CASE STUDY

Alteryx

Make the site selection process easier with Alteryx and TomTom

Location	Product/Service
Irvine, California	TomTom Maps with Points of Interest, Address Points, and TomTom Maps APIs

The Overview

Location is everything — especially when it comes to driving critical business decisions, like where to open your first or second store.

Alteryx is a leader in analytic process automation (APA). The Alteryx APA PlatformTM unifies analytics, data science and business process automation in one end-to-end platform. Together with TomTom, the leading location technology specialist, Alteryx is at the forefront of enabling enhanced business decisions using analytics.
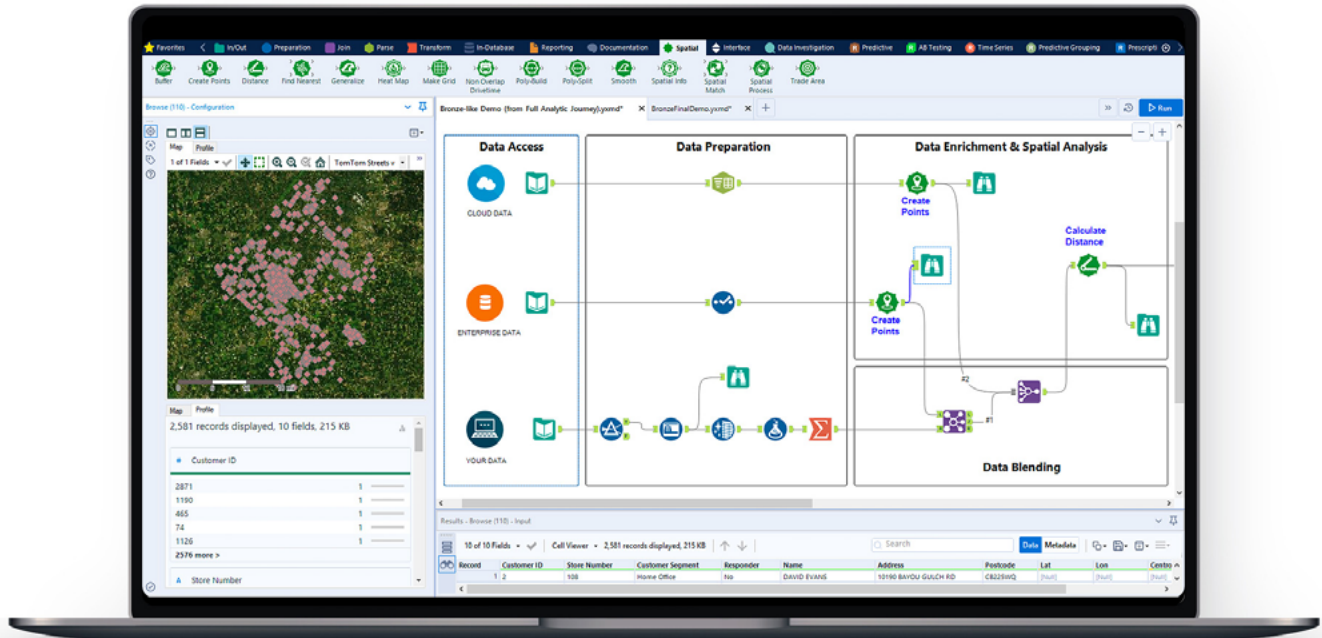
Location is important for data analysis and for creating comprehensive and visually attractive reports. To help drive the functionalities for Spatial Analysis and Demographic Analysis and Reporting, Alteryx relies on TomTom mapping data and Maps APIs. Users have access to location data to add location context to critical data, compare competitor locations to their own, or perform drive-time analysis for desired demographic segments before determining the ideal location of retail stores.
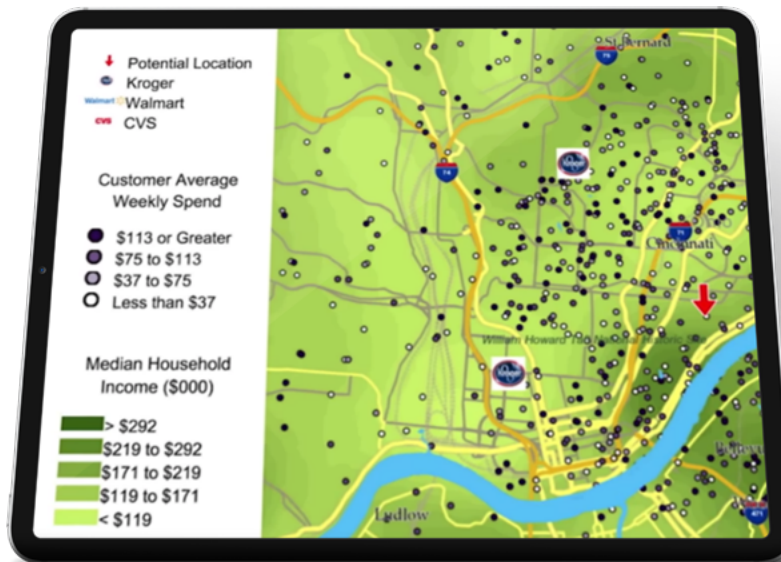
The Challenge

Let's imagine that you're a consultant who's been tasked by a major grocery brand management team to perform a market or site selection study to determine an optimal new location for a grocery store in a midsized metropolitan area. You have data for the existing stores and their customer transactions. An initial step in making this decision might be to identify the top performing stores and build out a customer profile that yields the best results. Of course, you'll want to map out the locations and the surrounding areas to see how well the existing stores are positioned to each other and to your target customers.

To get your analysis started, you need to create a spatially- enabled data model so that an analyst can deliver viable options for new locations with any data set, at any time. This data model should include a drag and drop interface for ease of use, and the analytics platform must have access to global map coverage with a level of detail fit for geospatial analysis and geocoding.

The Solution

Alteryx provides easy-to-use building blocks for spatial and demographic analysis, and reporting that results in faster and more-informed decisions. This comprehensive data model includes a user friendly drag and drop interface that allows you to blend, prepare, transform, and map your data — making finding that next storefront location simple.

Using data for the existing stores and their customer transactions, you can map out the locations and surrounding areas to see how well the existing stores are positioned relative to each other and your target customers. By leveraging the Alteryx APA Platform, an analyst can deliver viable options for new locations with any data set, at any time. By automating the process of cleansing, transforming, and blending the input data, the analyst can seamlessly apply TomTom's spatial tools downstream of these processes within the same model.

Potential Location
Kroger
Walmart
CVS

Customer Average
Weekly Spend

$113 or Greater
$75 to $113
$37 to $75
Less than $37

Median Household
Income ($000)

> $292
$219 to $292
$171 to $219
$119 to $171
< $119

Those involved in geomarketing, GIS and analytics know that it's all about the data. TomTom mapping data and Maps APIs allow you to add location context to critical data and deliver important business insights. Alteryx relies on TomTom's location intelligence suite to provide its customers with a comprehensive view of the results with a highly detailed and visual map.

The Benefits

Running the model and rendering of a map to help visualize results, Alteryx and TomTom enable site analysts to help decision makers pick the best new location and easily explain how they came up with their recommendations. Spatial enrichment not only helps the decision-making process by revealing key location insights, it also sets the data up for more advanced analytics.

"As part of our mission of unifying analytics, data science, and business process automation in our end-to-end platform, we rely on TomTom to upskill our users with powerful spatial tools and maps to develop comprehensive models that make this a reality," says Kendall Carroll, Senior Product Marketing Manager at Alteryx.

In today's dynamic climate, demonstrating business value through analytic insights is critical. The Alteryx APA Platform unifies analytics, data science and business process automation in one end-to-end platform to accelerate digital transformation. Alteryx partners with location technology leader TomTom for access to global map coverage with the level of detail needed for comprehensive modeling.

Location is everything. Driving critical business decisions is paramount. Alteryx believes that by working with trusted partner TomTom, its innovative analytics platform will maximize operational cost savings and improve customer satisfaction for businesses around the world.

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