

Helping Scope better serve their communities and shoppers through advanced data insights

The challenge

As a leading charity that champions equality and societal change for disabled people, Scope wanted to explore ways in which they could improve the performance of their charity shop network and its impact in supporting local communities.

Scope had a desire to increase sales and footfall in existing retail sites, whilst leveraging real-time insights to better inform capital allocation strategy for future retail site investments. In addition and of utmost importance to these goals, was championing Scope's charity mission, vision and values.

Our solution

We deployed a comprehensive LocationEdge solution, centred on a predictive data model that pinpoints and quantifies key success factors that drive revenue in Scope's shops:

- A customised predictive insights model helps Scope project sales in target areas for new shop openings and predicts the impact of these openings on key local communities. This leverages data from several sources such as LocationEdge's deprivation index and real-world spend data.

- Advanced analytics and simulation identify new markets to prioritise future estate strategy, improve financial performance in existing shop sites, and optimise charitable support in key locations.
- Insights are delivered through retail estate strategy reports and a slick interactive LocationEdge dashboard, allowing Scope to interrogate markets and make data-led decisions.

The outcomes

- **Data-led retail estate strategy**
Our dynamic solution uses unique supply and demand data, external data sources and technology to support financial improvement of Scope's retail estate. The ongoing delivery of retail estate strategy reports support Scope's internal investment decision making to help drive ongoing charity growth.
- **Maximising community impact**
LocationEdge has equipped Scope with a clearer and better understanding of the market opportunity and in turn helps maximise the charity's local community impact. The solution also informs their targeting strategy to benefit the lives of disabled people in local areas.

- **Transforming Scope's retail estate strategy**

A completely new and unique approach to ensuring the charity retail estate is working for those it most wants and needs to support. Due to the success of LocationEdge, we are working with the charity on evolving the solution further to meet changing market requirements and further optimise their retail estate strategy.

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Deloitte's LocationEdge team has proved a game changer for Scope. Their work has been brilliant going the extra mile at every opportunity to meet our needs, always with an eye on how we can make the biggest impact to those we support in society. We are hugely excited about how LocationEdge is positively disrupting the charity sector for Scope both now and in the future.

– Mark Hodgkinson, CEO

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