



# STORECAST

Storecast Sentry: Monitor, Redesign and Rightsize  
your Omnichannel Network



**GAMMA**  
Locate, Analyse, Predict





# STORECAST

Storecast is the modern, dynamic retail analytics platform for the modern, dynamic retail analyst.

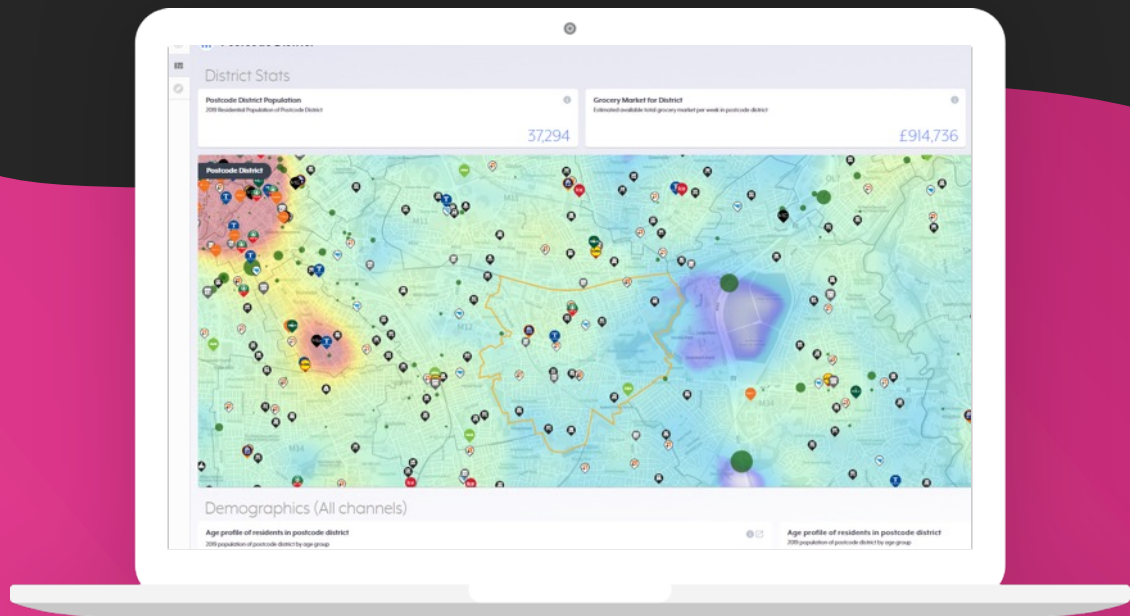
Built for all, designed for you.

Efficiently...

Measure  
Track  
Report  
Manage  
Scale...

your geographically-referenced, data-driven decisions.

# Differentiation



Storecast is differentiated by being a platform solution that is custom to the unique requirements of the user and the user's organisation.

Your workflow is key.

Understanding what parameters make... or break a location opportunity for your business is central to your unique deployment of Storecast.

Understanding your key drivers allows us to align the Storecast solution to deliver those insights as your headline outcomes...

And then provide the supporting detail to give reassurance and fact-based insights as to why the opportunity was a pass or fail. At speed.

It's that speed of decisioning that may be critical to your business success.

As a technology company, we know that a great deal of complexity can go into making something simple... and that's where engaging with Gamma as your trusted technology and data analytics partner comes to play.

We walk you through the complexity to simplify your onward analytical journey using Storecast.

# Use Cases

If you have responsibility for:

- ▶ a network – stores, distribution centres, service points, collection/return areas, kiosks, dealerships, etc. – or
- ▶ customer targeting – for campaigns, service provision, aligning advertising, profiling, performance marketing, etc. – or
- ▶ managing investment risk – property, proposed development, regeneration, investment/divestment, etc.

...then Storecast can be your source of local intelligence and insight.

Those who can directly benefit from Storecast include:

Retail Analyst

Territory Manager

Campaign Manager

Property Risk Analyst

Property Analyst

Franchise Operator

Financial Planning

Investment Planning

Marketing Analyst

Customer Insights

Development / Acquisition

Dealership Manager

**90%**

Transaction data coverage

**3bn**

Transactions



So, whether you are:

- ▶ Opening or closing a single or multiple stores.
- ▶ Wanting to understand omnichannel performance changes at a local level.
- ▶ Devising plans as to where to target marketing and win more custom.
- ▶ Appraising the existing network to determine "where next is best".
- ▶ Aiming to balance opportunity for multiple locations.
- ▶ Assessing locations based on how they benefit your convenience to (potential) customers.
- ▶ Investing in plans to "change" the brands presence and need to determine what impacts are likely.
- ▶ Visualise your performance versus your competitors across all channels geographically.

...Then Storecast will help you achieve these objectives quickly, efficiently, and with confidence.





# Applicability

Storecast supports decisions relating to network investment and rightsizing.

Storecast is therefore the right fit **IF ANY** of the following are true:

- ▶ You have a multi-location retail network.
- ▶ You appraise sites or produce site assessments for expansion, investment, or divestment.
- ▶ You appraise operational cost associated with product returns.
- ▶ You plan to improve your omnichannel presence – whether as a brick-and-mortar, pureplay online or multi-channel retailer.
- ▶ You are innovating your brands offering and require an efficient approach to helping you solve your location-based questions/objectives.

If your needs are not as frequent or extensive – talk to us about our bureau retail location analysis services.





# STORECAST

## Models

Whether you:

- ▶ Build your own,
- ▶ Take a custom-build from a 3<sup>rd</sup>-party consultancy, or
- ▶ Entrust and collaborate with the Data Science team at Gamma...

Predictive spatial models can be built into Storecast as part of the on-boarding process.

Our models include:

Gravity Models

Analogue Models

Propensity Models

Suitability Surfaces

Convenience Models

Brand Dominance Models

Gamma's standard gravity and convenience models come as part of the Storecast solution, alongside the implementation of a client specific analogue model.

# Features

The modular nature of the Storecast solution ensures that users have access to features and functions that are aligned to their specific needs.

Storecast's impressive functionality allows you to:

Create store catchments (trade areas) using drivetime, drive or walk distance, intervening opportunities, or a combination of factors.



Modify trade areas based on local knowledge by selecting / deselecting small geographic areas.



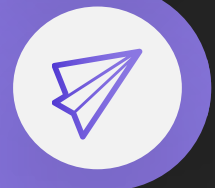
Run single or multiple store location scenarios.



Filter trading area data to show a wide range of market critical patterns.



One-click reporting to aid dissemination of key findings to the decision-making team.



Storecast enables all of this, at speed.



# Data Specifications

Storecast has 3 data pillars available to the user:

- ▶ Standard – reference data such as map layers, road network, and POI data.
- ▶ Optional – dependent upon the users existing licensing of datasets (census, competitor locations, geodemographic, etc) and those that can be supplied via Gamma (including 3<sup>rd</sup>-party credit card transaction data, etc).
- ▶ Customer – data specific to and owned by the user organisation (customer data, store transaction data, etc).

Whilst each Storecast client is different, when it comes to the management of these data inputs then the overwhelming preference is that Gamma acts as the primary curator.

As a business we strongly promote the democratisation of data – we can build the pipe, so that your access to the plumbing is seamless.

<https://gammali.co.uk/storecast-sentry>



STORECAST

# Deployment Timescales

Built for all, designed for you.

And that starts with the onboarding process from Day 1.

Licensing Storecast – and the need to align the solution to each client's unique workflow – starts with an onboarding phase.

Following onboard, we provide 24/7 support and automated regular data updates and local hosting in AWS.





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