

Optimize investments to maximize sales at your retail network locations.

LocationPro is a data visualization platform that assesses retail fuel markets allowing you to decide whether or not to invest in certain locations and/or amenities.



Market Challenge

Retailers, particularly those in competitive and data-intensive sectors like fuel and convenience stores, face a significant challenge in accurately predicting the success of new or existing locations. The traditional methods of network planning are often insufficient and prone to costly errors. Retailers may lack the data needed to make accurate, data-driven decisions about their location strategy.

How We Help

OPIS LocationPro, an AI-powered retail network planning platform, leverages available proprietary and publicly-available data to generate sophisticated forecasts. This world-class modeling software solution combines near real-time location data, traffic trends, and demographic statistics to help multi-site retailers make high-return investment decisions.

Benefits

- AI-driven planning** - increase sales through smarter site selection
- Hyperlocal precision** - analyze down to city blocks or buildings with human mobility insights
- Fuel data advantage** - Access fuel pricing and market share data to identify areas with optimal margin potential.
- Vehicle flow forecasts** - use vehicle and traffic patterns to estimate site volume
- Forecast and validate** - compare forecasts vs. actuals to continually improve outcomes

Who We Help

- Retailers
- Real Estate Developers
- Investors
- Financial Institutions and Lenders

Commodities

- Gasoline
- Diesel

Part of the OPIS RetailSuite and integrated with five other tools for increasing retail fuel profitability

Request a demo

888.301.2645 | 301.966.7270
energy@opisnet.com

Site Selection

Identify the most strategic locations for retail or service outlets, maximizing sales and minimizing risk. Find optimal sites with up to 50% more sales compared to other industry approaches.

Competitor Sales Insights

Predict current and future sales for new and existing competitor stores, helping companies acquire the most promising stores in the market. Forecast sales in existing and new sites with data-supported modeling.

Network Optimization

Manage a network of locations, ensuring the best performance across all sites, adjusting site features and services for underperforming stores. Calculate your next best investment to maximize return from every site in your network.

White Space Analysis

Identify untapped market opportunities where new locations can serve unmet customer demand. Forecast sales in new sites in territories with minimal error.

Cannibalization/Competition Analysis

Assess the impact of opening new locations on your existing network performance and understand competitive dynamics to optimize your overall network strategy. Understand the potential competitive impact of opening new locations with data-supported accuracy.

Sales Forecasting

Predict current and future sales for new and existing stores, helping companies optimize inventory and marketing efforts. Forecast sales in existing and new sites with negligible error.

