Retail Insights
by MI-Marketing™

We partnered with a leading APAC mobile operator to deliver actionable business intelligence to Shopping Malls.

Business Challenge

Free shuttle bus service worth the investment for a mall?

Shopping Mall X1 is 15 minutes away from the closest subway station. While its competitor, Mall X2 is right next to the station. The operation team has been debating whether its location and transportation limitation is hindering the Mall's revenue growth.

Current research tool Cannot answer the question.

The foot traffic monitoring tool that Mall X1 currently uses is unable to answer the following key questions: Where do their customers come from? How long do they stay at the mall? How about their competitor Mall X2?

USE CASE

Groundhog

Solution

MI-Marketing™

MI-Marketing™ is a data analytics tool, using anonymous and aggregated data from mobile operators, that provides insights such as footfall analyses, trends of visits, traffic patterns, and visitor profiles.
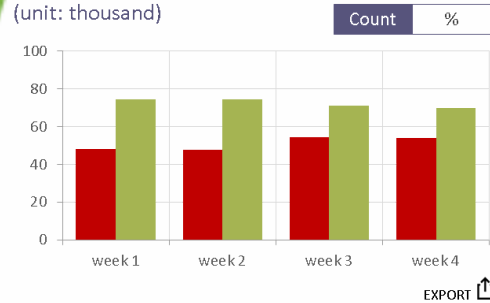
Findings

### 1. There's room for growth in many ways for mall X1

With MI-Marketing's highly visualized and easy-to-access interface, it's easier to track and benchmark customer behaviors against competitors.

Total visitor no.	Ave. visitor no. per day	Peak day/ Peak hour		Ave. frequency	Ave. duration
Mall X1: **203.8k**	Mall X1: **7.3k**	Mall X1: **11/21 Sat.**	Mall X1: **17:00**	Mall X1: 1.1 times	Mall X1: 1.5 hours
Mall X2: **289.2k**	Mall X2: **10.4k**	Mall X2: **11/20 Fri.**	Mall X2: **18:00**	Mall X2: 1.0 times (STD)	Mall X2: 1.9 hours (STD)

Weekly visitor volume
(unit: thousand)

Count | %

Hourly visitor volume
(unit: thousand)

Count | %

Frequency

Count | %

Duration

Count | %

EXPORT
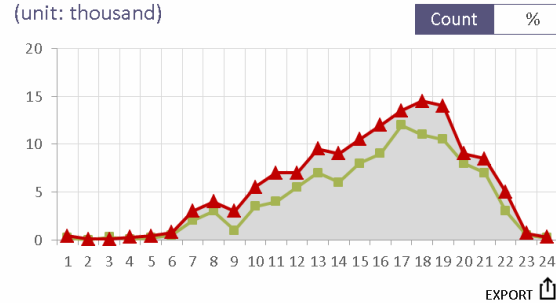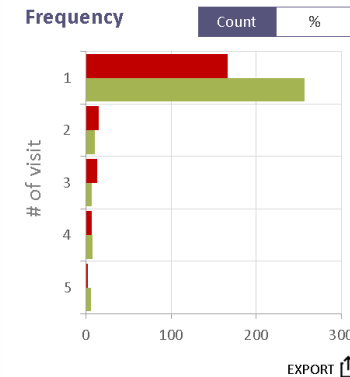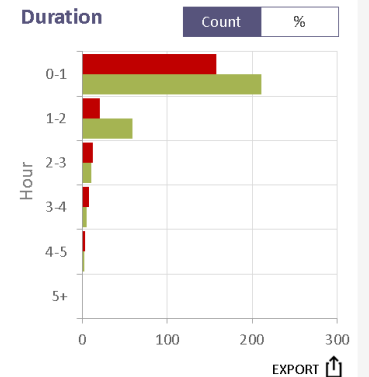
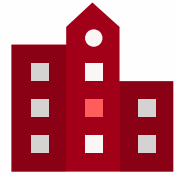🏢 **Mall X1**   🏢 **Mall X2**

USE CASE

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2. Shuttle bus service help expand the trading area for mall X1

BEFORE
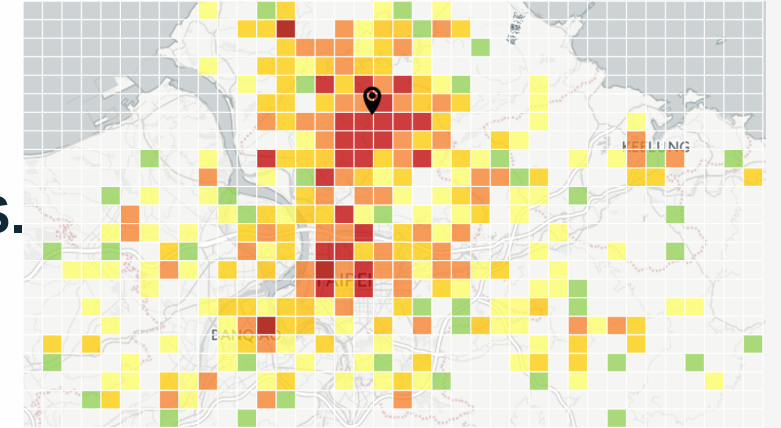### shuttle bus
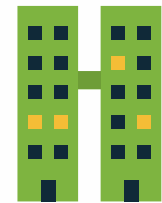
AFTER
shuttle bus

Mall X1

V.S.
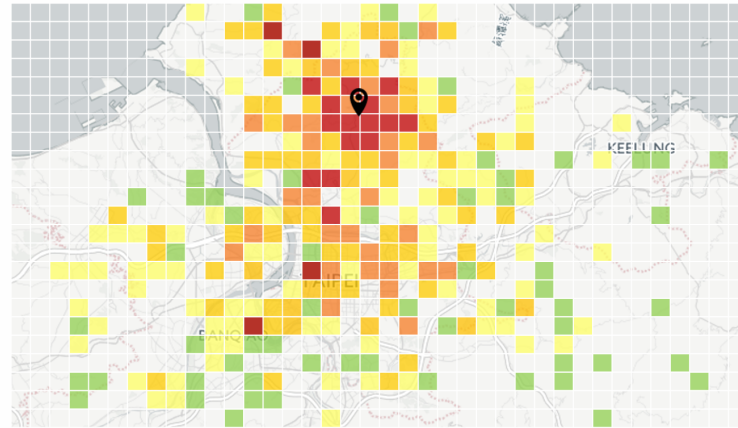
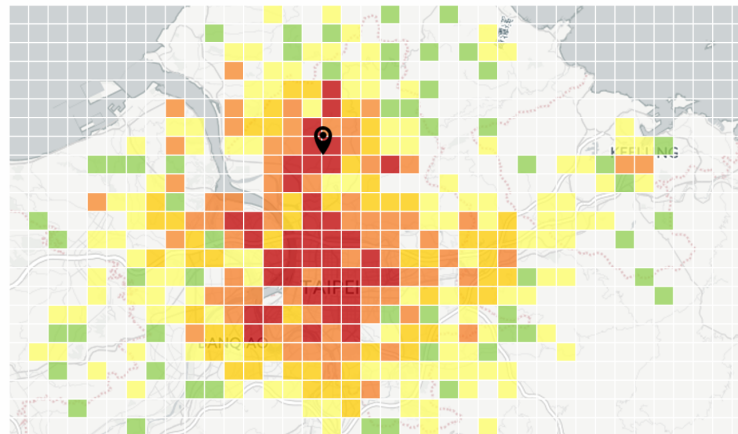Average home distance to the mall: **3.5 km**

Average home distance to the mall: **4.1 km**

Mall X2

Average home distance to the mall: **5.8km**

USE CASE

Groundhog

3. Customers that traveled far to Mall X1 tend to stay longer; potentially creating higher values for the mall.

Mall X1	BEFORE shuttle bus	AFTER shuttle bus
Daily visitor no.	5.8k (weekday) 9.9k (weekend)	6.1k (weekday) 11.1k (weekend)
% of non-local visitor	19%	31%
Ave. visit frequency	Once: 87% More than once: 13%	Once: 90% More than once: 10%
Ave. visit duration	Ave. 1.5 hr 55% stay more than one hr	Ave. 1.6 hr 61% stay more than one hr

Action

Groundhog's MI-Marketing™ helped Mall X1 make the decision of running its' free shuttle bus service to draw in more customers. These customers tend to stay longer, hence generating more retail sales.

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