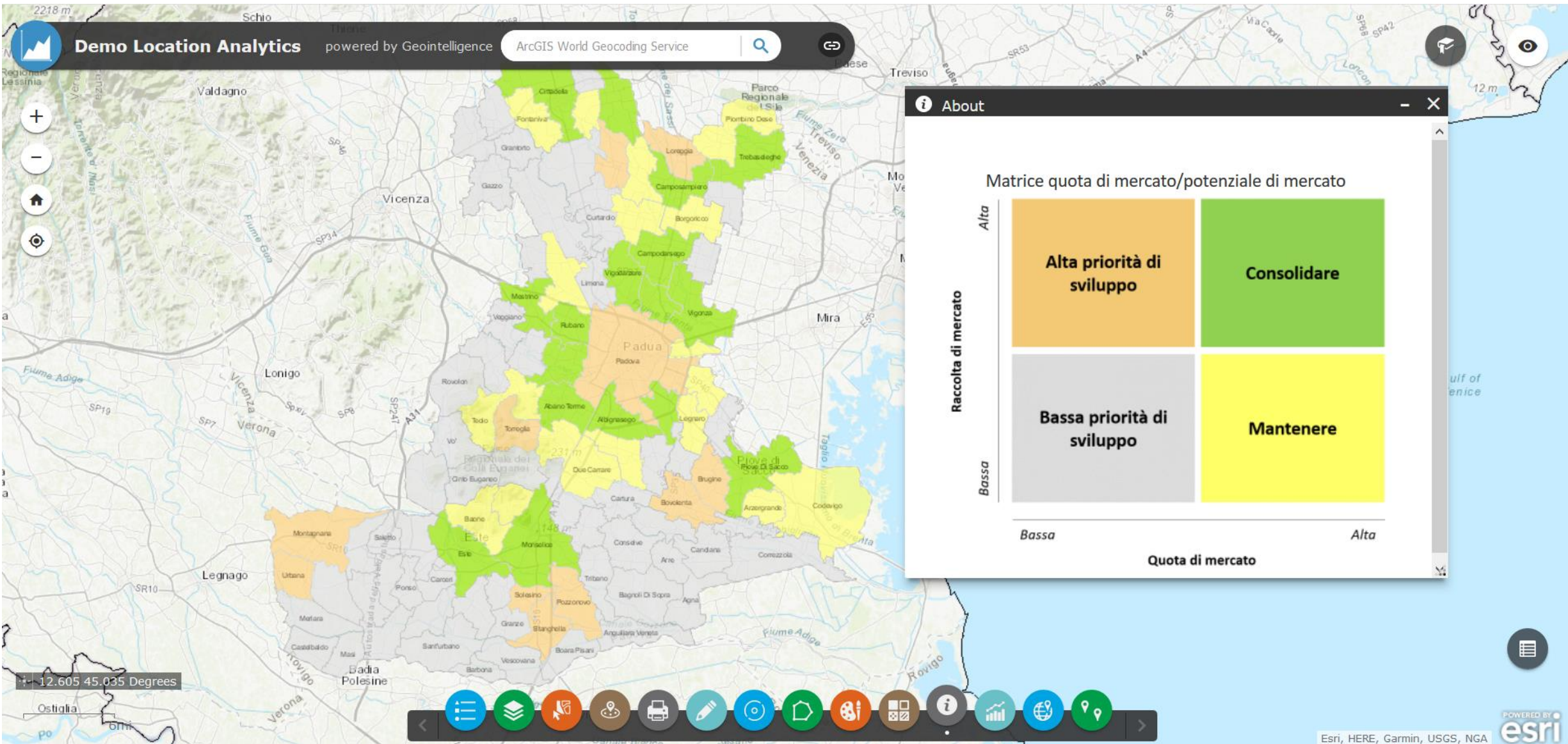




# LOCATION ANALYTICS AND GEOINTELLIGENCE SOLUTIONS FOR BUSINESS WEB SOLUTIONS EXAMPLES

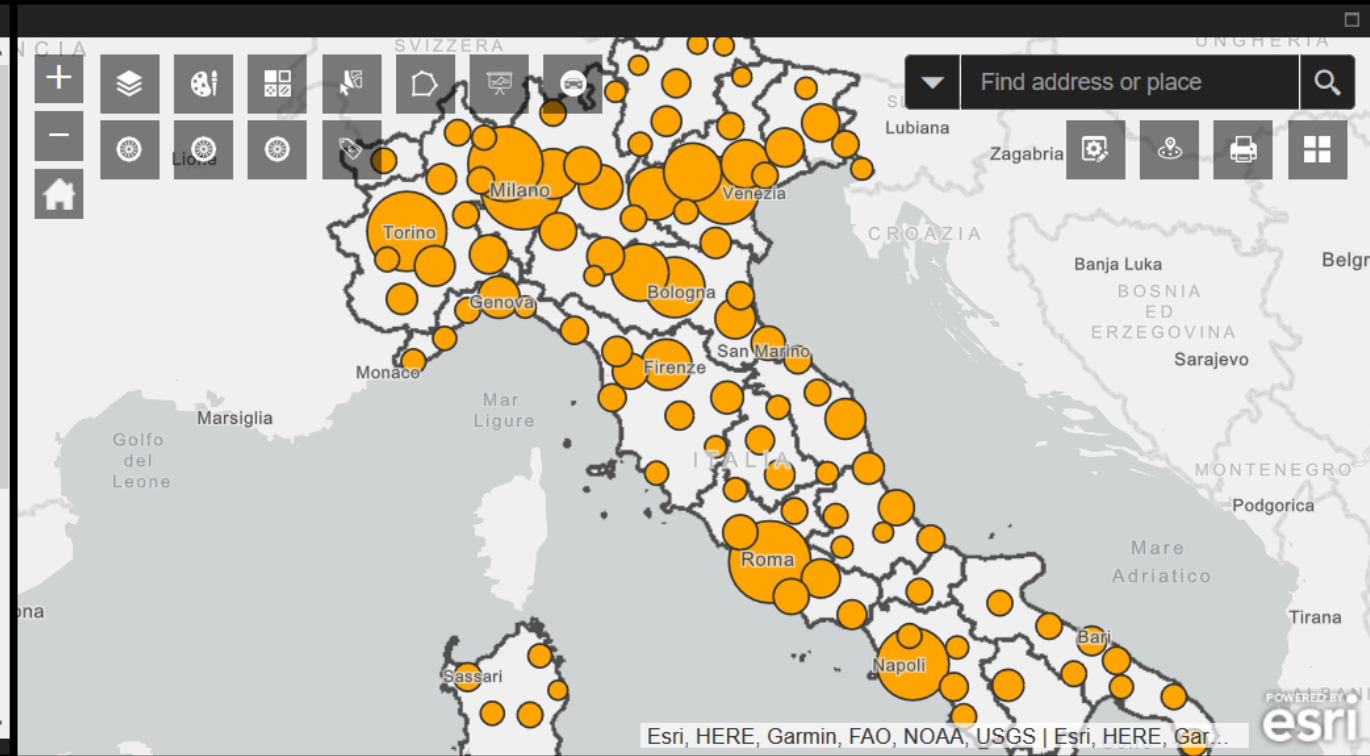






**Rete**   **Filtri Rete**   **Filtri Geo**   **Scenari**

- Clienti Diretti PLT **1,921**
- Clienti Car Dealer
- Clienti Indiretti
- Prospect
- Clienti Diretti 2W
- Clienti Diretti Truck



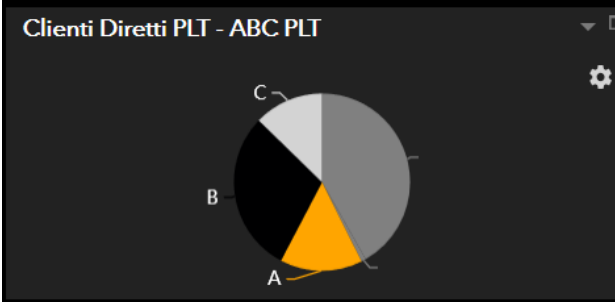
**Legend**   **Info**   **Distanze**

**Clienti Diretti PLT**  
Number of features

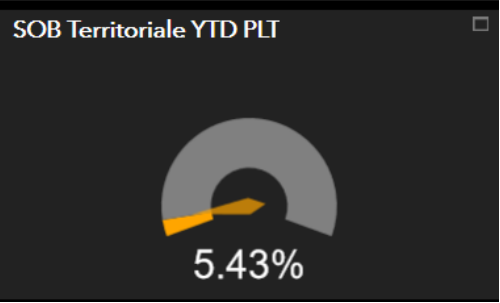
- > 79
- 60
- 40
- 20
- 1

**Layer Territoriali**  
Regioni

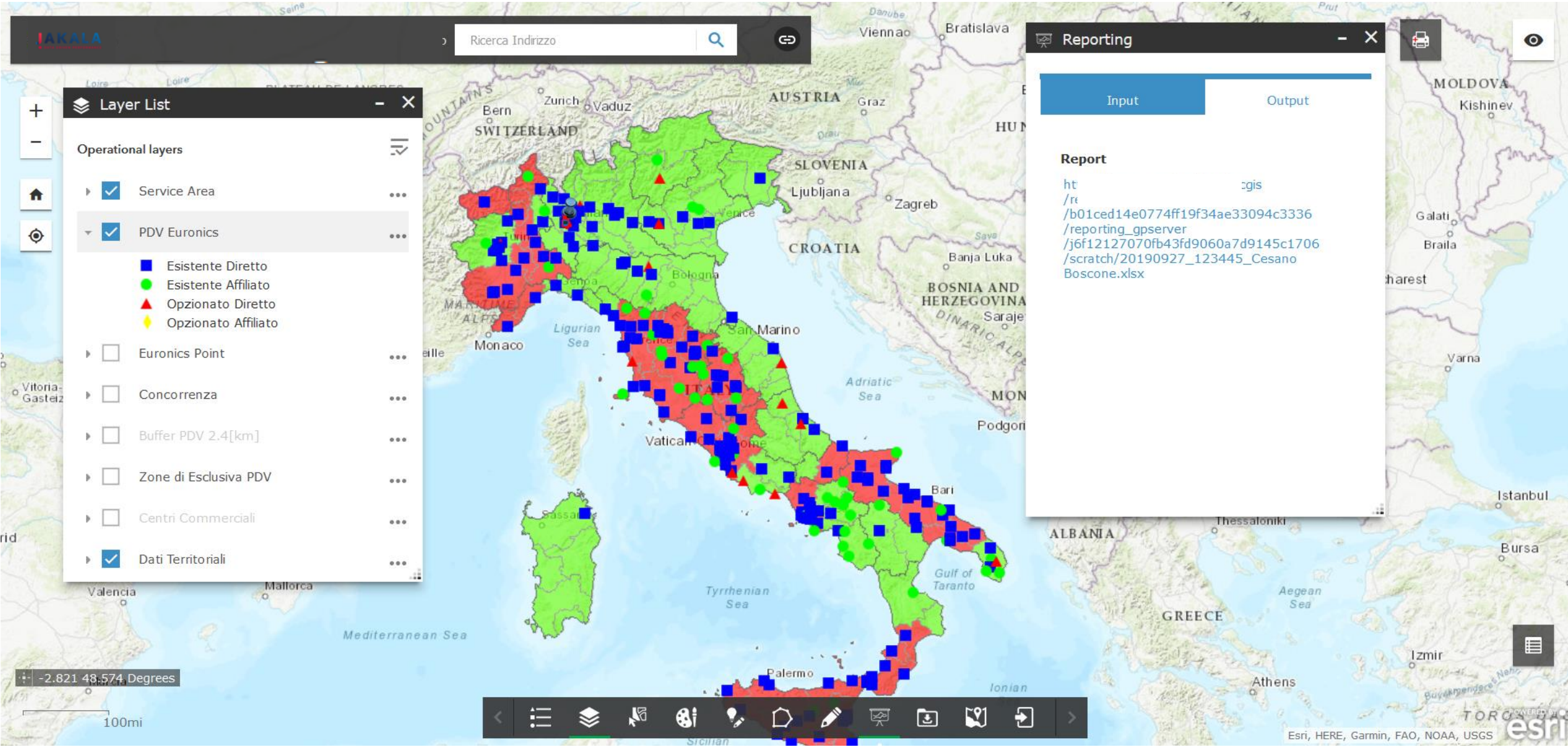
Disable Cluster



<b>% Sell-In UHP Riv. PLT</b>	<b>% Sell-In UHP CD PLT</b>	<b>Potenziale Territoriale Tot PLT</b>
<b>28.6 %</b>	<b>44.2 %</b>	<b>3,406,363</b>
<b>% vendite Continental Riv. PLT</b>	<b>% vendite Continental CD PLT</b>	<b>Potenziale CRM PLT</b>
<b>54.6 %</b>	<b>69.9 %</b>	<b>3,470,357</b>







Ricerca Indirizzo

### Layer List

- Operational layers
  - Service Area
  - PDV Euronics
    - Esistente Diretto
    - Esistente Affiliato
    - ▲ Opzionato Diretto
    - ◆ Opzionato Affiliato
  - Euronics Point
  - Concorrenza
  - Buffer PDV 2.4[km]
  - Zone di Esclusiva PDV
  - Centri Commerciali
  - Dati Territoriali

### Reporting

Input	Output
<b>Report</b>	
ht	gis
/r	
/b01ced14e0774ff19f34ae33094c3336	
/reporting_gpserver	
/j6f12127070fb43fd9060a7d9145c1706	
/scratch/20190927_123445_Cesano	
Boscone.xlsx	

-2.821 48.574 Degrees

100mi



Filtri Clienti-Prospect Filtri Geo

Prospect - Potenziale

Potenziale è

0 selected

Clienti

CLUSTER T&M è

- empty -

Clienti

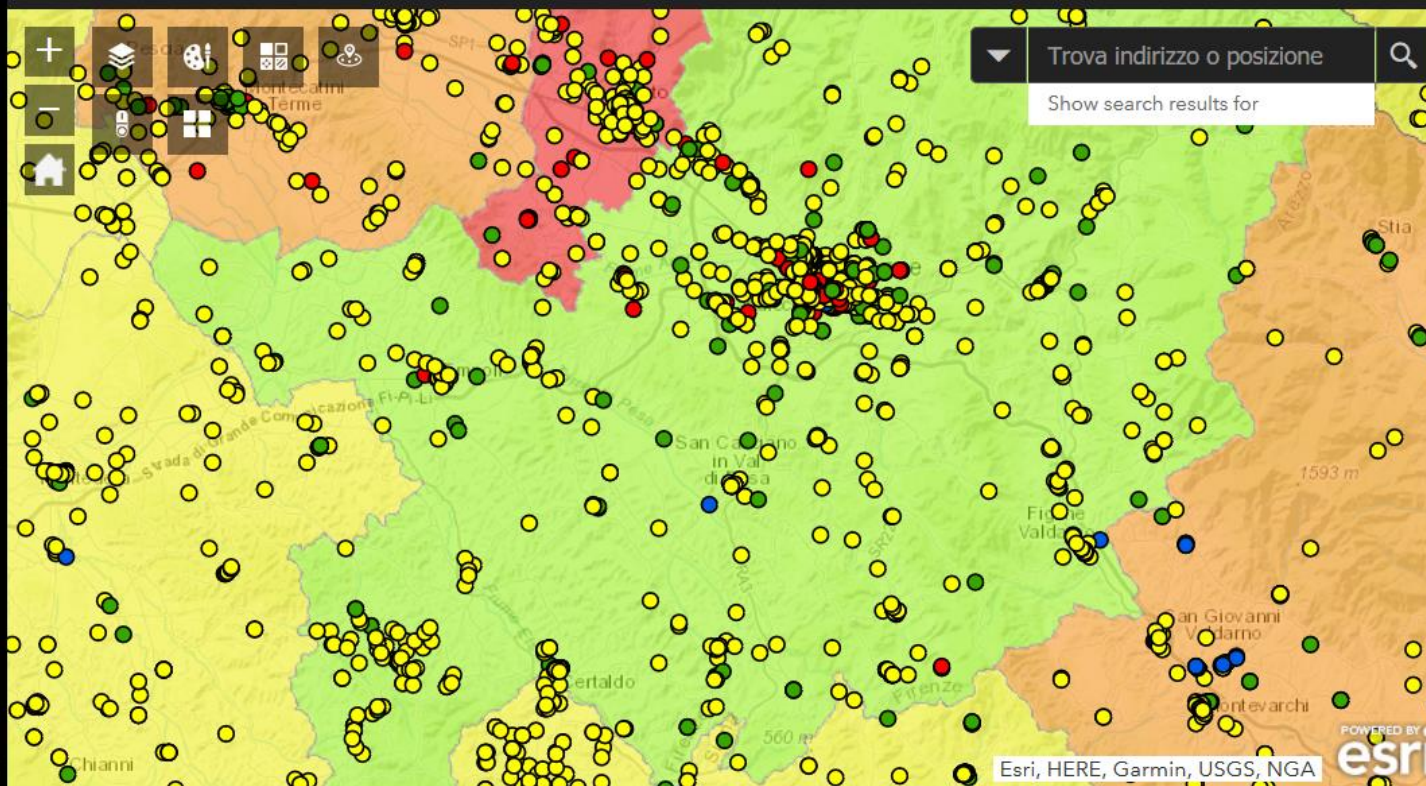
# CLIENTI

198,119

Prospect

# PROSPECT

144,078



Prospect per regione Prospect per provincia

PROSPECT PER REGIONE



Dettagli

(1 of 1) [Clear](#)

[Zoom to](#)

Trattoria

[Show more results](#)

Legend

Prospect HORECA

- Alto
- Basso
- Medio
- Visitati
- Nessun Potenziale

Dati Territoriali



JAKALA

# Out Of Home Places

Search

WHAT WOULD YOU LIKE TO EXPLORE?

Coffee

Restaurants

Healty

Hotels

Other Category

Other Category

Other Category

Other Category

**— JOOHP Overview —**



# GEOINTELLIGENCE

powered by JAKALA

## COLPO D'OCCHIO



16,240

Popolazione



6,671

Famiglie



288,763,613

Reddito Totale



249,157,485

Consumi Totali



1,455

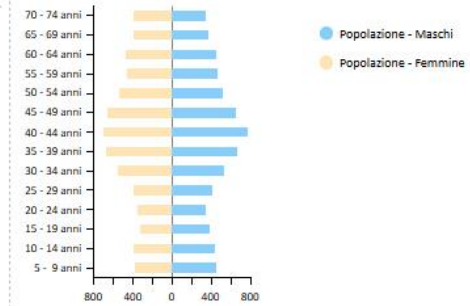
Abitazioni



18,059,259

Cons.Tot. Fam. Mobili, elettrodomestici

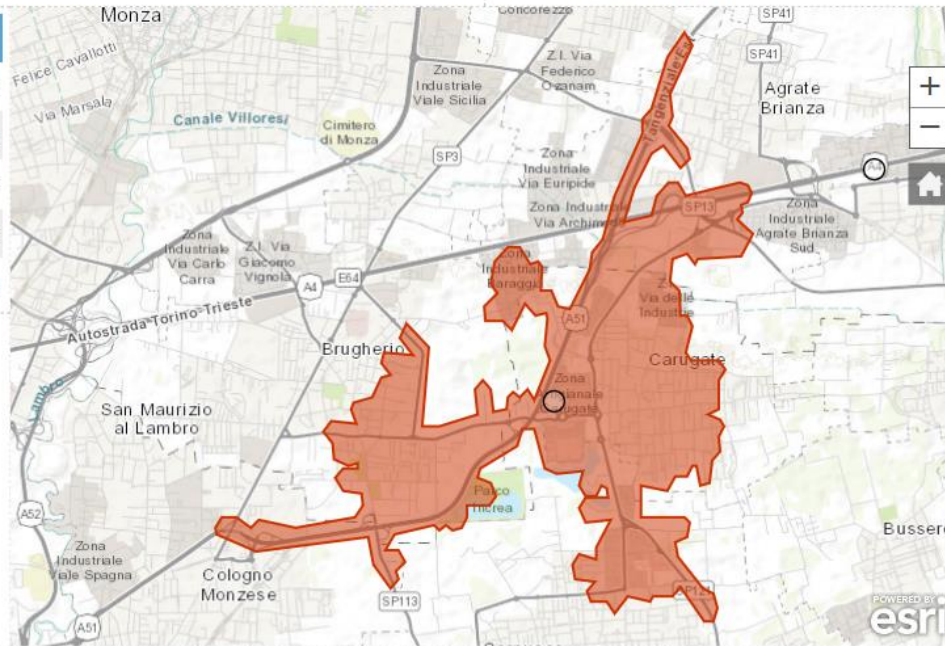
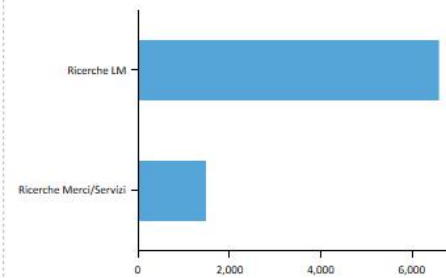
## SUDDIVISIONE POPOLAZIONE



## Stores Data (Quarter 1 - 2019)

Local reach (impressions)	824,288
Store visits	46,422
Call clicks	2,118
Driving directions	2,697
Website visits	1,134

## COMPARAZIONE RICERCHE





## POPOLAZIONE RESIDENTE



42,917

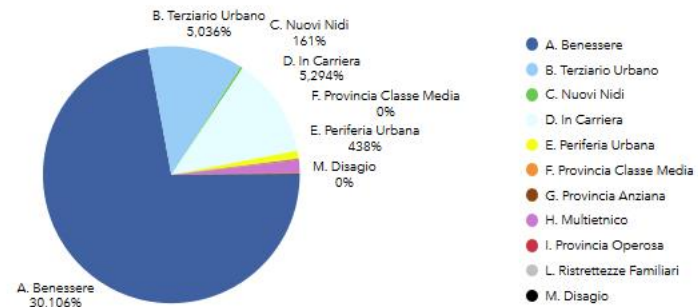
Popolazione



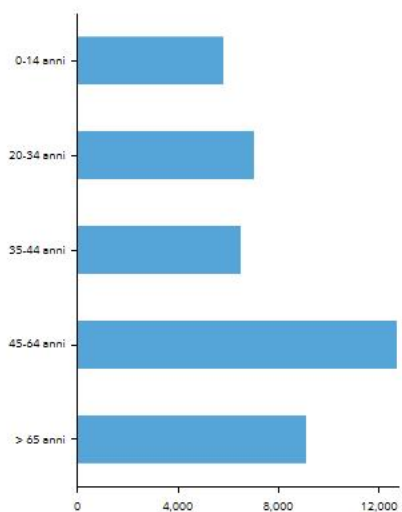
24,236

Famiglie

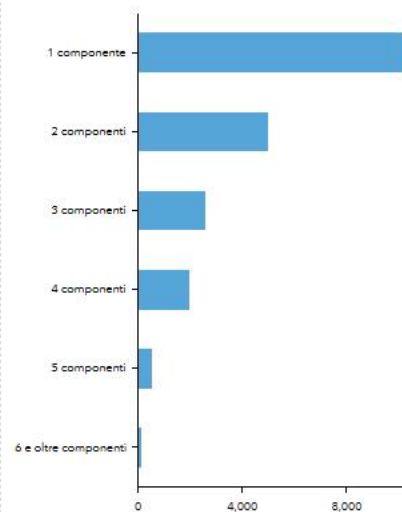
### Cluster Polis - 11 Gruppi



### Popolazione Residente - Fasce d'età



### Famiglie Residenti - Numero Componenti



### REDDITO E CONSUMI



123,581

Reddito Pro  
Famiglia

113,784

Consumi Pro  
Famiglia

# Test Brand

Q BRAND

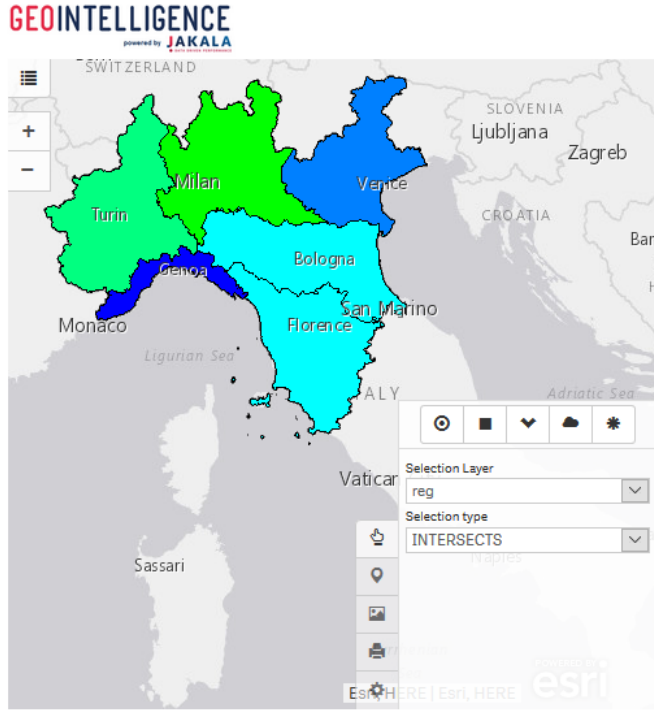
- JEEP ✓
- FCA

Q YEAR

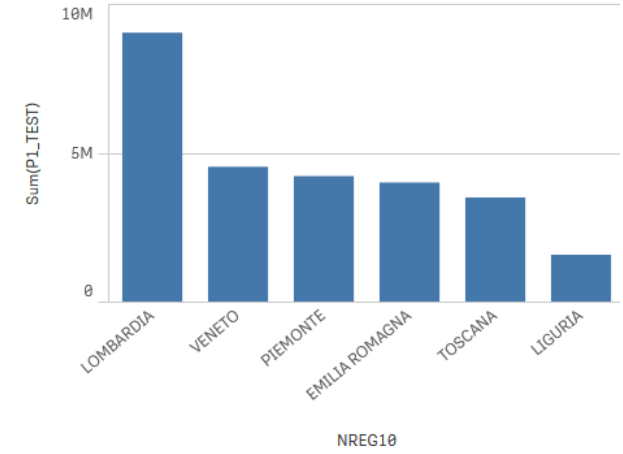
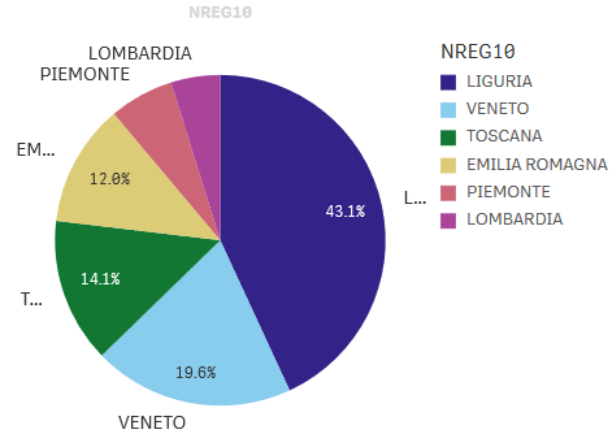
- 2018
- 2019
- 2017

Q NREG10

- EMILIA ROMAGNA
- LIGURIA
- LOMBARDIA
- PIEMONTE
- TOSCANA
- VENETO
- ABRUZZO
- BASILICATA
- CALABRIA
- CAMPANIA
- FRIULI VENEZIA GIULIA
- LAZIO
- MARCHE
- MOLISE

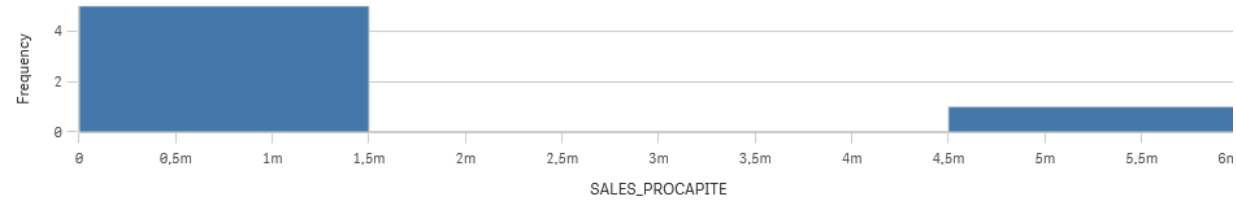


IDREG10	IDPROV10	BRAND	YEAR	SALES_PROCAPITE
1	1	JEEP	2017	26845217



## Popolazione per Brand

BRAND	Sum(P1_TEST)
<b>Totali</b>	<b>26845217</b>
JEEP	26845217





**JAKALA**  
● DATA DRIVEN PERFORMANCE