

# **Sweetspot manual**

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#### **Sweetspot Manual - Login**

Mapicture Sweetspot is a Software as a Service (SaaS) solution, where users login on <a href="https://manager.mapicture.com/users/sign\_in">https://manager.mapicture.com/users/sign\_in</a>

SIGN IN	
Email	
New Password (min. 8 characters)	
Log me in automatically next time	
□ Sian in	
	SIGN IN Email New Password (min. 8 characters) Log me in automatically next time Sign in

Creating users and resetting passwords is handled exclusively by Mapicture ApS.

It is not possible to log in to Sweetspot on several different media at the same time with the same user. It is therefore important to log out after using Sweetspot if you want to log in to e.g. an Ipad after working with Sweetspot on a computer.

Should it happen that you have accidentally closed an internet tab or browser without logging out, you will be automatically logged out after 8 hours. If you need to log in immediately, write to <u>samo@mapicture.com</u> or call +45 31774400.

#### **Sweetspot Manual - Login**



After entering the correct password and username, the front page is displayed

#### **Sweetspot Manual - Manager**

Bangicture geografisk visualisering You are logged in as: demo@demo.dk da de en Account og out Click here to download the newest user manual Reports CA Shapefiles Analysis Click here to download Analyses previous created reports and analysis. New analysis Norway New analysis Sweden New analysis Denmark New analysis Germany New analysis Berlin Show my analysis New analysis Copenhagen New analysis Stockholm Click on the column header to Select "New analysis Berlin" **Completed analyses** sort analysis by names, to open Sweetspot user country or dates interface. Choose from your (e) (e) (e) 1 to 1 of 1 analyses own analysis, or Name of analysis Opdateret den ID Country Created at analyzes created by other users in the same company Hypermarkets Duplicate analysis 121934 deu 2023-04-11 16:30 2023-04-11 16:30 Delete Analyse ID all analysis have an analysis ID

After selection of Sweetspot, the manager part of Sweetspot is shown.

### **Sweetspot Manual – Save analysis**



All analysis **MUST** have a name elsewise it is not possible to create a catchment area

Analysis is also saved automatic when a catchment area is <u>calculated</u> or a report or excel is <u>created</u>.





Analysis are saved for three years. Pdf-reports and excel-files need to be created again after a year. Data is continuously updated, so new reports and files have new values and maps.

#### **Sweetspot manual – Map user interface**





#### **Sweetspot manual - User interface search**

Areas

Charlottenburg-Wilmersdorf (04)



#### Search

Click once to open search function and double-click to close the search function.

The search function searches for, Addresses Points of interest LOR and districts

Click on address and a blue icon will be added to the map.

Click on one Point of interest (shop) and the map zoom to the store.

Click on LOR or area, and an area is shown with a polygon.

### Sweetspot manual – Catchment area menu

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🕄 LOIS	Show active points							
Store planner	Add point ①							
Map layers								
Benchmarking ①	Select point ① KaDeWe Kaufhaus des Westen							
处 Huff analysis 🛈	Category ①							
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8	Transport Bicycle 10 min >>	Conver	when writting polygon names, it is	s possible to write 11				
	Transport Car 15 min >>	Name	characters.					
×	Transport Public 30 min >>	Presentation $\rightarrow$ Outline						
Catchment areas are automatically	Apply to all points	Color						
named according to their settings.		Date/Time ① → 2023/04/14 16	6:00					
	Calculate catchment areas	${\rm Transport \ form \ } \textcircled{0} \ \rightarrow {\rm Walk}$	8					
Set up to five catchments per point		Transport time $$ $\rightarrow$ 10						
	Opacity catchment areas	Direction ① Destination	8					
	Selected ①	Radius [m] ① → 1000						
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		Attractivity						
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	Deactivate visible LOIs	Turnover	It is possible to move catchm	ents up or down in the				
		Market share in %	order. Click on "Calculate cate	chment area" to see				
	Export catchment areas as SHP	Focus catchment area ①	changes.					
Inactive buttons are shown in gray —	Download	Activate visible LOIs in catch	hment area					
с, ,		Move up	For reasons of readability, it is	s recommended to have				
Catchment area(s) must be	Report	Delete	the geographically smallest ca	atchment area at the top.				
calculated before a PDF report or	Settings >>			·				
XLS file can be created.	Create report							
	PDF ① Download			7				

XLS 🛈 📕

#### Sweetspot manual – User interface context menu

Context menu appears when right-clicking on the map



#### **Sweetspot manual - Locations of interest (LOI)**

**Points of interest** are existing locations, they are automatically updated every 2 weeks. All placements are manually verified.

Any errors originate from the chains' own data.

Feel free to write us a message and we will correct errors the same day.



#### **Sweetspot manual - Location of interest filters**



Historic data makes it possible to see developments over time

### **Sweetspot manual - Select location**



**1.** Write analysis name

 $\mathbf{\lambda}$ 

### Sweetspot manual – First analysis step by step

Catchment areas     Points of interest     Cols     Show active points     Add point ①	2. Click on "Add point" to insert a point in the middle of the map. Subsequently, move the point in the map to the exact building (left click and drag the icon). Or place the cursor on the desired location in the map and then right-click on the mouse and select "Insert new point".					
<ul> <li>Map layers</li> <li>Benchmarking ①</li> <li>Huff analysis ①</li> <li>Category ①</li> <li>Finder ①</li> <li>Templates</li> </ul>	4. Select category or search by typing. It changes the blue icon to an icon with a logo.					
Print     Add catchment area       Contact     Polygon       Apply to all points	Catchment area → Polygon  Convert to Polygon Name Convert to Polygon					
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Activate visible LOIs Deactivate visible LOIs	Radius [m] ① → 1000     O     S. Select the item and write the name of the store       Gross area     Attractivity     Immersion					
Straffelder Straffelder Download	Postcode districts  O selected Turnover Turnover Market share in % Turnover					
Settings >> Create report	Activate visible LOIs in catchment area More up Vesturally N					
PDF ① Download XLS ② Download	Leiter Le					

#### Sweetspot manual - First analysis step by step





### **Sweetspot manual - Setting of report creation**

#### Under the menu for Settings

(1) of the report, it is possible to choose which pages are to be included in reports. A full report takes longer than a report with a few pages. In particular, calculating competitive pressure can take a long time if there are many and large catchments in the analysis. If, for example, if 15 catchments are formed with average driving time, then all competitors within all 15 catchments will also get calculated catchment areas with average driving time. If there are 10 competitors in each catchment, it becomes 10 x 15 transport plans, as well as subsequent route calculations between all competitors.

Reports are always limited to a maximum of 10 points (otherwise reports could take up hundreds of pages).

Order of points in the report is determined by the point's market potential.

Set "Focus point" if you want a certain point or catchment to be at the top of the analysis.

#### Important

When choosing "Competitive pressure" and competitors, it is important to,

points formed with transport/detailed transport automatically get catchments intended for competitors points formed with polygon or buffer do not automatically get calculated catchment areas for competitors

to create scenarios with existing stores. Then you don't have to choose all stores or entire chains under "competitors". But set/draw catchments for points/stores individually, and leave out stores that should not be included in the report (stores that close).

### Sweetspot manual - Setting of report revenue profile



As standard, all stores are set to DKK 50 million in turnover (incl. VAT).

It is possible to enter an expected turnover and see what market share in percentage it corresponds to.

Or enter a market share and see what revenue it will correspond to. It is clear that if the competition is already very tough, with many new large stores and high ratings, then it will be unrealistic to achieve a market share of e.g. 70%

Use revenue profile for quick revenue setting. The calculation is based on total turnover per chain divided by gross square meters for the entire chain.

Sweetspot always uses individual entries of revenue or market share first, and if these are not set, DKK 50 million incl. VAT as standard.

The revenue profile's priority order

- 1. Individually set turnover per Store
- 2. Avg. turnover per m2
- 3. Avg. turnover per Store
- 4- Avg. for discount stores
- 5. DKK 50 million

This means that DKK 50 million will be used by default if no other revenue is defined.

Select point ①	point-95004	ŧ			
Select catchment area	Transport Walk 8 min	¢			
Turnover (i) $\rightarrow$					
Market share in % $\oplus$ $\rightarrow$					
Use revenu	ie profile				
Revenue profile ①	Bio				
Category	Biomarkets	¢			
Yearly revenue ①	2000000				
Yearly revenue / $m^2$ ()	5000				
	Save profile				
Delete profile					

It is possible to make changes to the existing revenue profile and save it as a new revenue profile.

Select "Use revenue profile" and select category (chain). You can then enter an average annual turnover per store and a turnover per m2 per Store.

Sweetspot calculates market potential incl. VAT, so therefore own bids for a turnover per shop or m2 be incl. VAT so that market shares are calculated correctly.

### Sweetspot manual – Calculate many CA

It is possible to create catchments for many stores at once (max. 600). With many catchment areas, it is possible to make strategic analyzes of the entire store network.

1. Select points of interest for which catchments are to be calculated (in the "Points of interest" menu).





By default, catchments are calculated by car and average driving times are set when click on "Activate all visible Points of Interest".

### Sweetspot manual - Convert to polygon



It is possible to calculate a catchment with transport/detailed transport and subsequently convert the catchment to a polygon. This makes it possible to calculate a catchment area and subsequently make manual changes to the catchment area. It is also useful to give all competitors the same catchment area for HUFF analysis.

This is done by calculating a catchment and subsequently clicking on the button "convert to polyg Konvertere til polygon r setting catchment calculations, and then on the button Gør alle synlige interessepunkter i opland aktive finish by calculating catchment area.

If you want to change the polygon, click on the "Edit polygon" button under map tools in the upper right side of the map.





Edit polygons by dragging them small white squares (nodes/vertex), or click them to delete them.

Remember to finish by clicking "Save" button under map tools.

It is only possible to edit one polygon if the point is selected and the menu for setting catchment calculations is open.





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#### **Sweetspot manual - Store plans**

#### Store plans

- Setting store plans is done through display of,
- existing stores (points of interest)
- future stores (locations)



#### **Sweetspot manual - Map layers**



Map layers can be combined with all other analyses.

Use the slider below the map legend to set the transparency of the map layer

### **Sweetspot manual - Map layer Ranking**

#### Location of interest (LOI) Ranking

Based on calculations of distances measured as route calculations from LOI (e.g. a shop) to all inhabited places up to 8 km away.



### Sweetspot manual - Select benchmarking data

**Benchmarking** is a method of forming clusters (groups).

Sweetspot make a diagnosis on the basis of the selected data and uses the optimal cluster algorithm and number of clusters (groups).

It requires <u>at least 10</u> <u>catchments</u> to form benchmarking.

How to setup a benchmarking analysis,

**1.** Select data under Variables and/or Distances to competitors.

2. Click on "Calculate benchmarking"



#### **Sweetspot manual - Benchmarking**



#### Visualisation (Heatmap)



The **dark** colors mean in heatmap cells mean **high** values.

Move cursor over heatmap cells to read values.

Cells marked in blue show where the minimum and maximum values occur.

Click on the colors for the clusters to only have these clusters in the map. Click again to see all clusters on the map.)

### **Sweetspot manual - Benchmarking excel**

After running the benchmarking analysis, it is possible to download data in excel. In the excel file there are two tabs.

**Cluster** and **twin** analyzes are two completely different methods. With clustering, the goal is to find groupings in data, while the goal with twin analyzes are classification of data.

If the goal is to see which Kvickly stores have similar structural prerequisites, then we recommend cluster analysis. Remember to calculate catchment area the same (e.g. average transport time, buffer 6 km or similar), then the benchmark is comparable in relation to geography.

If the goal is to analyze a potential new location (done by forming catchments for all existing stores from the same chain + a catchment area for the potential new location), then we recommend twin analysis.

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The "benchmarking values" sheet contains results from the cluster analysis.

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The "neighbor analysis" sheet contains neighbor (twin) analysis for each individual store/catchment area (the four nearest twins where the top is the closest twins).

#### **Sweetspot manual - HUFF model**

HUFF is a model for calculating attractiveness for stores per address.

Mapicture implementation of HUFF is based on a combination of distance to and from the store to addresses within the catchment area, as well as gross square metres

and customer rating per Store.

#### HUFF - A catchment area

HUFF is best calculated with the same catchment area for all stores around a store, this type of analysis reflects a trade balance analysis where the revenue within a defined trade catchment area is distributed among existing and planned stores.

The store located in the middle of the catchment area has the most accurate catchment area, and thus also the most accurate calculation of market potential. Turnovers for shops located on the outskirts of the catchment only have a smaller part of their market potential calculated.

Distance is measured as route calculations in both directions (to and from the store). The route calculations take into account topographical obstacles (water, train lines and left turns). As well as a route calculation on foot for the nearby catchment area around the shops (less than 6 min. walking time).

Distance combined with gross square meters and customer rating per shop gives probabilities in percentages for customer visits from addresses per Store.

Customer rating is a scale from 1 to 5. Customer rating is updated continuously and is based on an average of all customer ratings per Store. No store can achieve a top rating of 5, just as no store gets a bottom rating of 1.

Stores with fewer customer ratings than 40 receive an average customer rating. The average customer rating is based on the average for the chain. This is done to avoid small or new shops with few customer ratings getting too high or too low a rating.



Read more about the model here - https://en.wikipedia.org/wiki/Huff\_model

#### **Sweetspot manual - Show HUFF results**

There must be <u>at least two</u> active points of interest to calculate HUFF. Click on "Calculate HUFF" and route calculations are calculated from all addresses to all stores within the catchment area. Large catchment areas with many stores and many addresses mean many route calculations, therefore HUFF analyzes can take time to calculate.



Show attraction shows monochrome color scale
 for addresses within the catchment area. The colors show probabilities.

Dark = high probability Light = low probability.



#### Sweetspot manual - HUFF setting of catchment area and Sqm.

Square meters between discount and hypermarket Comparing a discount store with a hypermarket in a HUFF analysis where all gross square meters are included is not fair.

The reason is that the discount store has a smaller product range, and the hypermarket has many nonfood items that take up space (bicycles, clothes, electronics, etc.).

Therefore, a correct HUFF analysis must be carried out with a correction of gross square meter data for hyper-markets within the catchment area, if the HUFF analysis contains both discount and hypermarkets.

A Bilka of 10,200 gross square meters must therefore be included with a smaller number of square meters (the proportion estimated to constitute their food part).

Catchment between discount and hypermarket A large store with many parking spaces attracts customers from a much larger catchment area than small local stores with few or no parking spaces. Therefore catchment areas in HUFF calculations for hypermarkets will always be very large (30 min. by car or greater).

It is important to keep an eye on which store is in focus, and set the catchment area according to that store.



Shops on the edge of the catchment area also have customers from outside the catchment area for Fakta. Therefore, a different catchment must be set to calculate the HUFF for these stores.

Facts Holbæk's catchment area is based on the average driving time by car (12 min.)

All other stores within Fakta's catchment area have been given the same catchment area by using the function "Set all" page 17.

	Huff omsætning	×
	ALDI Holbæk Borgmester N. E. Hansensvej	51.220.701 kr.
	Dagli'Brugsen Gislinge	24.897.381 kr.
	Dagli'Brugsen Holbæk	35.495.051 kr.
	Dagli'Brugsen Nr. Jernløse	35.618.207 kr.
	Dagli'Brugsen Tuse	25.799.692 kr.
	Dagli'Brugsen Tuse Næs	20.254.416 kr.
	Dagli'Brugsen Vipperød	30.554.538 kr.
_	fakta Holbæk, Taastrup Møllevej	42.452.465 kr.
	Føtex Dagligvarer Holbæk Smedelundsgade	99.666.589 kr.
	Kvickly Slotscentret	117.477.735 kr.
	LIDL Holbæk Tåstrup Møllevej	97.738.501 kr.
	MENY Dagligvarer Holbæk Smedelundsgade	129.492.646 kr.
	Netto Holbæk Gl.Ringstedvej 22 -	35.279.133 kr.
	Netto Holbæk Jernbanevej	32.205.278 kr.
	Netto Holbæk Munkholmvej	47.100.654 kr.
	Netto Holbæk Søagervej	46.542.118 kr.
	Netto Vipperød Roskildevej	46.115.568 kr.
	REMA 1000 Holbæk Halvmånen	64.010.563 kr.
	REMA 1000 Holbæk Kalundborgvej	62.445.829 kr.
	REMA 1000 Holbæk Roskildevej	61.668.004 kr.

Double click on store name and the map automatically zooms to the store and shows the store name with label (interactive linking)

#### **Sweetspot manual - Finder**

**Finder** is a module that shows distances to grocery stores. The map layer can be accessed through the menu item "Finder" and subsequent selection of a category (all shops, discount, supermarket, hypermarket or specific chains).

Each 100 x 100 meter square grid cell is colored by distances from the center of the cells to the nearest Store.

It is possible to filter the display of cells by adjust for population density or distance (this is the distance between stores).

It is also possible to create scenarios and see conse- consequences of closures or openings of new stores.

Scenarios are created by either inserting a new point and choosing which category it should belong to, or by deleting a point (right click and select "delete point"). Deleted points are shown in black.

Then click on "Save" and on "Calculate Finder analysis".

It can take 25 min. to calculate larger analyses (more than 20 changes).

map layer transparency



Less than 800 meters to the nearest grocery store

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### **Sweetspot manual - Finder scenario**

It is possible to create finder scenario by adding a new store and/or closing a store. To form Finder analyses, there must always be at least one catchment calculated.

**Close existing store scenario** 

#### New location scenario

## T / 18 1. Insert a point and calculate a catchment area cation density ① High 3. Select "Calculated analysis" to see changes in the map layer

2. Click on "Calculate Finder analysis"

To form the new store scenario, simply insert a new point and set category (chain) and catchment area is calculated.

#### 3. Click on "Save analysis" New ALDI V Catchment areas Store planner 4. Click on "Calculate Finder analysis" Search Map layers Benchmarking Huff analysis Templates Data available 📥 Print Calculate Finder Analysis Contact Select a category ① Discounters Show locations 2. Right click on a point Location density ① High of interest and Select finder layer ① Calculated analysis select "Delete point" Show Finder map layer Data filter (1) A Night population to 644 nersons Distance ① to 6000 Low Density in meter < 400 400 - 800 800 - 1.200 1.200 - 1.600 > 1.600

To form the scenario of closing an existing store, there must be a minimum of one calculated catchment and at least one point is deleted.

#### **Sweetspot manual - Templates**

Templates are settings in the last analysis saved as Default settings.

If you always make analyzes and reports at the same time way, open the "Templates" menu.

- 1. Click on "Dan template"
- 2. Select a template from the drop-down menu
- 3. Set default template for either company or user

Create as many templates as you want.

Only one template can be selected as the default for a company or user.

#### Templates priority order

1. If a user has set a template, this is used first (shown with two stars \*\*)

2. All companies have a standard template (shown with an asterisk \*)



#### **Sweetspot manual - Print**

<u>Print</u>

Mimium zoom level 8 is needed for print.

<u>Set:</u>

-

- format (A0/A1/A2/A3/A4)
- Portrait or Landscape
- Resolution in Dpi (300 dpi takes longer time)

Beaware: Legends on separate A4 page



