

Deloitte.

Location Intelligence

The business of **Where.**



Clients from across industries face location-related challenges...

DIGITIZATION, OPTIMISATION



*“Which **physical branches to close** because of digital transformation trends?”*

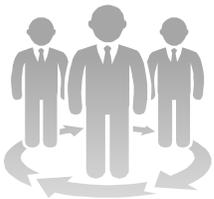
*“Where **to open a new branch**?”*

TRANSPORTATION, SUPPLY CHAIN



*“Is the current geographical distribution of goods delivery trucks **optimal to meet peak demand**?”*

CUSTOMER BEHAVIOR



*“Customer demand has **changed** – how to relocate goods/cash points based on customers’ **patterns and preferences**?”*

ENERGY, UTILITIES



*“What is an **electrical grid utilization** in a defined area?”*

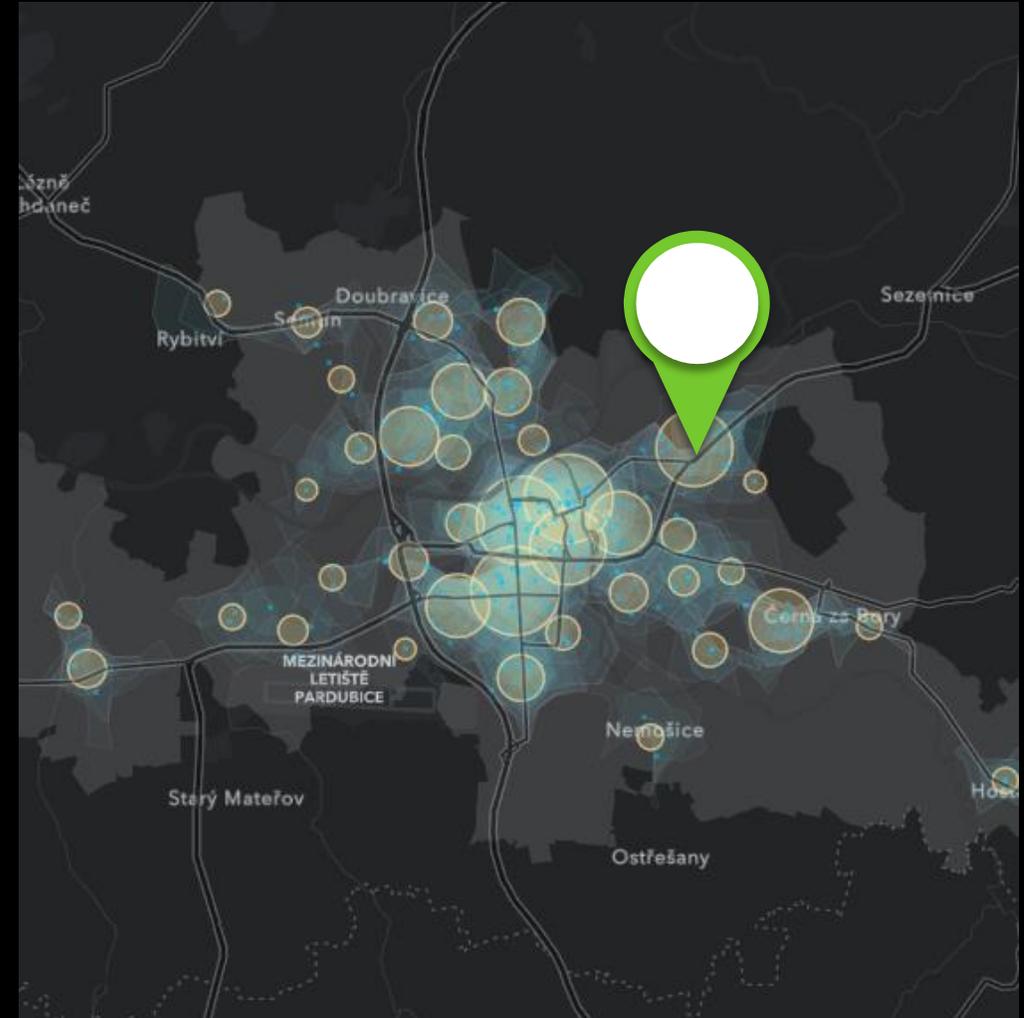
*“Which area offers the best energy / costs ratio for a **new solar power plant**?”*

...and we need to support them with efficient solutions.

Inspired by best practices in the Business Intelligence practice, our approach covers 2 client options:

- ① *Preparation of a self-service environment for clients' analysts, or*
- ② *Custom analyses and recommendations to solve geo-located problems.*

... as a reusable solution for all industries and customizable for different clients.

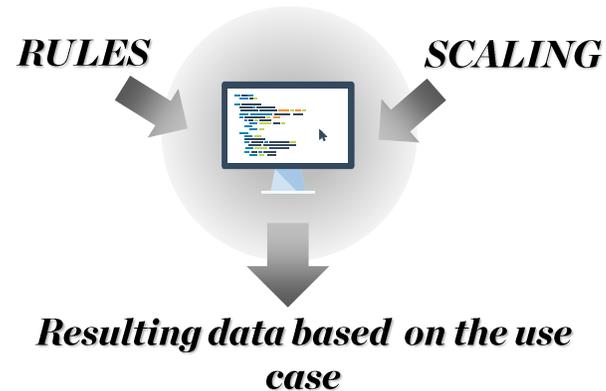


We plan to follow a simple 3-step approach.

1 Location Intelligence platform



2 Location prediction model



3 Customizable maps



Example application of proposed solution in practice.

*“We need to reduce our physical touchpoints because of the digitization and business transformation of our company – **but what are the optimal locations to maintain?**”*

-- large international bank --

1 Data collection



- a) **Open-source data** (socio-demographic, competition, urban planning, etc.).
- b) **Deloitte data** (industry and macroeconomic forecasts).
- c) **Client's** branch performance data.

2 Selection of the existing model & customization

- a) Choice of pre-developed statistical model
- b) Definition of **rules**.
- c) Set up of **weights for chosen measurable criteria** (e. g. profitability, costs, customer-centric approach etc.)

3 Interactive report with maps



- a) Finding the **optimum of physical touchpoints** to maintain customer retention and profitability.
- b) Display of locations in an **interactive dashboard**.

Product business summary.



Reusable LI solution,
expected roll-out
***within 3
months and
with
3 deliverables***



***Open-source
data
extension***
of your internal data
to get some
benchmarking



***Applicable
for all
industries***
and
different use
cases



***AI or ML
insights***
as a potential
part of the
Location
Intelligence
solution

Team & SME

TEAM



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