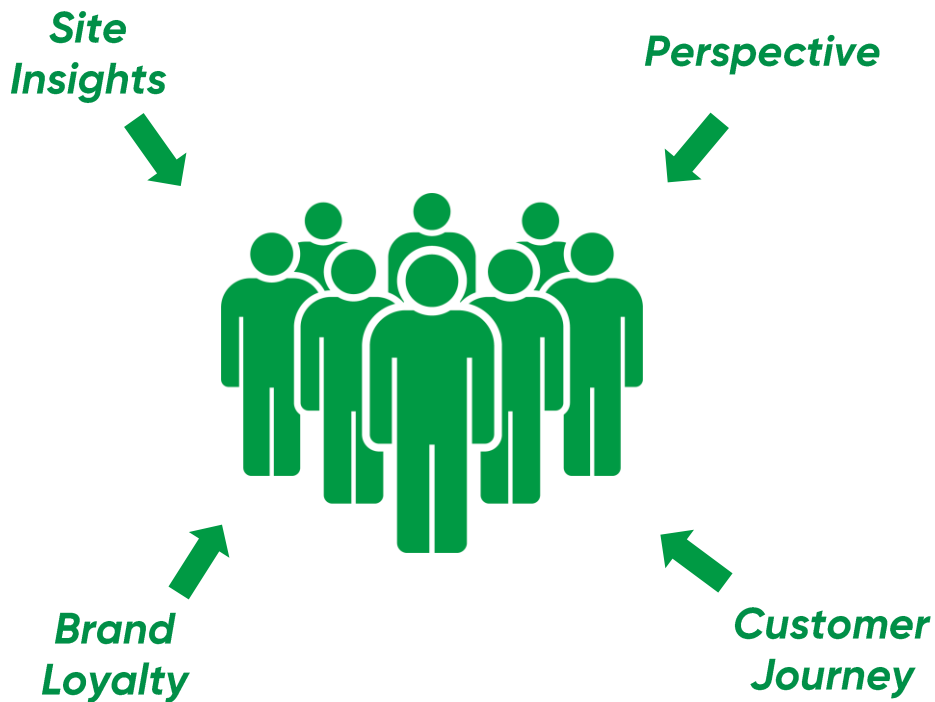# MARKET ANALYTICS PLATFORM

RESOLUT RE

Artificial Intelligence

- *RESOLUT RE brings customer understanding to a whole new level!*
- *Gain valuable insights into knowing who is your ideal customer, but also answer those questions focused on understanding the behaviors, patterns, likes and dislikes your customers may or may not have with your location.*
- *Where are my customers coming from? Home? Work?*
- *When customers do visit my location, how long do they stay? How frequently do they visit?*
- *How does my location compare against my peers?*

- *Tap into the RESOLUT RE world of AI (Artificial Intelligence), as we journey into the mind of your consumer.*
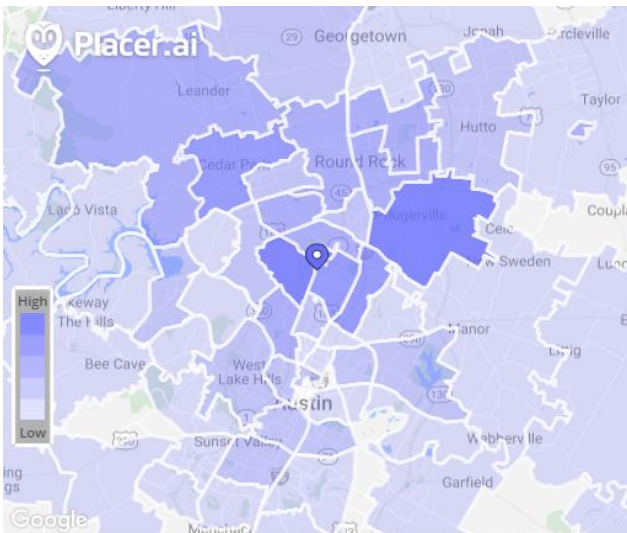
Site Insights

Perspective

Brand Loyalty

Customer Journey

Site Insights

- *Site Insights allow the RESOLUT RE Team to dive into a specific location/development to determine customer patterns and concentrations (where are they coming from?)*
- *Understand the journey from home and the journey from work to visit the site!*
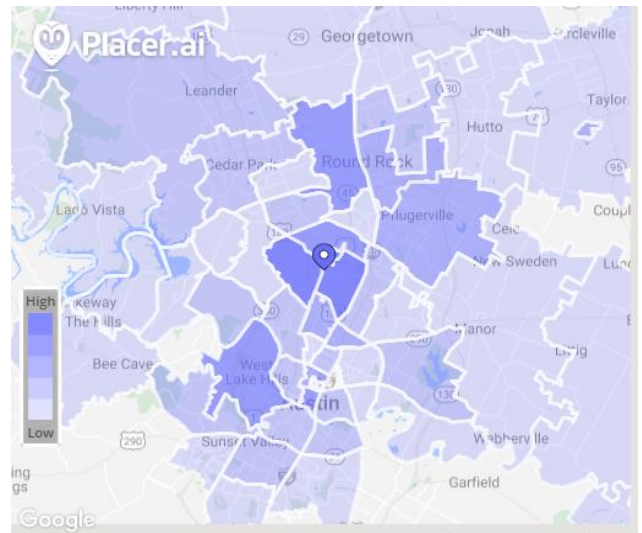
Site – Visit By Home

The Domain / 11310 Domain Dr., Austin, 78758, TX | Based on visitor By Home Location | Jan 1st, 2020 - Jun 30th, 2020

Data provided by Placer Labs Inc. (www.placer.ai)

Site – Visit By Work

The Domain / 11310 Domain Dr., Austin, 78758, TX | Based on visitor By Work Location | Jan 1st, 2020 - Jun 30th, 2020

Data provided by Placer Labs Inc. (www.placer.ai)

MARKET ANALYTICS PLATFORM

RESOLUT
RE

Site Insights

- *Once you gain an understanding of the consumer movement coming from Home/Work dynamic, you are a click away from understanding the favorite places that those consumers frequently visit.*
- *Pick from a list of retail verticals to gain an instant snapshot of the retail insights of a particular chain.*

Favorite Places

California Pizza Kitchen / Esperanza Xing		Gatti's Pizza / W Anderson Ln	
Place	*Customers*	*Place*	*Customers*
1 Domain Nort... / Ros...	25.6K (58.6%)	1 The Shops ... / N Mo...	8.4K (47.5%)
2 Austin-Bergs... / Pre...	14.1K (32.1%)	2 The D... / Century Oa...	7.2K (40.6%)
3 The Shops ... / N Mo...	12.8K (29.3%)	3 Northcro... / W Ander...	6.9K (39.2%)
4 Gatewa... / Research ...	12.5K (28.6%)	4 Domain Nort... / Ros...	6.8K (38.5%)
5 Barton C... / S Capital...	9.8K (22.4%)	5 Gatewa... / Research ...	6K (33.8%)

At least 1 visit | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

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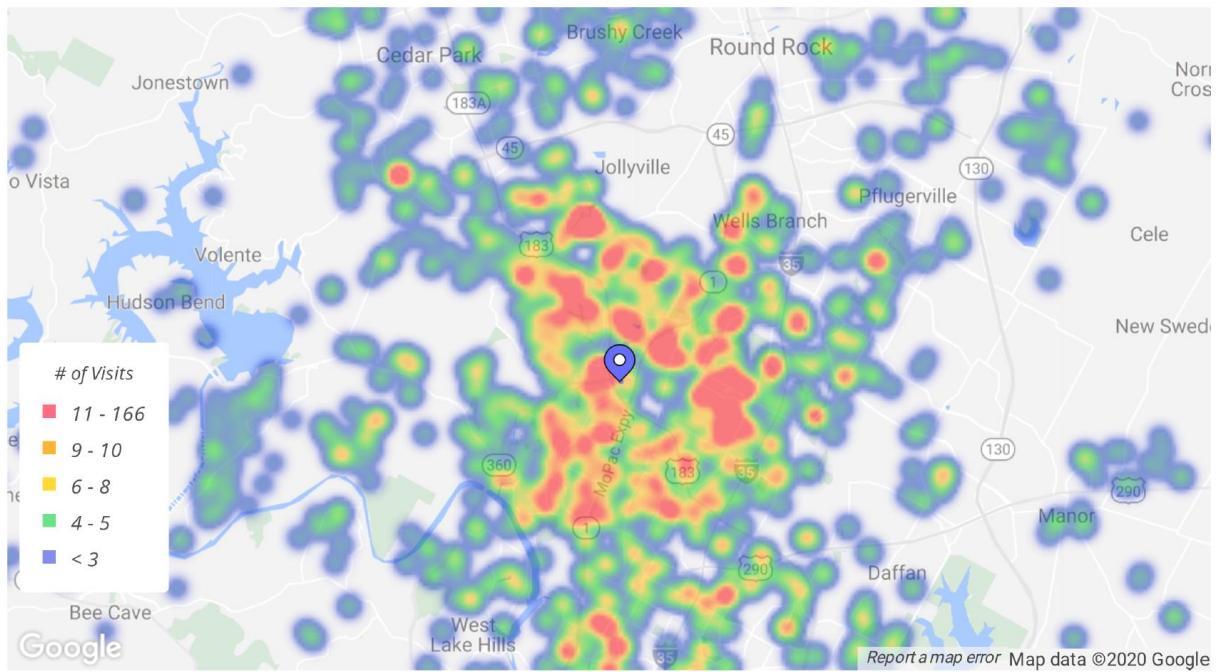
MARKET ANALYTICS PLATFORM

Site Insights

- *Determine the true Catchment Zone of those individuals that are frequenting a location.*
- *Whether it's a retail center or an individual location, RESOLUT RE can capture the reach of your site.*

Trade Area - Home Location

● Best Buy / Research Blvd

# of Visits
- 🟥 11 - 166
- 🟧 9 - 10
- 🟨 6 - 8
- 🟩 4 - 5
- 🟪 < 3

Unique # of Visits | Showing Home | At least 1 visit | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)

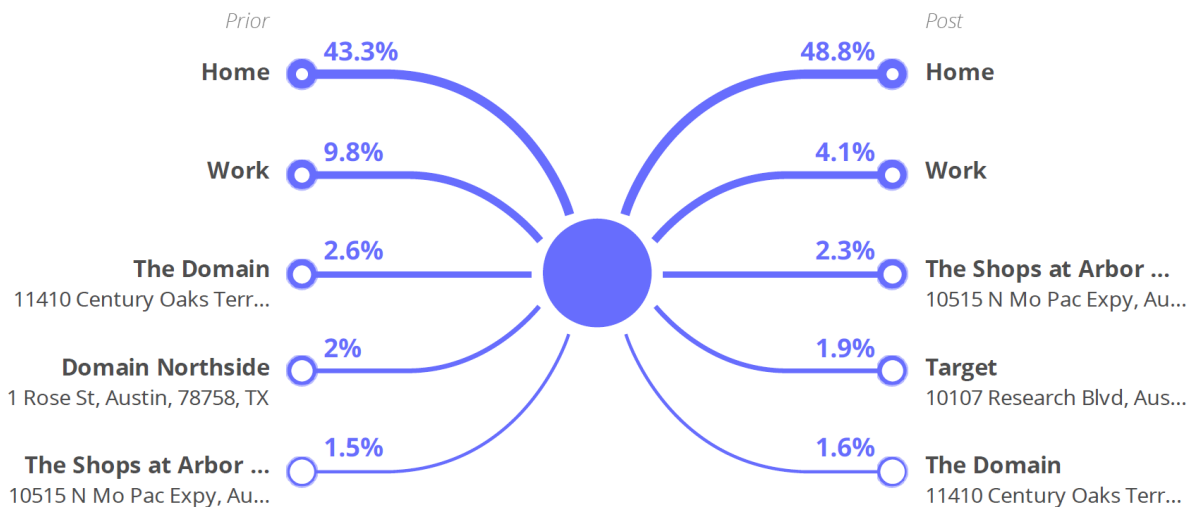Placer.ai

MARKET ANALYTICS PLATFORM

Customer Journey

- *The Customer Journey is a crucial metric to understanding the movement or pattern of those individuals that frequent a location.*
- *Prior refers to where was the customer before coming to your location. Post refers to where the customer was going after visiting your location.*

Customer Journey

Best Buy / Research Blvd

Prior

		Post
Home	43.3%	48.8% **Home**
Work	9.8%	4.1% **Work**
The Domain 11410 Century Oaks Terr...	2.6%	2.3% **The Shops at Arbor ...** 10515 N Mo Pac Expy, Au...
Domain Northside 1 Rose St, Austin, 78758, TX	2%	1.9% **Target** 10107 Research Blvd, Aus...
The Shops at Arbor ... 10515 N Mo Pac Expy, Au...	1.5%	1.6% **The Domain** 11410 Century Oaks Terr...

Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)

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MARKET ANALYTICS PLATFORM

Customer Journey

- *The Customer Journey allows RESOLUT RE to track (by retail category), the favorite places the customer(s) frequent.*

- *Whether it is groceries or dining, we have you covered!*

Favorite Places - Groceries

Best Buy / Research Blvd			Best Buy / Barbara Jordan Blvd		
	Place	Customers		Place	Customers
1	H-... / Research Blvd. st...	16K (19.8%)	1	H-E-B / E.51st Street	22.5K (37.6%)
2	H-E-B / Village Ctr Dr.	12.8K (15.9%)	2	H-E-B / E 41st St	18.7K (31.2%)
3	Whole Foo... / Resea...	11K (13.6%)	3	Fiesta ... / N Interstat...	10.2K (17%)
4	H-E-B / Burnet Rd	10.8K (13.3%)	4	H-E-B / E Riverside Dr	9.9K (16.5%)
5	Whole Foo... / Doma...	10.4K (12.8%)	5	H-E... / Ed Bluestein_#1...	8.9K (14.9%)

At least 1 visit | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)

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Favorite Places - Dining

Best Buy / Research Blvd			Best Buy / Barbara Jordan Blvd		
	Place	Customers		Place	Customers
1	Chick-... / Research ...	8.1K (10%)	1	Torchy's Ta... / E. 51s...	6.6K (11%)
2	Chu... / N. Research Bl...	8K (9.9%)	2	McDo... / N Interregio...	5.5K (9.3%)
3	Culinar... / Rock Rose...	7.5K (9.3%)	3	Xian Sushi a... / E 51s...	5.3K (8.8%)
4	Pluckers ... / Resear...	7.4K (9.1%)	4	Star... / E. 51ST STREE...	4.7K (7.9%)
5	Mighty ... / N Mopac ...	6.2K (7.7%)	5	Jack in t... / E 41st St ...	4.7K (7.8%)

At least 1 visit | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)

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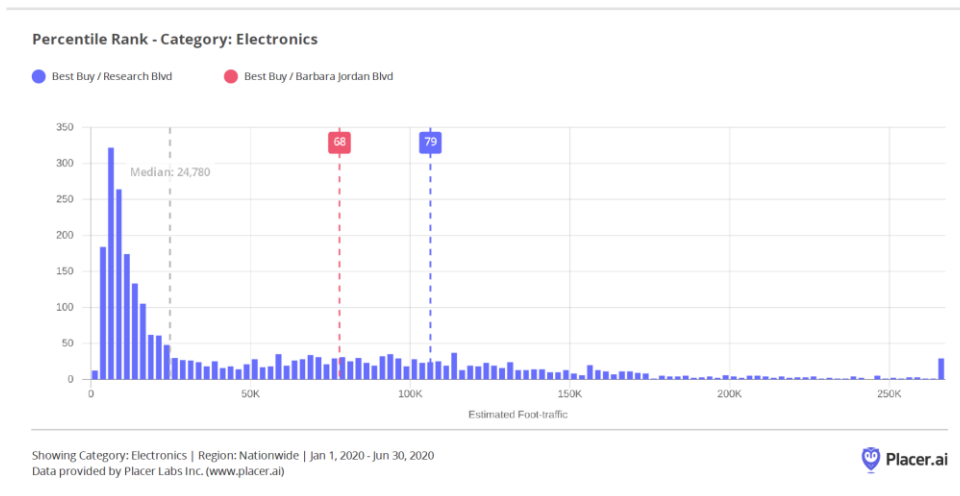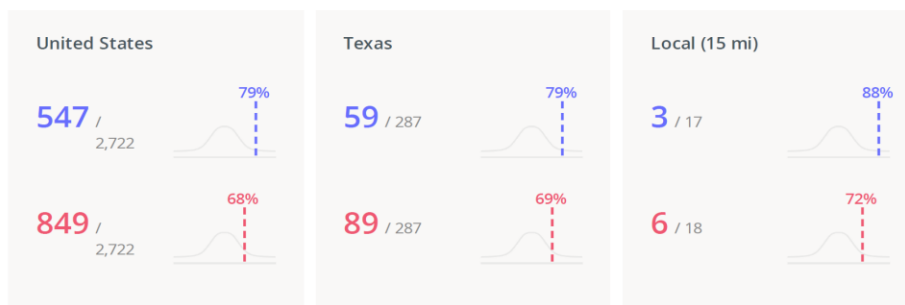## *Perspective*

- *How does your location rank up against other chains or malls?*
- *RESOLUT RE shows you some Perspective by comparing foot traffic against your peers.*

Percentile Rank - Category: Electronics

● Best Buy / Research Blvd   ● Best Buy / Barbara Jordan Blvd

Showing Category: Electronics | Region: Nationwide | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)

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Ranking Overview - Category: Electronics

● Best Buy / Research Blvd   ● Best Buy / Barbara Jordan Blvd

United States	Texas	Local (15 mi)
547 / 2,722 — 79%	59 / 287 — 79%	3 / 17 — 88%
849 / 2,722 — 68%	89 / 287 — 69%	6 / 18 — 72%

Showing Category: Electronics | Jan 1, 2020 - Jun 30, 2020
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MARKET ANALYTICS PLATFORM

Perspective

- *Whether you're an electronics chain or a 200,00 sq. ft. retail development, wouldn't it be interesting to see how you rank against your peers?*
- *A ranking index clearly puts things into Perspective!*

Ranking Index - Category: Electronics

● Best Buy / Research Blvd

| Rank	Name	Visits
1	**Best Buy** / NE Northgate Way, Seattle, WA	544.3K
2	**Best Buy** / Sepulveda Blvd, Culver City, CA	494.7K
3	**Best Buy** / Queens Blvd, Elmhurst, NY	492.7K
4	**Best Buy** / Exterior St, Bronx, NY	423.5K
5	**Micro Center** / Pleasant Hill Road, Duluth, GA	419.6K
	Skipping 540 results	
545	**Best Buy** / Grand Ave, San Marcos, CA	106.6K
546	**Best Buy** / Commonwealth Ave, Eau Claire, WI	106.3K
547	**Best Buy** / Research Blvd, Austin, TX	106.3K
548	**Best Buy** / N Highway 67, Cedar Hill, TX	106.1K
549	**Best Buy** / Plaza Dr, Fairview Heights, IL	105.8K
	Hiding 2,173 results	

Brand Loyalty

- *Brand Loyalty is crucial to long term success.*
- *Understand which days of the week are peak, which times of the day and how long a customer (or potential customer) stays at your location is necessary to maintain strong customer retention.*

Daily Visits

● Best Buy / Research Blvd   ● Best Buy / Barbara Jordan Blvd
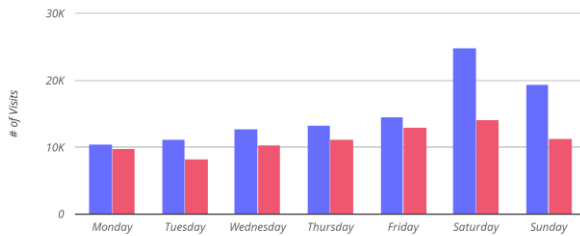
Est. # of Visits | Jan 1, 2020 - Jun 30, 2020
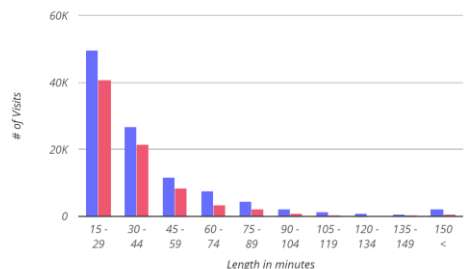Data provided by Placer Labs Inc. (www.placer.ai)

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Length-Of-Stay

● Best Buy / Research Blvd   ● Best Buy / Barbara Jordan Blvd

Average Stay

45 Min
36 Min

Est. # of Visits | Jan 1, 2020 - Jun 30, 2020
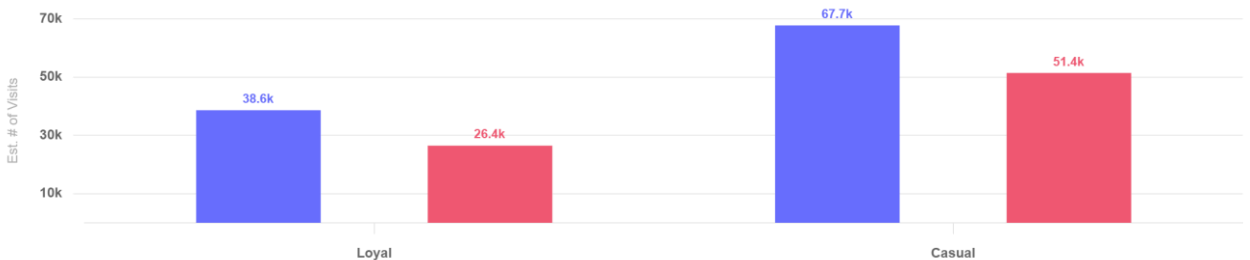Data provided by Placer Labs Inc. (www.placer.ai)
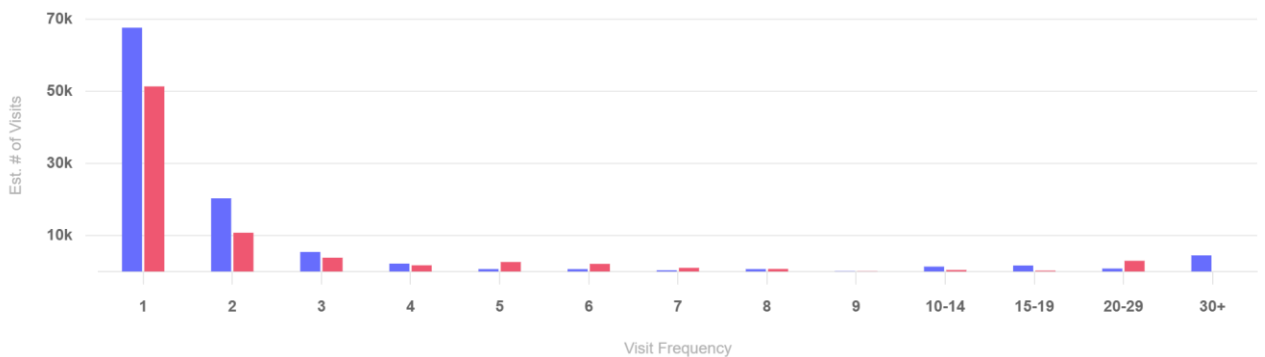
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Brand Loyalty

- *Differentiate between who is a loyal customer against a more casual customer.*

- *Measure the frequency and cumulative number of visits from both loyal and casual perspectives.*

Visits Frequency

Accumulated Visits