

SOLUTION BRIEF

Optimize Site Selection Using Spatial Intelligence

Drive growth by optimizing location planning with spatial and advanced analytics made easy

Smarter Planning with Analytics

With access to integrated demographic, behavioral, and competitive data, businesses can define accurate catchment areas, forecast demand potential, and model future performance before committing capital. Automation accelerates traditionally manual processes—such as evaluating zoning constraints, traffic flow, or cannibalization risk—while AI surfaces hidden patterns that influence success. Together, these capabilities reduce the risk of underperformance, shorten site evaluation cycles, and help organizations scale growth with precision and confidence.

Retail and manufacturing businesses face immense pressure to select the right sites for growth, service, or distribution. But fragmented data, outdated tools, and unclear catchment analysis often lead to suboptimal decisions. Manual comparisons of potential locations ignore critical variables like demographics, foot traffic, or proximity to infrastructure. This results in wasted investment, underperforming stores, or costly delivery inefficiencies.

Alteryx helps organizations solve these challenges by combining spatial, demographic, and performance data into one unified platform. Using drag-and-drop workflows, teams can build drive-time catchments, analyze competitive landscapes, and run predictive models to assess location potential. The result: smarter, faster, and more confident decisions—whether opening a new store or optimizing a logistics hub.

[Sainsbury's turned years of customer and location data into spatial intelligence that streamlined store planning ►](#)

Common Challenges

Alteryx solves the following common site selection challenges

- Inconsistent site data across internal teams and systems slows decision-making
- Limited visibility into real-world catchment area performance or demand drivers
- Manual evaluations miss key cost, access, or demographic tradeoffs
- Legacy tools can't keep pace with dynamic retail and logistics needs

4 Myths About Site Selection

1. Location success depends only on foot traffic.
2. Only GIS specialists can do spatial analysis.
3. Catchment areas don't change over time.
4. Distribution centers only need to minimize transportation costs.

5 Strategic Ways Alteryx Improves Site Selection for Retail and Distribution

UNIFY INTERNAL AND EXTERNAL SITE DATA

Alteryx connects and cleans data from CRM, real estate, ERP, and location providers, ensuring consistency. Whether you're integrating POS data with footfall stats or blending sales, lease costs, and zoning data, Alteryx creates a single version of truth. This allows faster, more informed comparisons across candidate locations and provides a foundation for consistent, scalable location analysis.

DEFINE AND ANALYZE CATCHMENT AREAS

With built-in spatial tools, users can map catchment areas using drive time, walk time, or distance thresholds. These zones can be enriched with demographic, transactional, or loyalty data to understand existing and potential site performance. Alteryx lets analysts easily visualize overlaps, saturation risks, and cannibalization before committing to a site.

MODEL LOCATION PERFORMANCE AND DEMAND

Using predictive models built in Alteryx, analysts can estimate store revenue, delivery cost, or churn risk by site. Models are trained on your historical data and can include external indicators like income, population, or competition. Scenarios can be simulated to find optimal trade-offs across service coverage, profitability, and market gaps.

OPTIMIZE DISTRIBUTION AND FULFILLMENT FOOTPRINTS

For manufacturers and logistics teams, Alteryx optimizes DC placement by balancing service level, transportation cost, and capacity. Teams can evaluate hundreds of candidate sites against delivery constraints and customer proximity to determine the best logistics footprint—critical in today's supply chain environment.

GENERATE MAPS, REPORTS, AND DASHBOARDS

Alteryx can output to static reports, dynamic dashboards, or spatial maps ready for Tableau or Power BI. These visualizations provide clarity and alignment across stakeholders—from real estate to finance. By automating location reporting, Alteryx shortens cycle time from weeks to hours while increasing transparency in decision-making.

What You Will Need

- Access to sales, demographic, real estate, and site-level performance data in varying formats
- Geocoded data or postal addresses for existing, candidate, and competitor locations
- Stakeholder inputs on business constraints like rent, capacity, or delivery time windows
- A basic understanding of market dynamics or historical performance for calibration

What Alteryx Provides

1. Spatial and demographic tools to define, compare, and score catchment areas with precision
2. Workflow automation for preparing, blending, and analyzing site and demand data at scale
3. Output to your geospatial visualization tools: Alteryx supports a variety of file formats including Microsoft Excel, ESRI, XML, PDF, Tableau, and Qlik.
4. Drag-and-drop spatial and predictive modeling for users without GIS or coding expertise
5. Export-ready maps, reports, and dashboards to support fast, aligned decision-making

Alteryx for Site Selection

Store Trade Areas

Built-in Spatial Analytics Tools



Non-Overlapping Drivetime Tool: This tool creates drivetime trade areas, that do not overlap, for a point file.



Spatial Matching Tool: Calculate and establish relationships between spatial objects, such as how many people fall outside a 10-minute drive time from a retail location.



Trade Area Tool: Size a targeted area surrounding each location, facility, or point of interest, ideal for calculating and building insight into service delivery capabilities.

New Store Impact Analysis

For a complete list of system requirements and supported data sources, visit <https://www.alteryx.com/products/alteryx-platform>

Explore our [Geospatial Starter Kit](#)

About Alteryx

Alteryx offers an end-to-end, analytics platform which empowers people to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. Business analysts and data scientists alike can discover, share and prep data, perform analysis, and deploy and manage analytic models. Enterprises all over the world rely on Alteryx to deliver actionable insights daily.

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