

Retail Portfolio Reporting: Reassessment of Gas Stations

Case Study Snapshot

Who

Oil and Gas Company

Where

Hungary

When

2020

How

- Neighborhood analysis
- Origin-destination analysis
- Visitor analysis

Data Sources

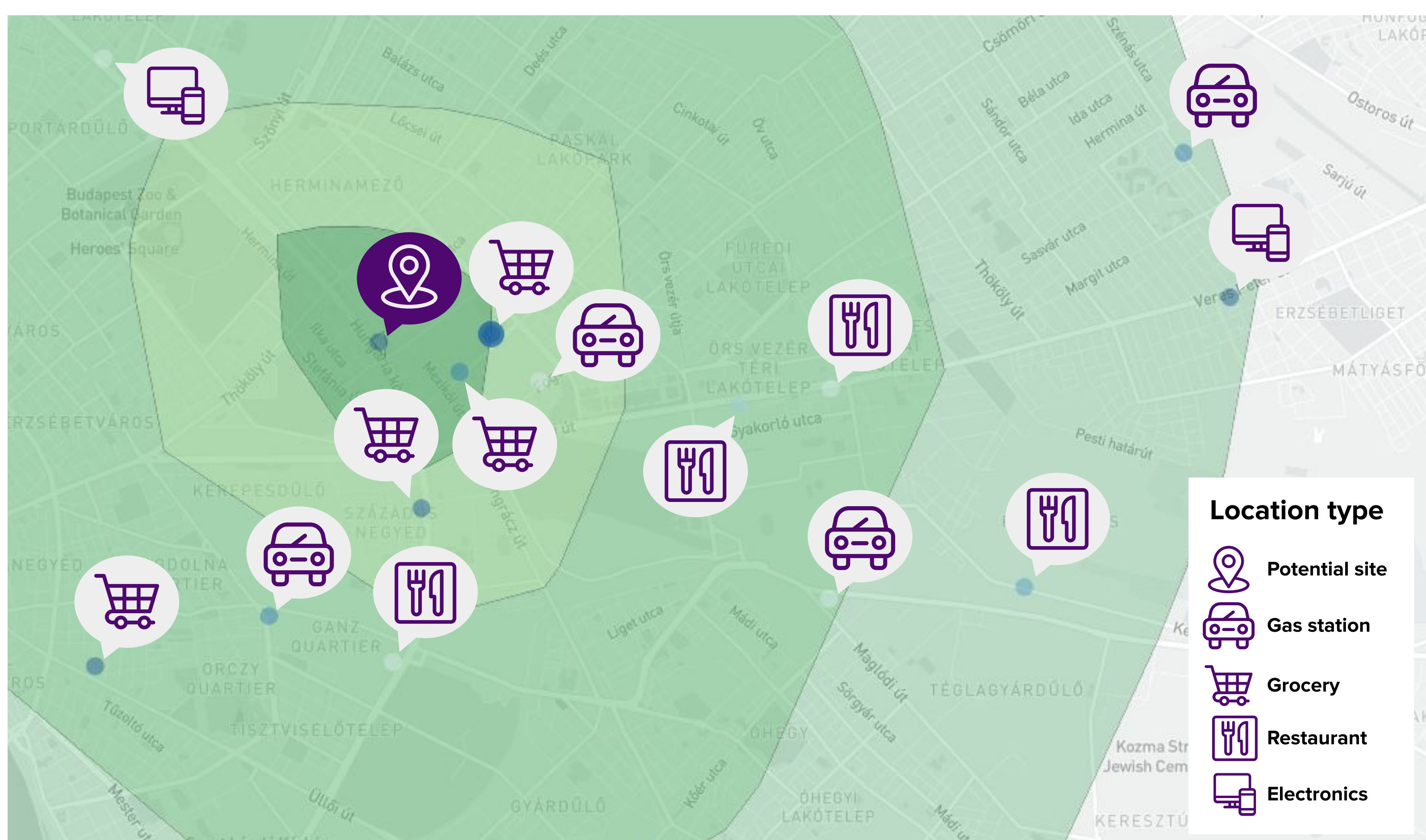
- Demographic statistics
- Mobility data
- Transactional data
- OpenStreetMap POIs
- Stations' characteristics

Business case

In this project, we advise a multinational oil and gas company on how to **provide and expand the range of profitable goods and services** in their service stations based on **customer personas and preferences**.

Outcomes

Based on the analysis of selected **customer profiles**, we incorporate demographic and behavioural data to provide a **unique characterization of each service station**. Complete with **purchase categorization** and detection of visits at other retail stores, we uncover hidden demand for new products and services and curate recommendations for **product portfolio diversification**.



Potential retail types and competitors in a catchment area of 5, 10, 20, and 30 minutes around a studied location