

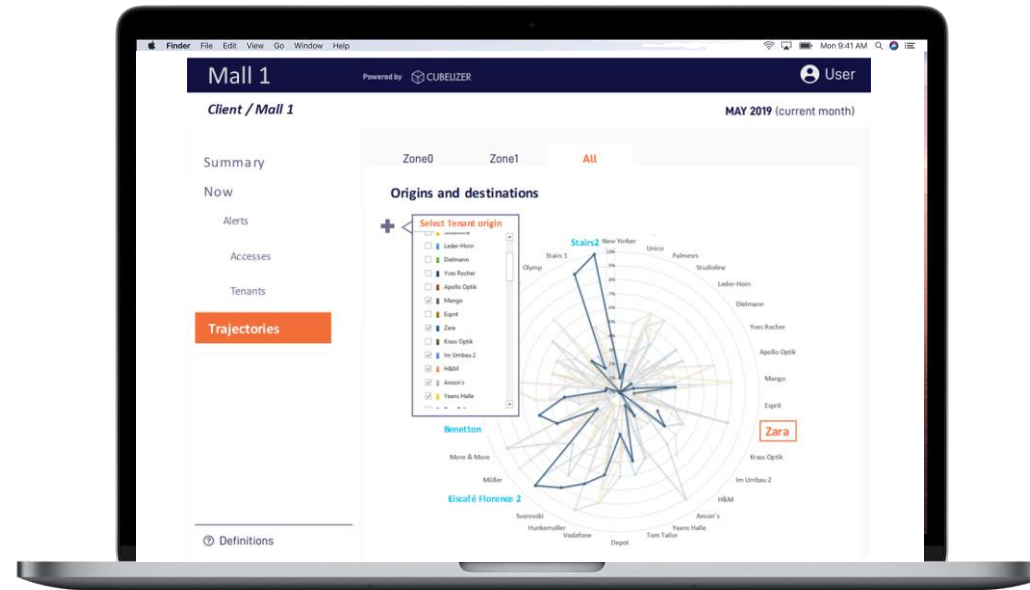
FINDING THE MOST PROFITABLE COMMERCIAL MIX

CHALLENGE

Identify the best tenants mix to improve visitors experience and revenues

KPIs AND INFORMATION

- Enhanced footfall analysis.
- Entries and passing-by traffic in front of tenants.
- Visitors Customer Journey in the shopping center.
- Dwell time inside stores.
- Affinity clustering.



AFFINITY CLUSTERING

Capture ratio patterns and visitors “origin-destination path analysis” (trajectories) provide the perfect way to **identify stores with similar customer profiles and relationship between tenants**, to set marketing strategies and identify a balanced commercial mix.

The Shopping Center will have the information about the **favorite cross-selling behavior made by their visitors**. So it could activate some marketing strategies to stimulate sales.

OUTCOMES

COMMERCIAL MIX REDESIGN

- Increase of average ticket selecting the proper tenants to push cross-selling.
- Better match between visitors segmentation and new tenants that improve experience.

KEY ANCHOR BRANDS

- Actual induced traffic around known anchors.
- Identification of brands that actually work as an anchor.

NEW DEVELOPMENTS

- Set the best commercial mix using historical information about tenant's affinity in your portfolio.