

Driving Market Expansion with Location Intelligence



CHALLENGE

Identify high-potential markets and optimize store expansion using data-driven location intelligence and predictive analytics.

AI-POWERED LOCATION ANALYTICS

Built a geospatial analytics platform combining Google Location APIs, macroeconomic indicators, and advanced predictive models to identify high-value markets and optimize expansion planning.

SOLVED FOR A GLOBAL SCALE

Enabled intelligent site selection by prioritizing high-value ZIP codes and retail locations, accelerating market expansion through data-driven decisions.

IMPACT

Direct Benefits

3-7%

Revenue share uplift forecast

1.2K

Priority ZIP codes identified

600-800

Coffee shop locations prioritized

Contributing to

Location Intelligence

AI-Powered Market Analytics