Rent-A-Center Optimizes Retail Network
With Alteryx

1

Goal
"**Before Alteryx, map creation was a manual process** with a lot of clicking and joining and queries and sub-queries."

2

Strategy
"Now, with Alteryx, **we can see the flow of data during the process** and **immediately make adjustments** without having to wait for the output."

3

Results
"Where I **previously spent 12-1/2 weeks** manually creating maps for Rent-A-Center's 3,000 stores, I can now perform the entire process in **just under three hours using a batch process.**"

4

Next Steps
"Alteryx demographic output may become instrumental in helping our merchandising department **determine how to customize the merchandise mix in stores.**"

Industry
Retail

Department
Business Intelligence

Location
North America

*"Alteryx Analytic Gallery applications run quickly, some in only about two minutes, and can even be accessed via a smartphone or other mobile device during a meeting, so that **frontline employees can get information wherever and whenever they need it.**"*

— Deanna Sanchez
Market Planning and GIS Manager, Rent-A-Center

Read the **full story**

12.5 weeks of manual map creation for 3,000 stores now done in just under 3 hours

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