

RETAIL REVOLUTION: Uncovering growth hotspots through spatial lens



Did You Know? Spatial perspective helps target hotspots more accurately

 Town **rankings** are redefined when viewed through a **spatial lens**.

 Considering **only demographic** factors can lead to a **distorted view**.

 When spatial variables are included, some towns undergo a **change of about 500 ranks**.

A lower rank indicates better demographics and spatial features in that town

Our findings from the micro-market prioritization for these leading towns are consistent and convey a similar narrative.

DISTRICT	TOWN	RANK	RANK
		Only demographic factor is considered	Demographic and NIQ spatial factors are considered
Gautam Buddha Nagar	Noida	72	62
Gautam Buddha Nagar	Greater Noida	315	130
Thane	Mira-Bhayandar	61	58
Thane	Ulhasnagar	105	74
North Twenty Four Parganas	South Dumdum	126	100
North Twenty Four Parganas	Dum Dum	441	84
Kozhikode	Kozhikode	95	30
Kozhikode	Olavanna	534	24

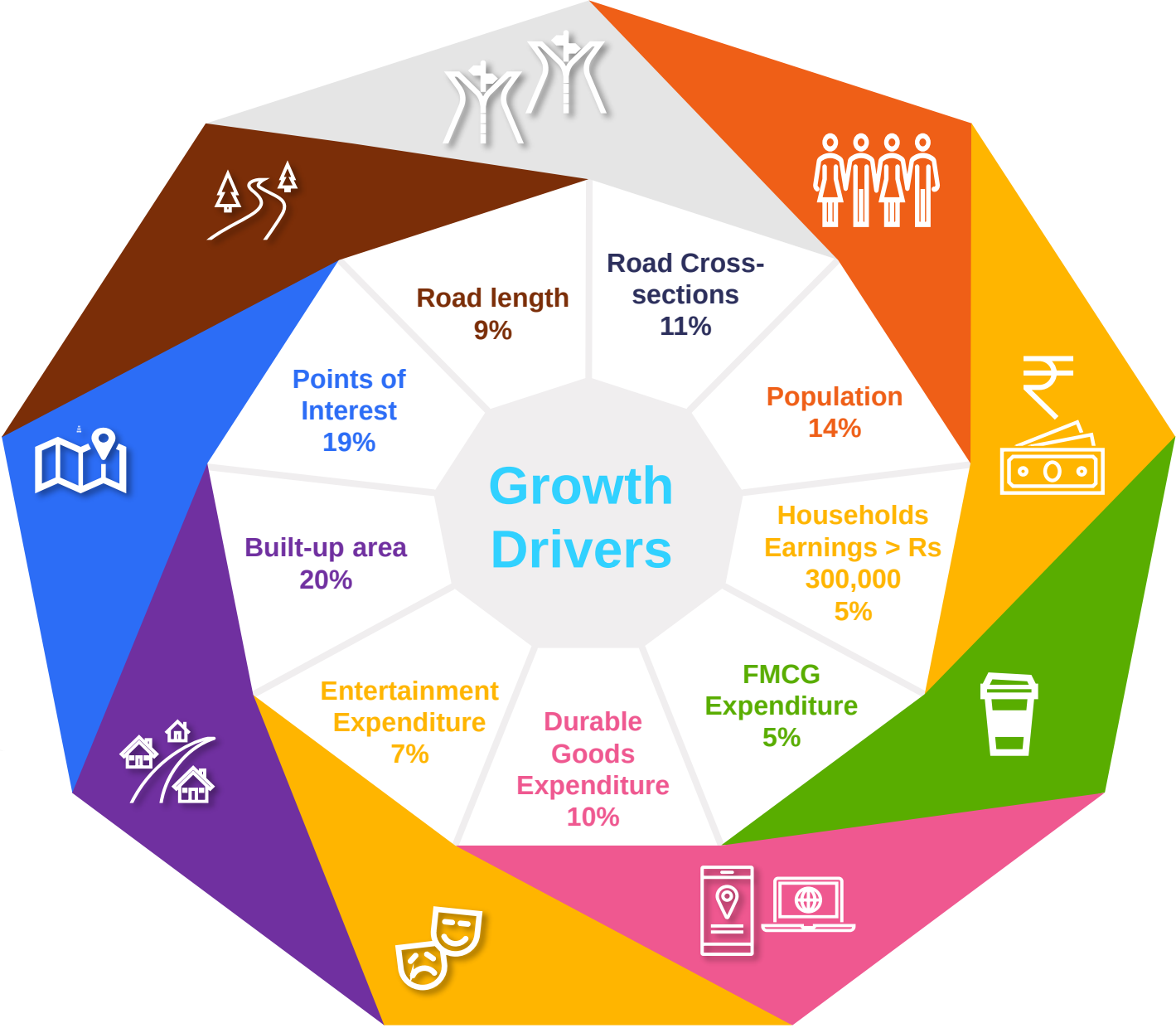
*Only Class 1 towns with a population of 100,000 and above have been ranked here.

Introducing NIQ's Precision Wheel

Demographic, spatial and category spends are considered in prioritizing markets at NIQ.

Built-up area holds the highest weight at 20%, followed by PoIs, reflecting its significance in identifying the top PIN Codes in each district.

When considered together, spatial variables account for 60% of the total weight.



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**"NIQ Retail Revolution: Uncovering
Growth Hotspots Through Spatial
Lens"**



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THANK YOU