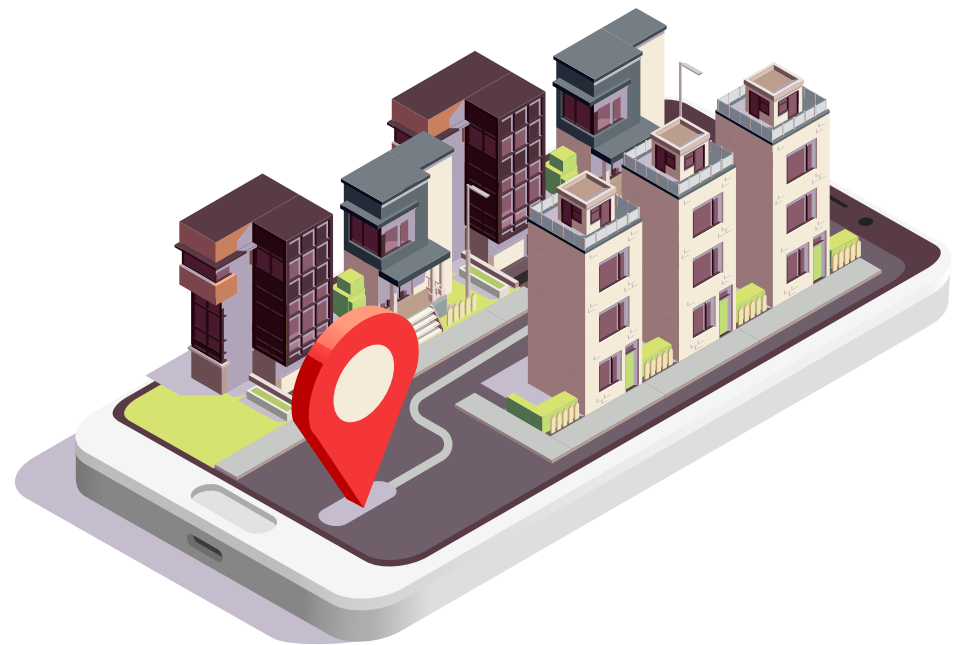


# Site Selection

## THE PROBLEM

A prominent conglomerate in the food and beverage industry, known for its diverse portfolio of brands spanning various cuisines and concepts faced challenges in selecting optimal locations for new stores to maximize profitability and market reach.



## THE SOLUTION

Our team developed a site selection analytics solution, integrating data from demographic trends, foot traffic analysis, and competitor locations.

alteryx

experian™

dun & bradstreet

tomtom

tableau

curator  
BY INTERWORKS

## THE OUTCOME

By leveraging data-driven insights, our client achieved optimized site selection, reduced risk,

and increased store profitability, leading to accelerated growth and market expansion.