Newgrove

6 Steps to Turn Your Data Into Smarter Decisions

What Location Data Reveals That Spreadsheets Can't

1 Start with What You Know

Your sales reports, store metrics and customer profiles are key business performance documents, but they just show what's happened. That's where the power of place provides you with more clarity on where things are working, where they're not and where there are any gaps.

2 Connecting Performance to Place

By layering location data into your strategy, it gives you the context that your spreadsheets can't. It shows you where your customers are most active, when areas are busy or not and what's happening around your sites, from nearby competitors to local transport links.

3 Spot Patterns Dashboards Can't Show

Are your best performing sites surrounded by a certain type of neighbourhood? Are poor performing stores close to transport black spots or competitor clusters? Identifying these patterns helps you understand what's driving success and where you should focus next.

4 Compare Options with More Context

Whether you're comparing new site locations or comparing performance of similar sites, you need to assess them through a location data lens. By reviewing factors like local worker density, age mix, access to transport hubs and nearby amenities, you can see the whole picture.

5 Go Beyond What's Just Happened

Reports show you how many people passed through a location last month, but they won't show you when or how often. Footfall data helps you break activity down by hour, day and month so you can use it to adjust store hours, staff planning or campaign timing based on traffic patterns.

6 Turn Insight Into Action

Once you've layered location insight into your growth and expansion strategy, including who's nearby to how areas behave, you're no longer relying on averages or assumptions. You are working from a more location-aware position, so your next decision doesn't just look smarter — it is.

Ready to bring location insight into your strategy?
Explore more at www.newgrove.com/periscope