TresVista

Catalyzing Your Impact

TresVista Data Intelligence Group (DIG)

Alternate Data

March 2024

Data Engineering

Alternative Datasets like Placer, Aggdata, and Carto can be used to perform Geospatial Analysis

Geospatial Analysis

- Data ingested through the vendor's AWS S3 bucket to the client's S3 bucket using Python ingestion script

- ETL scripts were built in Databricks that followed the medallion architecture

- Used Agg data for getting the store locations and it was converted to Geo dataframe by leveraging packages from Carto

- Isochrones and Isolines were drawn on the Geodata frame to create trade areas for the companies, and they were enriched with foot traffic and demographic data from Placer

- Used foot traffic data to track the footfall of retail companies and customer segments to understand how holidays, seasonality, and events impact different companies

- Performed trade area analysis to identify the target demographic present within a 5-10 Mile trade area or within a 10-20 minutes drive time from stores of retail companies like Walmart, Kroger, and Costco

- Performed trade area overlap analysis to identify how much trade area overlap is present across two companies to identify the Sales cannibalization

- Identified white space where only a single company operates to identify upside potential of companies

Output
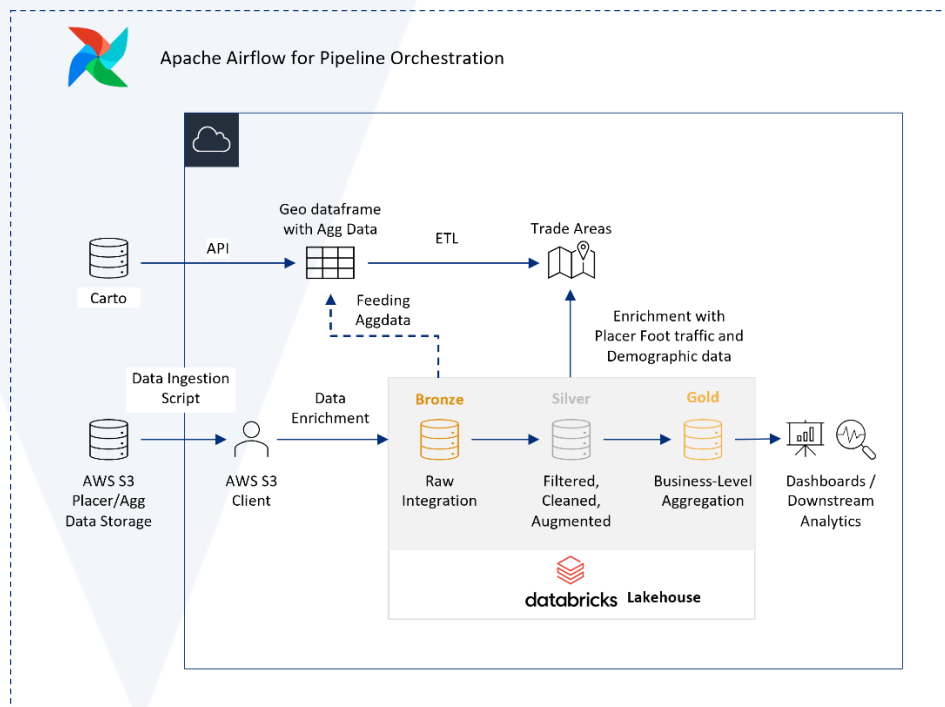
salessupport@tresvista.com | www.tresvista.com