distribution centres and those of other drugstores and supermarket chains across Florida.

By correlating the movement patterns between these distribution centres, the analytics team at PREDIK Data-Driven highlighted notable logistical interactions between two POIs relating to deliveries, recollection, mutual visits, and more.

The mobility and visitation trends from this analysis helped improve supply chain operations, measure and track lost commercial value in churn, damage to goods, etc., and make an accurate projection of sales and profits during a specific period.

Graphical representation: The image is a snippet from an interactive dashboard built by the Predik Data-Driven team. By clicking on a certain distribution center users can reveal insights about its relationship with other outlets, logistics centers and warehouses.



## BENEFITS

The insights from these studies helped customers make informed marketing investments, create robust product distribution strategies, and choose new locations for expansion. Since partnering with Quadrant, the customer has reported improved precision in the results of their data projects and lauded us for the quality of the data, flexibility, attention to detail, and technical support.

The PREDIK Data Driven team has recognised the potential in POI relationship analysis and is working on expanding their models to other sectors that can benefit from location-based intelligence.



Bridged gaps in existing data supply for the desired regions



Helped retail clients perform efficient competitor analysis



Revealed granular insights in POI relationship to improve supply chain



Studied foot traffic trends to maximise profitability and improve services



Improved store layouts to boost sales & help customers find relevant goods



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*Quadrant's data, as well as its technical and administrative support have allowed us to build creative data solutions to many challenges and questions faced by our customers. The fact that it is a global solution opens the possibilities for us to cater to industries and projects around the world. The attention and the quality of the data is good, the technical support is there for us any time we need them to be. Quadrant has also shown a lot of pricing flexibility, to assist us in making our projects move forward. Being a research company, Quadrant's data assets have proven incomparable for us.*

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*~Andres Cobas – CEO and Director of Data Analytics and BI*

Quadrant (An Appen Company) is a global leader in mobile location data, POI data, and corresponding compliance services. Our data is verified, trustworthy, and ready to use, allowing businesses, organisations, and innovators to build tailored solutions for a myriad of real-world problems. Since September 2021, we are part of Appen, the global leader in AI training data that helps build and improve the world's most innovative artificial intelligence systems. To learn more about Quadrant's mobile location data, **talk to a data consultant today!**

**Reach us at:**

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