

Lokační analýza pro byznys

Martin Tesař, jaro 2019



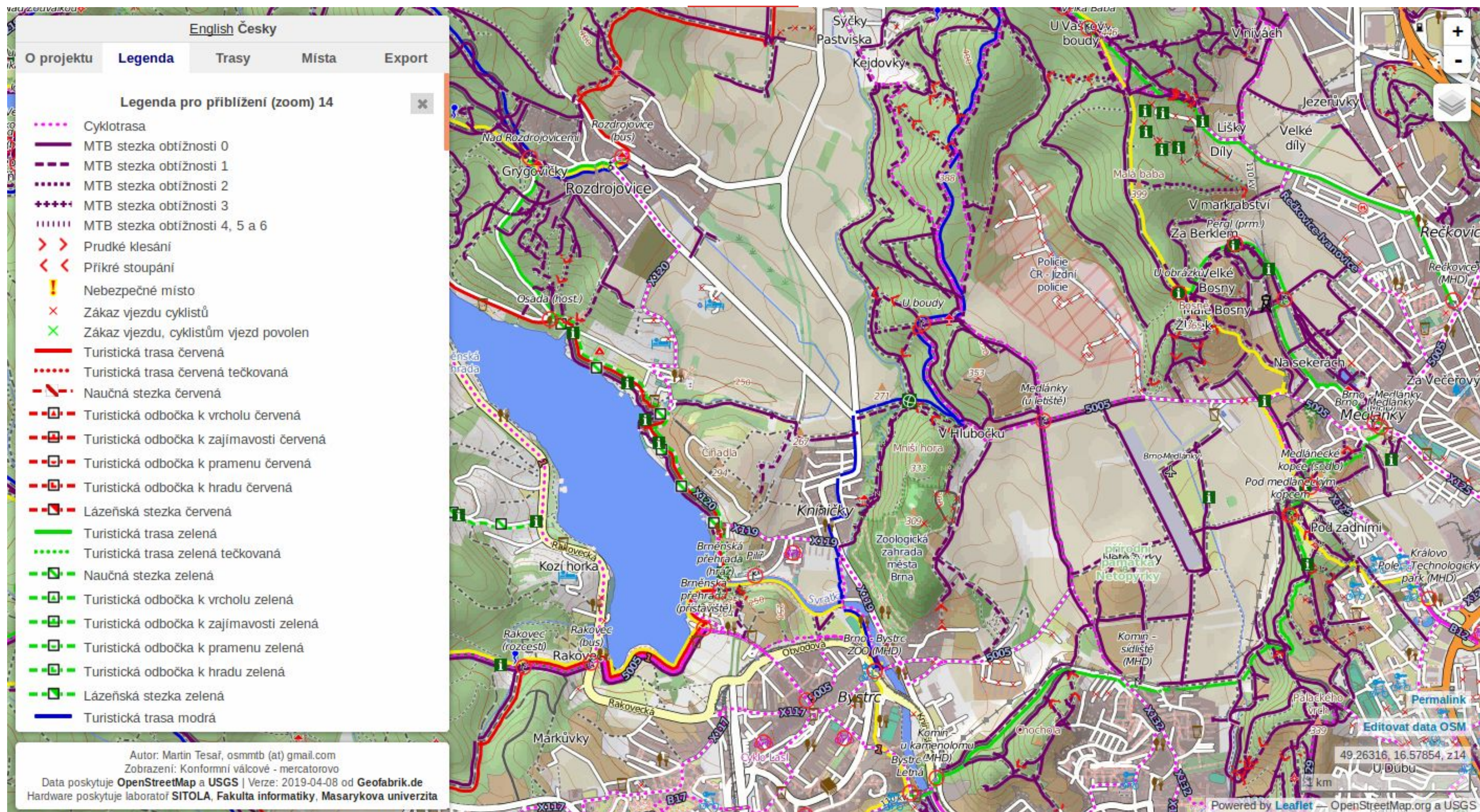
2007-2013 Fakulta informatiky, MU

- Bakalářka - mapa a web mtbmap.cz
- Diplomka - vyhledávání tras pro mtbmap.cz

2009-2011 Fakulta přírodovědecká, MU

- GISáček 2011 - plakát a bakalářka

2011-2012 Fakultät Informatik, TU Dresden



2013-2014 CZ.NIC

- Laboratoře CZ.NIC
- Klasický vývoj webu - Python, JavaScript

2014-2019 CleverMaps, CleverAnalytics

- Vývoj webové aplikace - JavaScript, tj. pouze frontend
- Příprava zákaznických projektů

Založeno 2012, cca 10 lidí

Posun od tvorby dat k tvorbě přidané hodnoty

Na začátku 4 mapové projekty

- CleverAssets - Správa zemědělské půdy
- CleverRoads - Majetkoprávní příprava dopravních staveb
- CleverFarm - Správa farmy
- CleverAnalytics - Location Intelligence

Dnes přes 50 lidí, 2 projekty

CleverFarm

CLEVER°
FARM'

<https://www.cleverfarm.cz/>

info@cleverfarm.cz

CLEVER°
ANALYTICS'

CleverAnalytics

CLEVER°
ANALYTICS'

<http://cleveranalytics.com/>

info@cleveranalytics.com

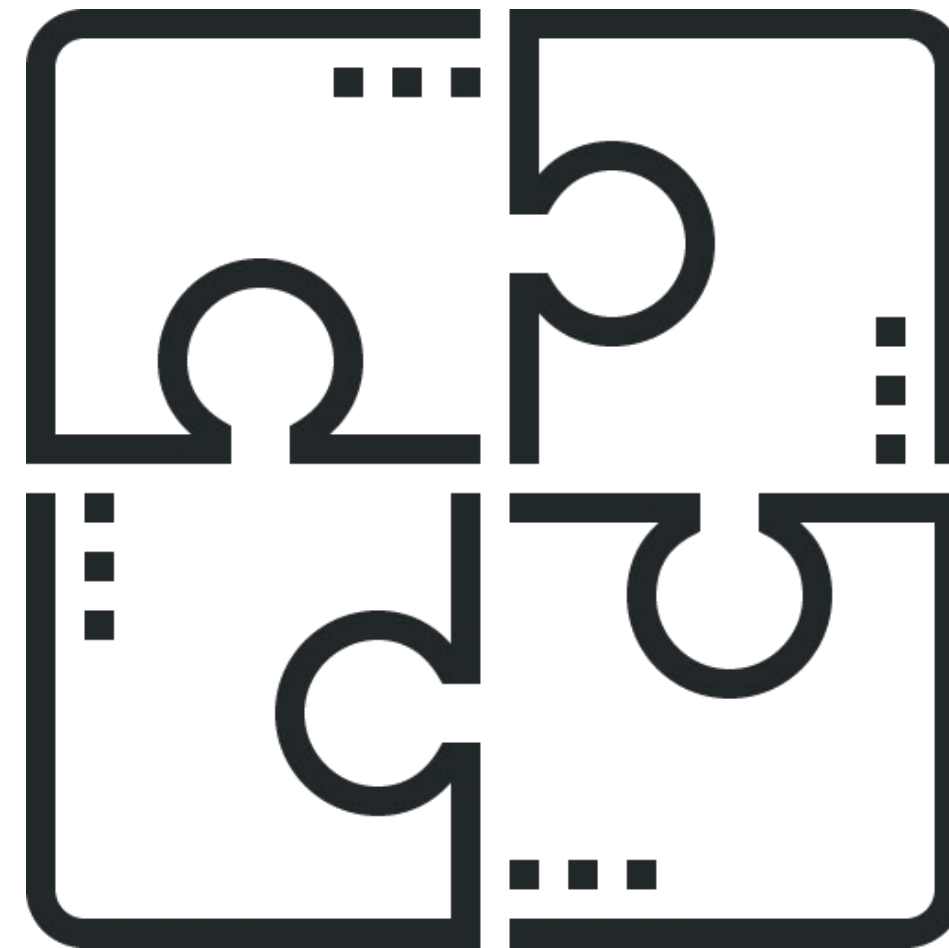
Think what online maps
did for individuals...

... we do it for businesses.

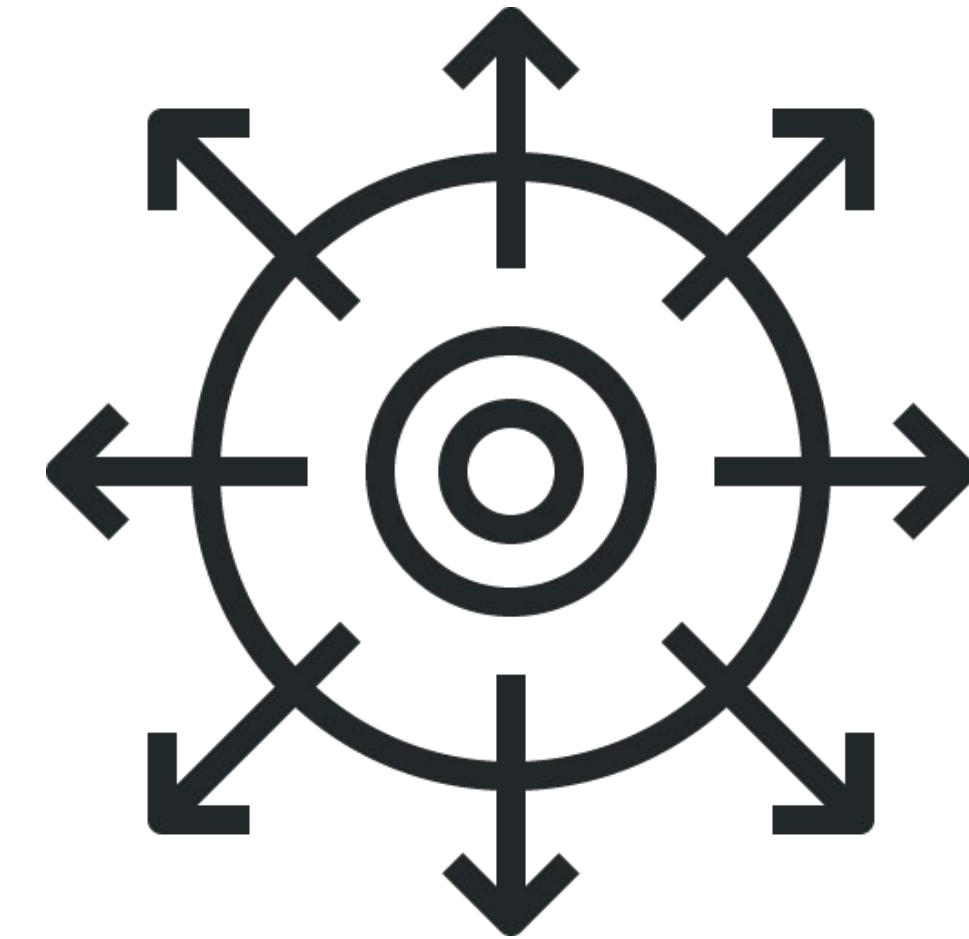
Executive Summary



**Right location is crucial
for any business**



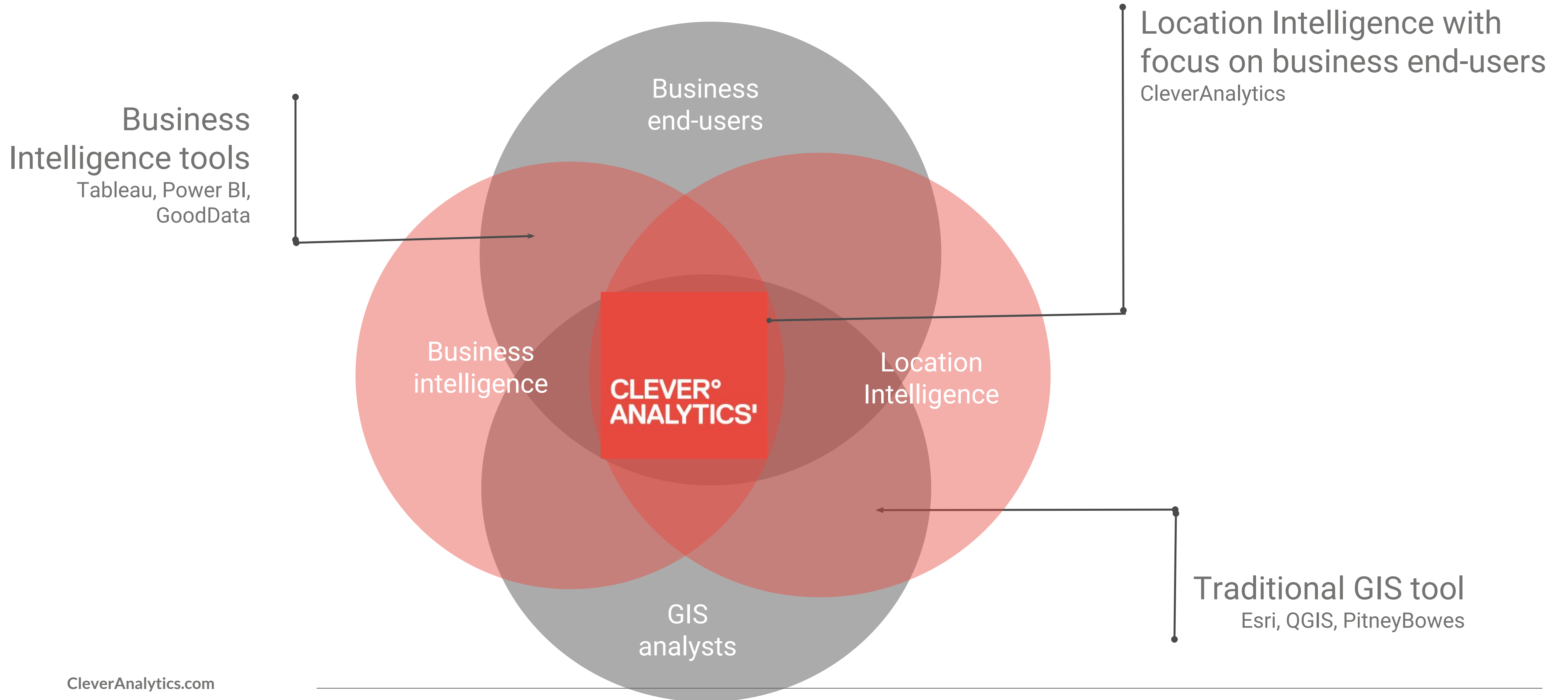
**Omnichannel means to
measure online as well
as brick-and-mortar –
together**



**Data Driven company
means access to data
and information for
everyone who needs it**

CleverAnalytics is the only easy-to-use & complex solution

Our Solution



Competitors Positioning



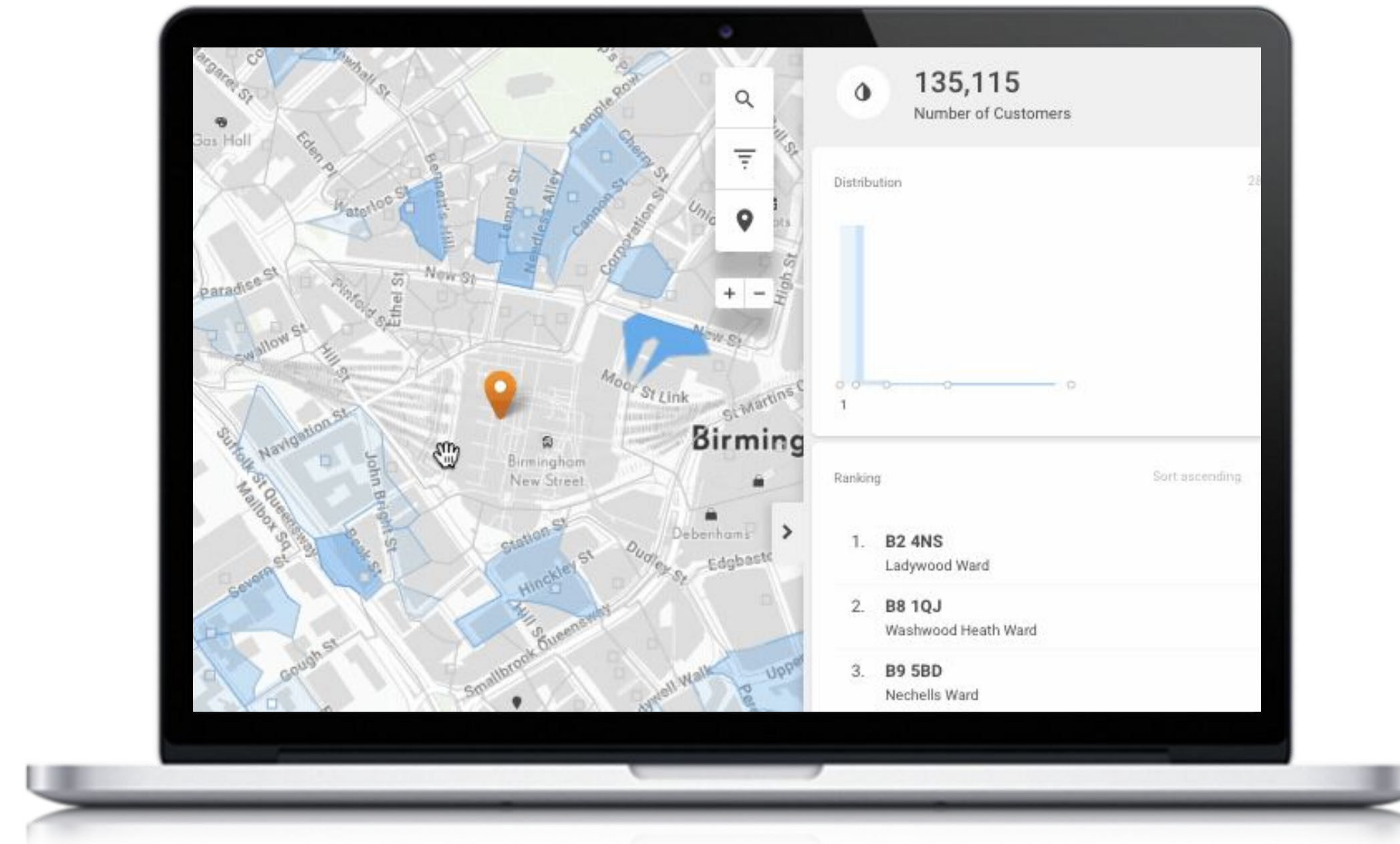
Our Solution

Focus on end-users and business decision-makers

- No hard-skills needed.
- There are intuitive and really useful dashboards, filters and search.
- You can start exploring and drilling your data immediately.

Predefined reports for real business cases

- No wasting time with building reports and pioneering what you need.
- We have predefined templates for most verticals and their use cases.



Big Data and Open Data ready

- Data warehouse and calculation performance is ready for Big Data sets.
- It combines internal and external data sources - in one logical datamodel.

Independent data and logical model

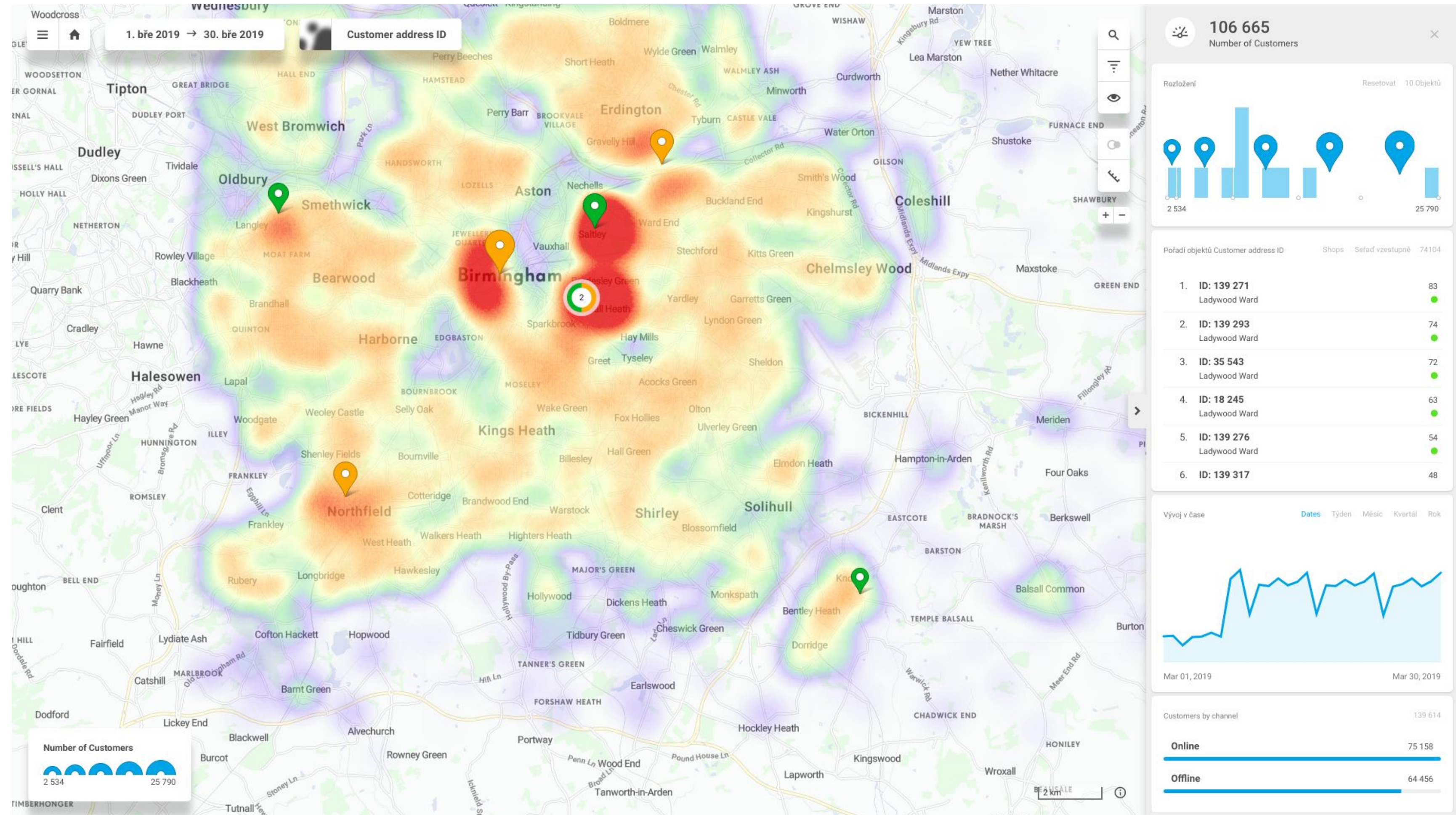
- It is pretty easy to drill relation among data from different data sources.
- We use location as a key connect point.
- You can define a new metric easily.

Cloud-based platform and data democratization

- Only data that are easily accessible throughout all company, can bring value of it.
- From CEO, expansion manager to sales reps, everyone can work with our map based reports.

Ukázka - vizualizace

Pinpointy
Oblasti
Heatmapa
Dot mapa
Linie
Grid



Reference 1/2



Česká spořitelna

Retail Banking

Branch Network Optimization

Sazka

Betting Shop

POS Network Optimization

Teta

Retail Drugstore

Branch Network Optimization

Rohlik.cz

Grocery Delivery

Customer Intelligence



Centropol

Energy and Utility

Customer Intelligence

Kooperativa

Insurance Company

Branch Network Optimization

Mall.cz

Ecommerce/Omnichannel

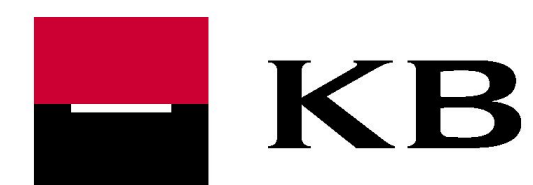
MallBox Location Optimization

Crocodile

Retail Food

Branch Network Optimization

Reference 2/2



Alza.cz

Ecommerce/Omnichannel
AlzaBox Location Optimization

Slovenská sporiteľňa

Retail Banking
Branch Network Optimization

Komerční banka

Retail Banking
Branch Network Optimization

Albert

Retail Food
Branch Network Optimization



Rossmann

Retail Drugstore
Branch Network Optimization

Makro

Retail Food
Branch Network Optimization

Tchibo

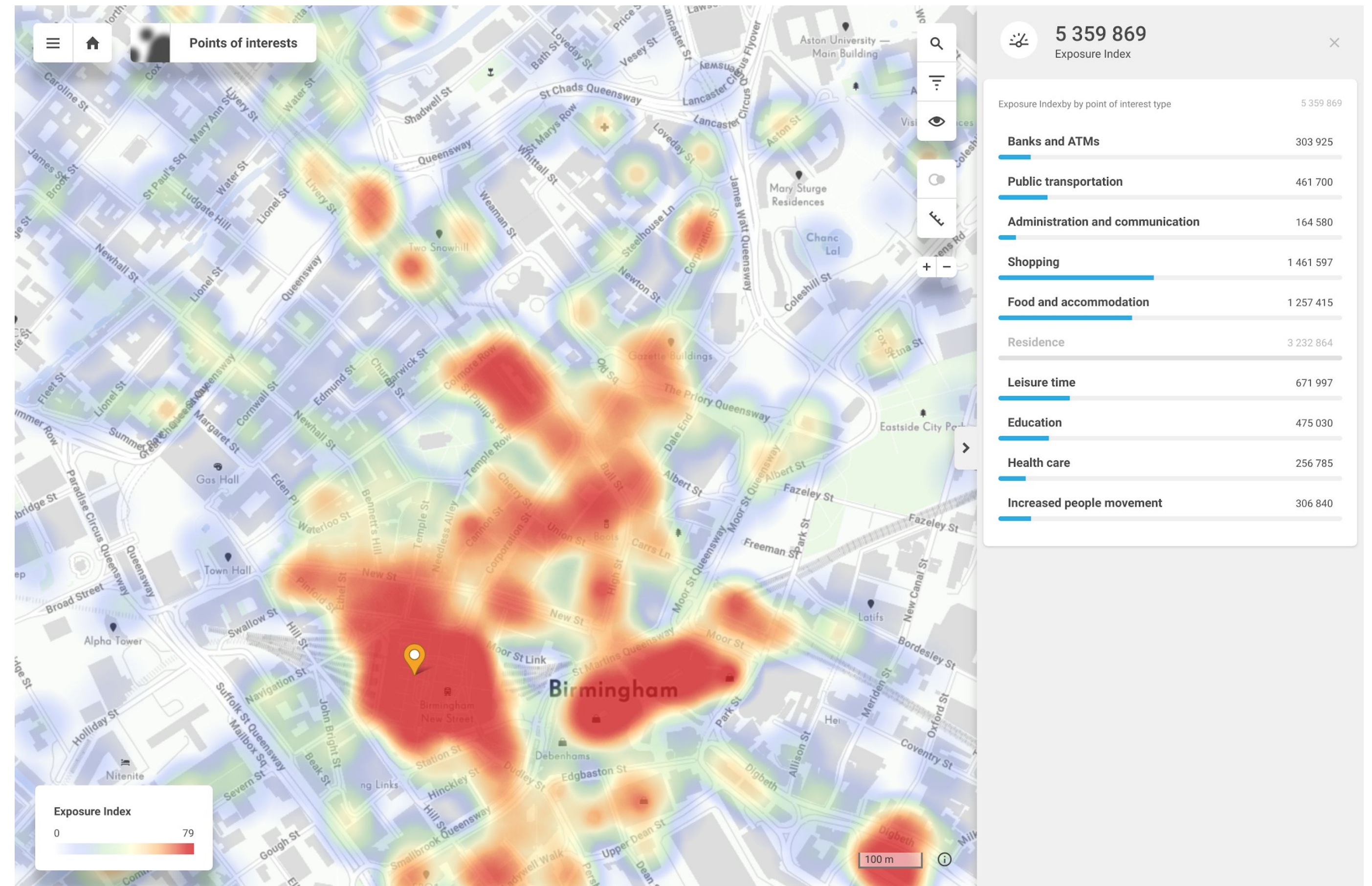
Ecommerce/Omnichannel
Branch Network Optimization

Dámejídlo.cz

Food Delivery Aggregator
Delivery Zones Optimization

Exposure index / index potenciálu

- Measures the strength of the location based on the POIs strength gravity
- High level of detail - up to a specific coordinate/point/address
- Highly configurable and easily expandable with other data sources
- Using 10 main categories of POIs describing common population needs
- Simple interpretation in a heatmap
- Respects the principles of the market, the concurrence of more POIs denotes more interesting location
- Instead of looking for a correlation among particular types of POIs and the performance of a store it focuses on finding a concurrence of POIs and on deep understanding of each location
- This approach is chosen mainly because common approach using regression analysis does not work in the real world. **Correlation does not imply causation**



Jak to funguje?

Uživatelské rozhraní

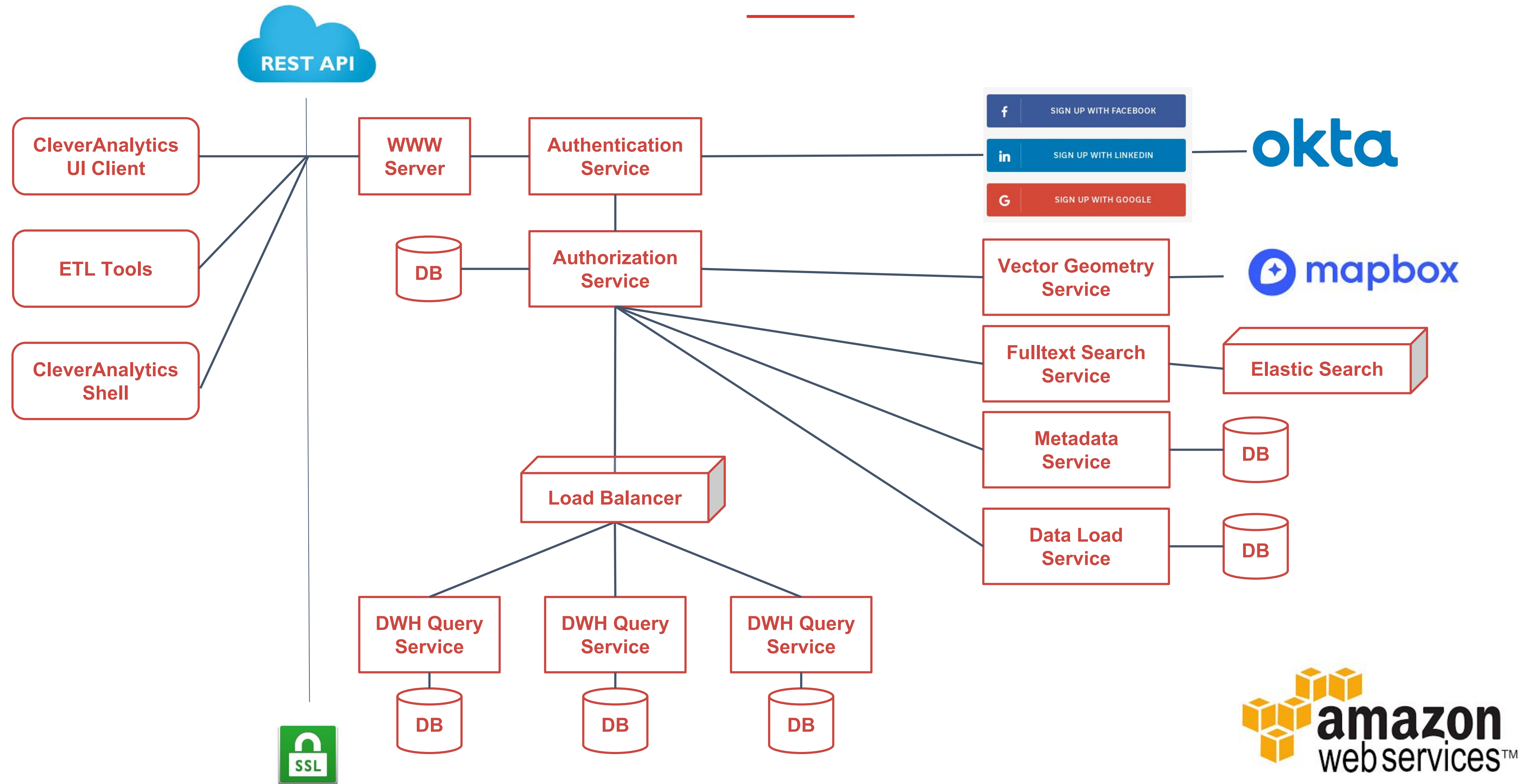
Backend - server, cloud

Data a datový model

Metadata

Shell - nahrávání dat a metadat

Architektura platformy



Výzvy

- Vizualizace
- Interaktivita
- Výkon
- Stabilita

Technologie

- LeafletJS + pluginy, VectorTiles
- AngularJS Framework, Redux
- Další knihovny - D3.js, moment.js...
- REST API

Data

(doplňková prezentace)

Příprava projektu

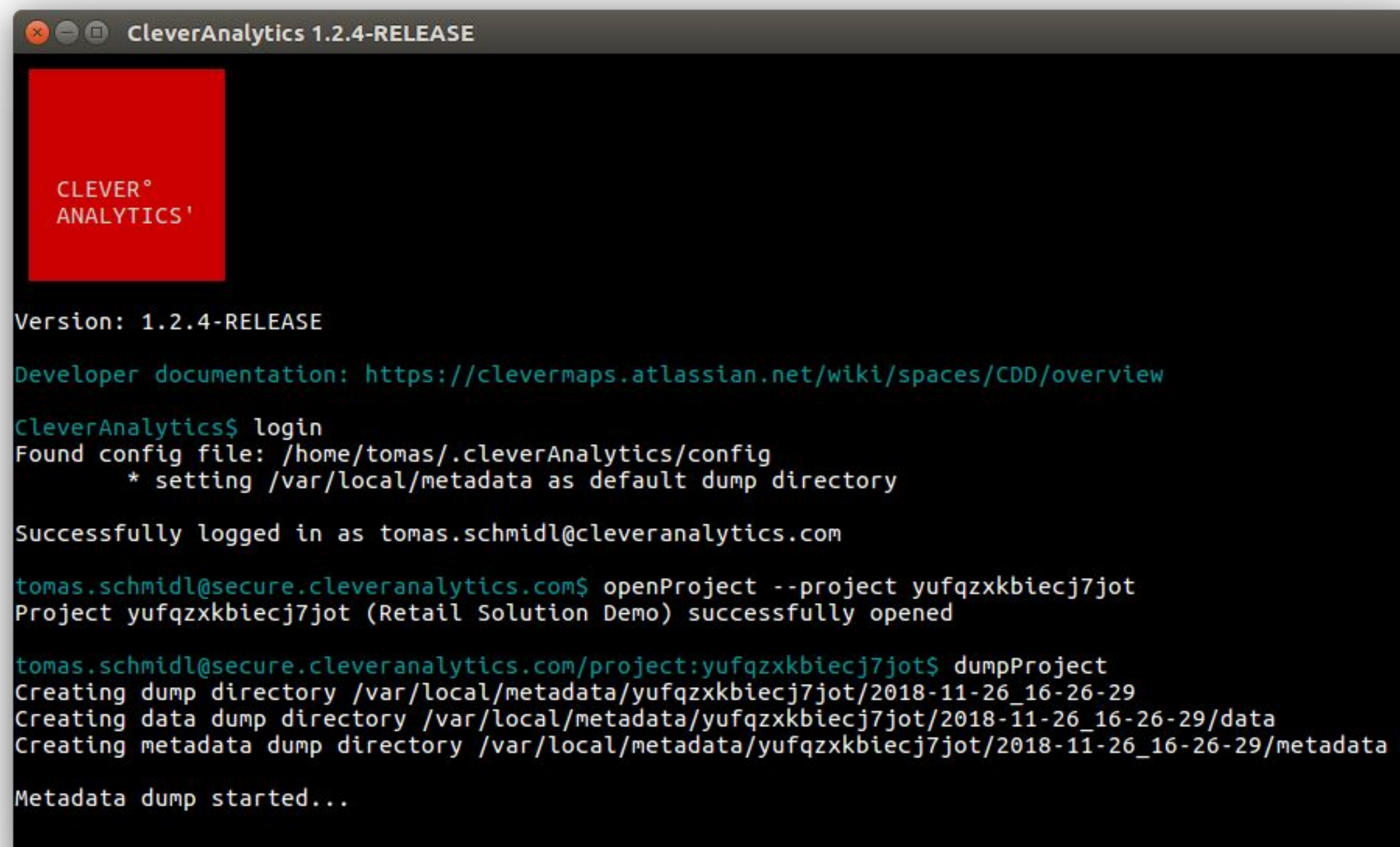
Dokumentace

Shell

- Správa projektu
- Import datových dimenzí
- Nahrávání metadat

Metadata

Tutoriály



```
CleverAnalytics 1.2.4-RELEASE

CLEVER°
ANALYTICS'

Version: 1.2.4-RELEASE

Developer documentation: https://clevermaps.atlassian.net/wiki/spaces/CDD/overview

CleverAnalytics$ login
Found config file: /home/tomas/.cleverAnalytics/config
* setting /var/local/metadata as default dump directory

Successfully logged in as tomas.schmidl@cleveranalytics.com

tomas.schmidl@secure.cleveranalytics.com$ openProject --project yufqzxkbielj7jot
Project yufqzxkbielj7jot (Retail Solution Demo) successfully opened

tomas.schmidl@secure.cleveranalytics.com/project:yufqzxkbielj7jot$ dumpProject
Creating dump directory /var/local/metadata/yufqzxkbielj7jot/2018-11-26_16-26-29
Creating data dump directory /var/local/metadata/yufqzxkbielj7jot/2018-11-26_16-26-29/data
Creating metadata dump directory /var/local/metadata/yufqzxkbielj7jot/2018-11-26_16-26-29/metadata

Metadata dump started...
```

Co s tím?

Studentské projekty

Závěrečné práce

Sběr dat

Příprava datových dimenzí

Dejte o sobě vědět

CleverAnalytics

- <https://cleveranalytics.com/>
- Vídeňská 101/119, Brno
- Pobočky v Praze a Hradci Králové
- info@cleveranalytics.com
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