

Origin-Destination Survey for a Retail Park in Europe

CASE STUDY

CHALLENGE

To optimize operations and attract more customers, retail park owners in Europe must understand consumer shopping patterns. Conducting an origin-destination survey is crucial for this purpose. The challenge was to gain insights into customer movements to increase foot traffic.



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Kripamurti

CEO & Founder

Algolytic Data Solutions



SOLUTION

To gain insights into the shopping patterns of customers, an origin-destination survey was conducted. The survey involved collecting data on the movement of people in and out of the retail park, including their origin, destination, and the time of their visit. The survey was conducted over a period of two weeks and was designed to capture data on all days of the week, including weekends. Advanced data analytics tools were used to analyze the data collected from the survey.

RESULTS

The origin-destination survey revealed that the majority of customers at the retail park came from within a 10-kilometer radius, with the majority of them traveling by car. The data also showed that the busiest times at the retail park were on weekends, with the highest traffic occurring between 12 pm and 4 pm. Armed with this data, the retail park owner was able to optimize their operations to better serve their customers. They identified that most of their customers came from within a 10-kilometer radius and used this information to target their advertising efforts more effectively. They also optimized their staffing levels and store layouts to better handle the high volume of customers during peak times.



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with Algolytic Data Solutions?

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