

Custom, Interactive GIS Map and Analysis Help Building Materials Manufacturer Harness Location Data



WHAT WE DID

Location Intelligence

GIS Mapping + Analysis



INDUSTRY

Manufacturing



Lack of Data Visibility and Analysis Prevented Clear Strategic Decisions

CHALLENGES

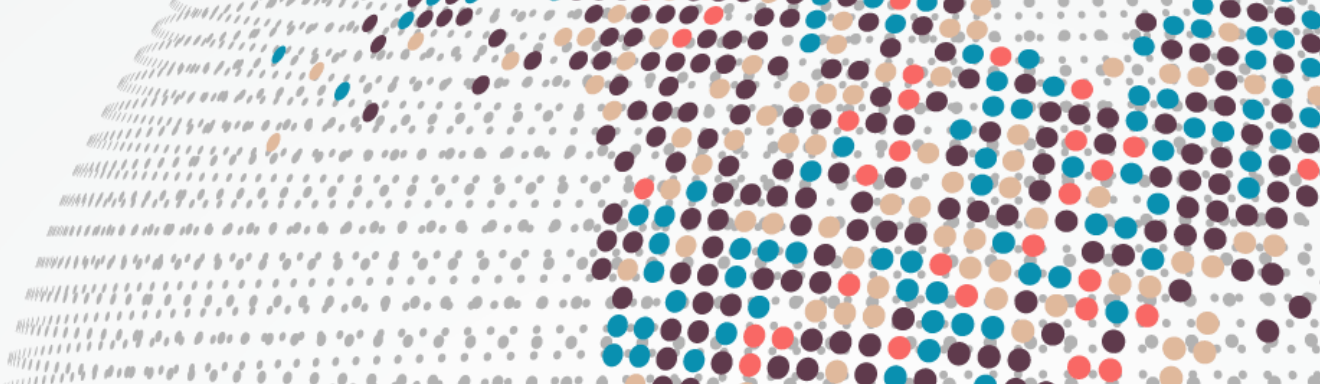
Disparate data elements

Inactionable data

Disconnects between data and strategic decisions

[SITUATION]

Our client, a leading performance building materials manufacturer, receives data from many sources. Like many companies, they lacked the resources and expertise to operationalize it. They rely heavily on distributors to sell their products, aiming to have an average of two in each target market, but they didn't have a comprehensive view of the necessary data to gauge competitive opportunities or determine whether they had adequate distributor coverage to meet growing market needs.



Custom, Interactive Geographic Information Systems (GIS) Map and Analysis Uncover Hidden Insights, Facilitate Clear Market Analysis

KEYS TO SUCCESS

- Location Intelligence
- Visualization of data layers for easier, clearer analysis
- Expert geographic information systems (GIS) analysis
- Customized, interactive map
- Competitive market analysis

[SOLUTION]

Our GIS team built an interactive national map with data selections the client could layer or view separately, such as current distributor coverage, distributor service areas within a prescribed distance of each warehouse, distributor performance relative to the local housing market, and potential distributors that matched their ideal distributor profile.

Pinpoint

right-fit
distributor
opportunities.

Real-World Results

The interactive, data-dynamic map helped the client analyze markets for underperforming distributors and coverage gaps and pinpoint right-fit distributor opportunities, giving them a uniquely informed competitive advantage and insights they can leverage to improve market performance.

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