# IRIS

## Interactive Retail Intelligence Scout

# User Manual

the big data company

# Basic concepts

The IRIS Platform is the ultimate solution for location management. Whether you're strategizing new locations, evaluating closures, or enhancing the performance of your current, IRIS is what you need.

This all can be done by creating scenarios.

Our platform operates by calculating the results of various scenarios. A scenario refers to a specific configuration of new locations, adjustments or closures. Within the platform, there is always a fixed scenario known as the "Default" scenario. This reflects the locations and characteristics at the time of model development.

To commence your analysis, you'll need to create a new scenario. Within this scenario, you can add new locations, closures or adjustments to existing locations. This will not affect the default scenario.

It's important to note that changes made to the new scenario must be calculated to get the results. The calculation process typically takes a few minutes. After this is done, you can start navigating through the location to see the results.

This guide has been designed to navigate you through the IRIS Platform, addressing any queries you may have along the way.
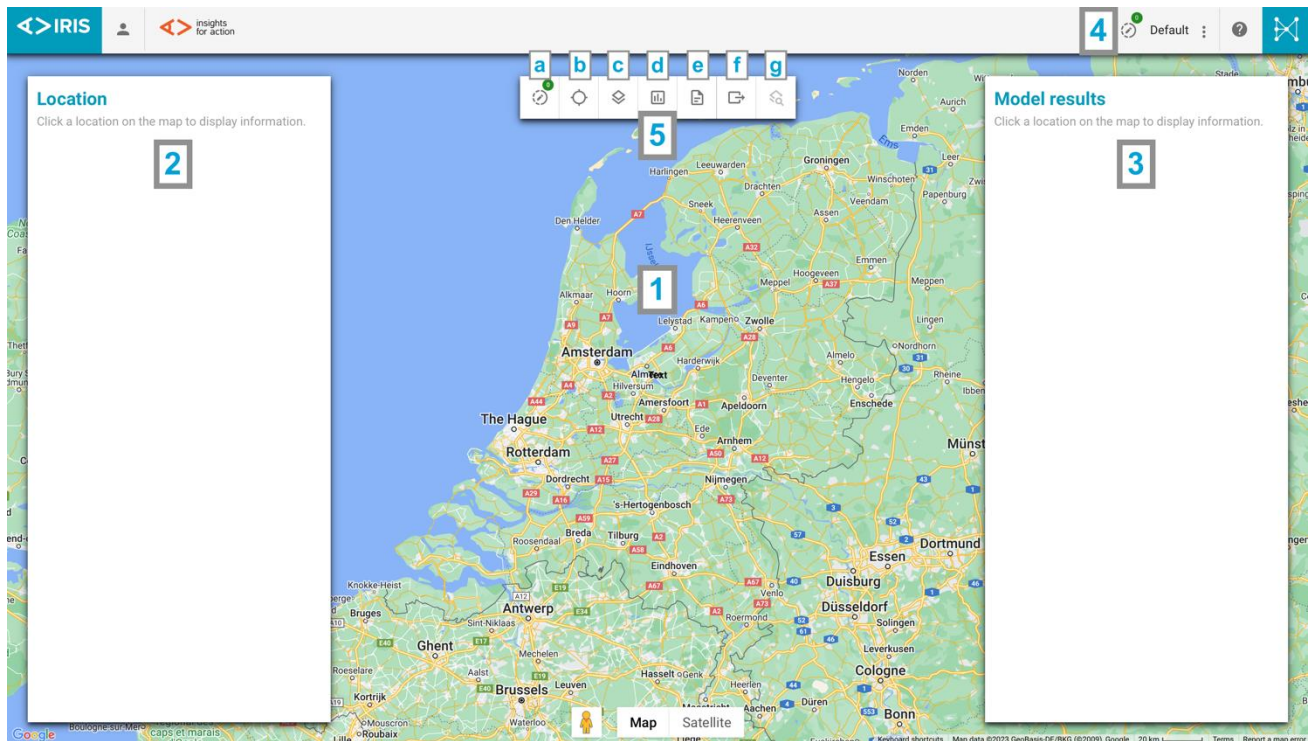
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# Getting Started

## LOGGING IN

- Go to the following link, preferably using Google Chrome or Microsoft Edge: https://app.irisplatform.nl
- Fill in the login details provided to you. Usually, the username is your email address.

## THE USER INTERFACE



1. The map will show all locations in the current filter.
2. When you click on a location, you will see its characteristics here, like the name, the address.
3. When you click on a location, you will see the results of the model here, like the predicted sales.
4. Here you can select and create a scenario (see "Creating a Scenario").
5. Toolbar
    a. Scenario Settings (see "Scenarios")
    b. Filter and Search
    c. Map Settings (see "Layers and Visualizations")
    d. Charts (see "Layers and Visualizations")
    e. Reports (see "Reports and Exports")
    f. Export (see "Reports and Exports")
    g. Legend

## VIEWING AN EXISTING LOCATION

- To view an existing location, click on the location so you can see its information.

# Scenarios

The main part of the IRIS platform are its scenarios. When starting, the "Default" scenario will be selected, which contains all current locations. Scenarios can be used to create, modify, and close locations. After doing this you can then calculate the turnover/impact of the respective scenario. You cannot edit anything in the "Default" scenario, you will need to create a new scenario for this. After doing this you can create, modify, and close a location. Finally, you will have to calculate the scenario to see the turnover/impact of the scenario.
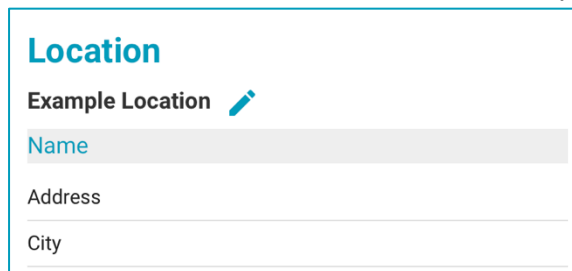
## CREATING A SCENARIO

- Click on the scenario icon in the toolbar .
- Now choose "add scenario" and enter a name for the new scenario.
- You can also add a "top scenario" for this, please refer to "Top Scenarios".
- Now you can create, modify and close locations.

## CREATING A NEW LOCATION

- Right-click where you want to create a new location on the map and select "New Location".
- Fill in all the requested information and press "Save".
- You have now created a new location.

## MODIFYING A LOCATION

- Select the location you want to modify.
- On the left side of the screen, select the pencil to start modifying the location.

**Location**

Example Location ✏️

| Name |
|------|
| Address |
| City |

- After making the modifications, press "Save".
- You have now modified a location.

## CLOSING A LOCATION

- Right click on the location you want to simulate a closure for.
- Select "Close"
- You have now closed a location.

## CALCULATING THE SCENARIO

After creating, modifying, and closing locations you must calculate the scenario to get the results about the impact and turnover.

- Click on "Scenario Settings" in the toolbar.
- Click on "Calculate Scenario"
- The calculation of the scenario has now started. Once the orange circle turns green, the results are ready.
- If you have created or modified a location, you can now view the model results for this location by selecting the location in the map.
- If you have simulated a closure, you can now view the impact of this closure by selecting the stores close to the closed store.

## TIPS AND TRICKS

- To easily see what you have changed in a scenario, click on "Scenario Settings", which contains a list of all changes.
- You can recognize your openings by the green plus icon under the location marker.
- You can recognize your modifications by the orange pencil icon under the location marker.
- You can recognize your closures by the red X icon under the location marker.
- You can create and modify a scenario while another one is still calculating.

## TOP SCENARIO

When a scenario gets realized into the real world, you can add this change to a Top Scenario. This scenario should contain all real-world openings, modifications and changes which happened over the course of using the IRIS platform. The Top Scenario can then be used for the next iteration of the IRIS model. A Top Scenario gets pinned to the top of the scenario list. You can make changes to this scenario the same way as a normal scenario, or copy the changes made to a scenario to the Top Scenario.

You create a top scenario in the same way as a normal scenario, however when creating you select the option "Top scenario".

## COPYING CHANGES TO THE TOP SCENARIO

To copy changes from a scenario to the Top Scenario, you can make use of the "Copy Changes" function.

- Go to the scenario from which you want to copy the changes.
- Click on "Scenario Settings" and then "Copy Changes".
- Select the locations you want to copy to the Top Scenario.
- Select the Top Scenario as the target scenario.
- Optionally, you can choose to delete the source scenario.

# Reports

After calculating a scenario, you can generate reports about certain locations. There are two types of reports, a location report and an impact report. You can print these reports or save them as a PDF.

## LOCATION REPORT

The location report provides an overview of all the information of the selected location. The location report will contain the following:

- General location information, which is usually located at the left side of the interface.
- The results of the model, which is usually located at the right side of the interface.
- A map of the direct vicinity of the selected location.
- A map of the catchment area of the selected location.
- An overview of the 25 areas that contribute the most to the turnover of the store.
- The five existing locations that are most similar to the selected location, with a radar chart showing these similarities.

## IMPACT REPORT

The Impact report provides an overview of all changes made within a scenario. The impact report will contain the following:
- The impact of the scenario changes on other stores, sorted by amount.
- The impact of the scenario in total, called "impact per format".

# Exports

It is possible to export data to Excel, to do this, click on the Export button in the toolbar. You can export the following data:

- Source locations
    - o    All existing locations and their characteristics.
- Results of the selected scenario
    - o    All locations (openings, modifications, and closures) in the selected scenario.
- Catchment area of the selected location
    - o    All areas within the catchment area of the selected location. The export lists the drivetime from the area to the selected location, as well as the share (expressed in a fraction) of the people from that area that visit the selected location.
- Areas of the location
    - o    All areas within the catchment area of the selected information with any additional socio-demographic variables that may be available.

# Map Layers

Map Layers can be used to see more information on the map and visualize the information in the IRIS model. Examples of this are the borders of postal codes, the catchment area of a location or the travel times to a location from certain points on the map.

- By clicking on Map Settings in the toolbar you can activate or deactivate Map Layers.
- Under the Catchment Area section, you can select which part of the catchment area is displayed.
    - If you select "Impact" IRIS will highlight the areas where the selected location will benefit (in green) or lose (in red).
- Under the Travel times section, you can use the slider to display the drivetime range for a particular number of minutes from the selected location.

# Charts

By clicking on charts in the toolbar, you can access several visualizations that have been designed to provide more insights into the predicted turnover:

- The Output diagram displays the five existing locations that are most similar to the selected location, as well as the turnover for those locations.
- The Radar chart details the similarities and differences to the five locations that are most similar to the selected location. You can deselect locations by clicking on their name in the legend.
- The Drivers diagram provides an overview of the different variables driving the predicted turnover. For each of these variables, you can see its value (the blue line) as well as the average value (the dashed orange line). For each variable the minimum value and the maximum value for all existing stores is also displayed.
- The XY graph permits pairwise comparisons of different combinations of variables.