

DATAiNTELLIGENCE

LOCATION RADAR

Brings **VALUE** in sales.



WHAT IS IT?

It is a complex geo-marketing solution, real-time extracting all available Google consumer location reviews for all the brands within a category, classifying them based on a machine learning algorithm, and providing customer insights and location optimization guidelines.

WHY WOULD YOU NEED IT?

It analyzes customer experience evolution in time with all category players, pin-pointing inflection points that need to be addressed and enabling forecast. It provides a category analysis of key customer experience concerns & drivers, underlying points of difference, and pain points vs. key competitors.

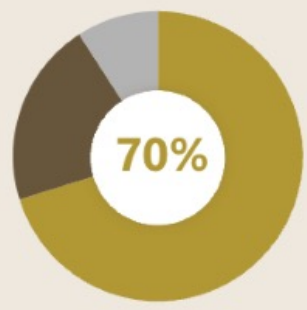
OUTCOME

* Precise plan for fixing pain points and for geo communication to defeat competitors.

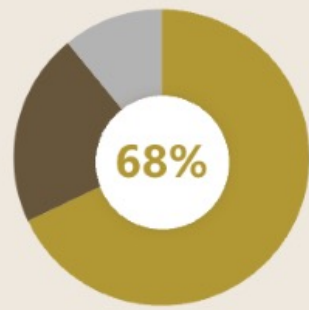
Positivity

% of positive ratings

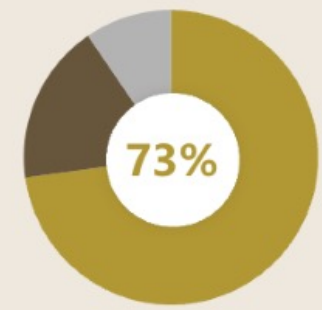
Pizza Hut



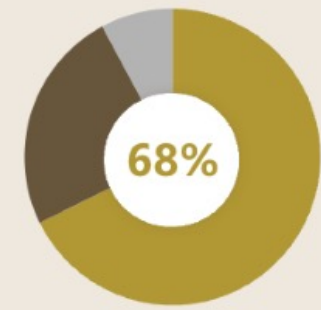
KFC




McDonald's



Burger King



Performance



24 Locations	1,248 Ratings
52 Ratings/Loc	3.84 Avg Rating
532 Text Reviews	



30 Locations	8,893 Ratings
296 Ratings/Loc	3.81 Avg Rating
3,215 Text Reviews	



36 Locations	18,630 Ratings
518 Ratings/Loc	3.97 Avg Rating
5,719 Text Reviews	



8 Locations	777 Ratings
97 Ratings/Loc	3.75 Avg Rating
293 Text Reviews	

Figures calculated between 01-Jan-21 and 01-Jan-22

Month
All

Date
01/01/2021
01/01/2022

- Home
- Overview**
- Proximity Radar
- Trends
- Customer Experience
- Category Analysis
- Keyword Analysis

Radar

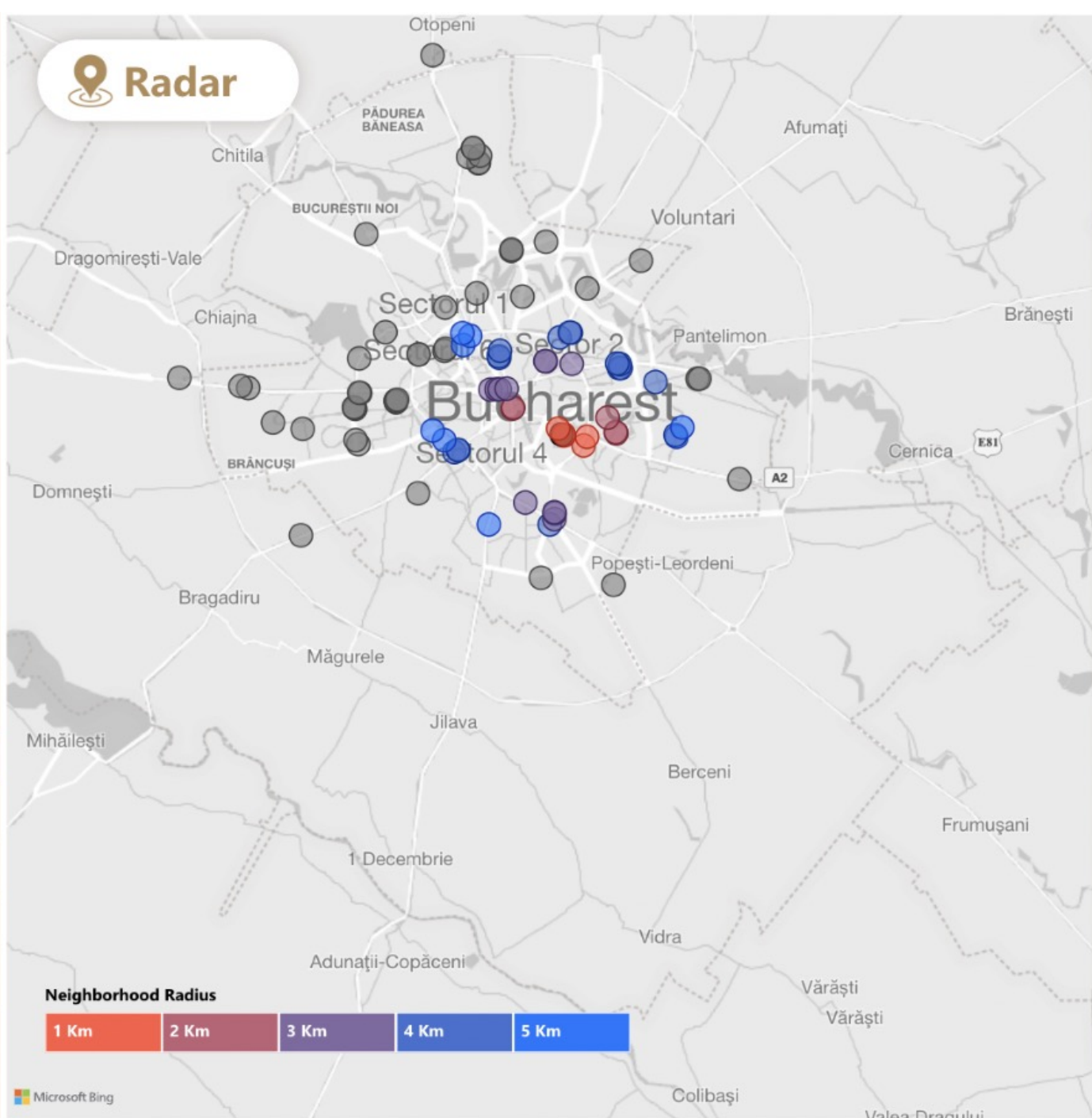
Month

All

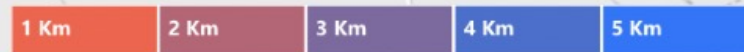
Date

01/01/2021

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Neighborhood Radius



Locations

Own Locations

Calea Vitan 55-59, București 031281, Romania

Competitor

All

City

All

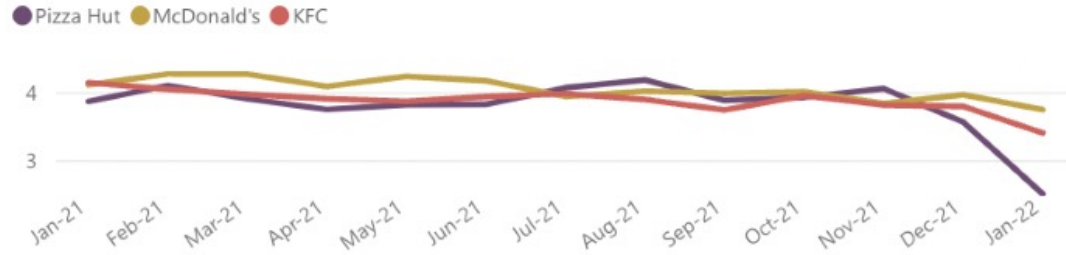
Competitors' Locations

Brand	Distance (KM)	Avg Rating	Total Ratings	Address
		3.61	457	
	0.00	3.19	16	Calea Vitan 55-59, București 031281, Romania
	0.08	2.76	17	bulevard, Calea Vitan 55-59, București 031281, Romania
	0.09	3.07	30	București Mall, Calea Vitan 55-59, București 031281, Romania
	0.23	4.02	45	Calea Vitan 23D, București 031281, Romania
	0.86	3.74	606	Șoseaua Mihai Bravu 319, București 031281, Romania
	0.89	4.16	1,082	Șoseaua Mihai Bravu 307, București 031281, Romania
	1.72	4.30	23	Strada Baba Novac 9G, București 03161, Romania
	1.90	2.70	10	Str. Liviu Rebreanu 4, București 03178, Romania
	1.90	4.07	371	Str. Liviu Rebreanu 4, București 03178, Romania
	1.91	4.21	485	Str. Liviu Rebreanu 4, București, Romania
	1.93	4.05	642	Bulevardul Corneliu Coposu 2, București 031281, Romania
	1.94	4.00	1,536	Piața Unirii 1, București 030119, Romania
	2.49	3.64	408	Șoseaua Mihai Bravu 102A, București 031281, Romania

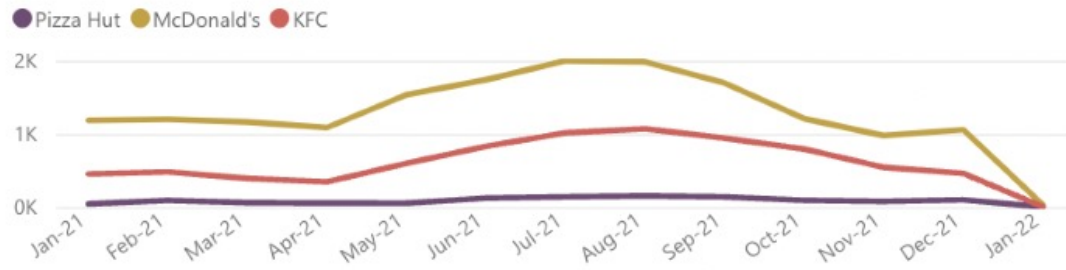
Figures calculated between 01-Jan-21 and 01-Jan-22

Trends

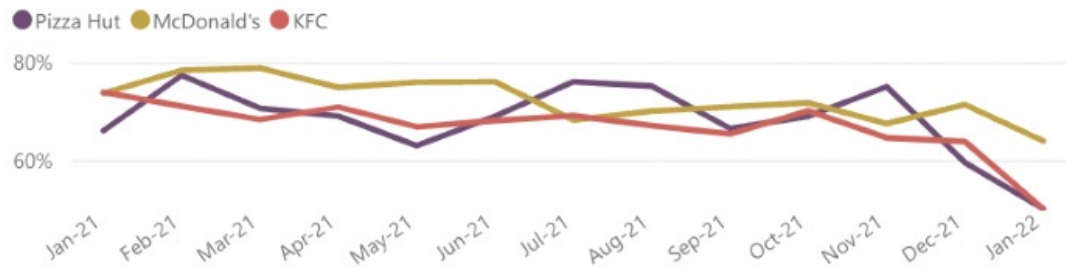
Average Rating



Total Ratings



Brand Positivity



Locations

Brand

- Pizza Hut
- McDonald's
- KFC
- Burger King

Sentiment

- Negative
- Neutral
- Positive

Year

- 2021
- 2022

Search Address

Brand	Address	Avg Rating	url
	426-426A, Șoseaua Colentina, București 024235, Romania	3.65	url
	America House, Șoseaua Nicolae Titulescu 4-8, București 011141, Romania	4.36	url
	Bd. Timișoara 26, București 061331, Romania	4.18	url
	Bd. Timișoara 26, București 061331, Romania	3.25	url
	București bulevard 1 Decembrie 1918 33A, București 032455, Romania	1.83	url
	București bulevard, Calea Floreasca 246B, București 014476, Romania	4.32	url
	București Mall, Calea Vitan 55-59, București 031282, Romania	3.07	url
	bulevard, Calea Vitan 55-59, București 031282, Romania	2.75	url
	Bulevardul 1 Decembrie 1918 33A, București 032455, Romania	2.00	url
	Bulevardul 1 Decembrie 1918 33A, București 032455, Romania	3.72	url
	Bulevardul Basarabia 99, București, Romania	4.22	url

Figures calculated between 01-Jan-21 and 31-Dec-21

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Keyword Analysis

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Category Analysis

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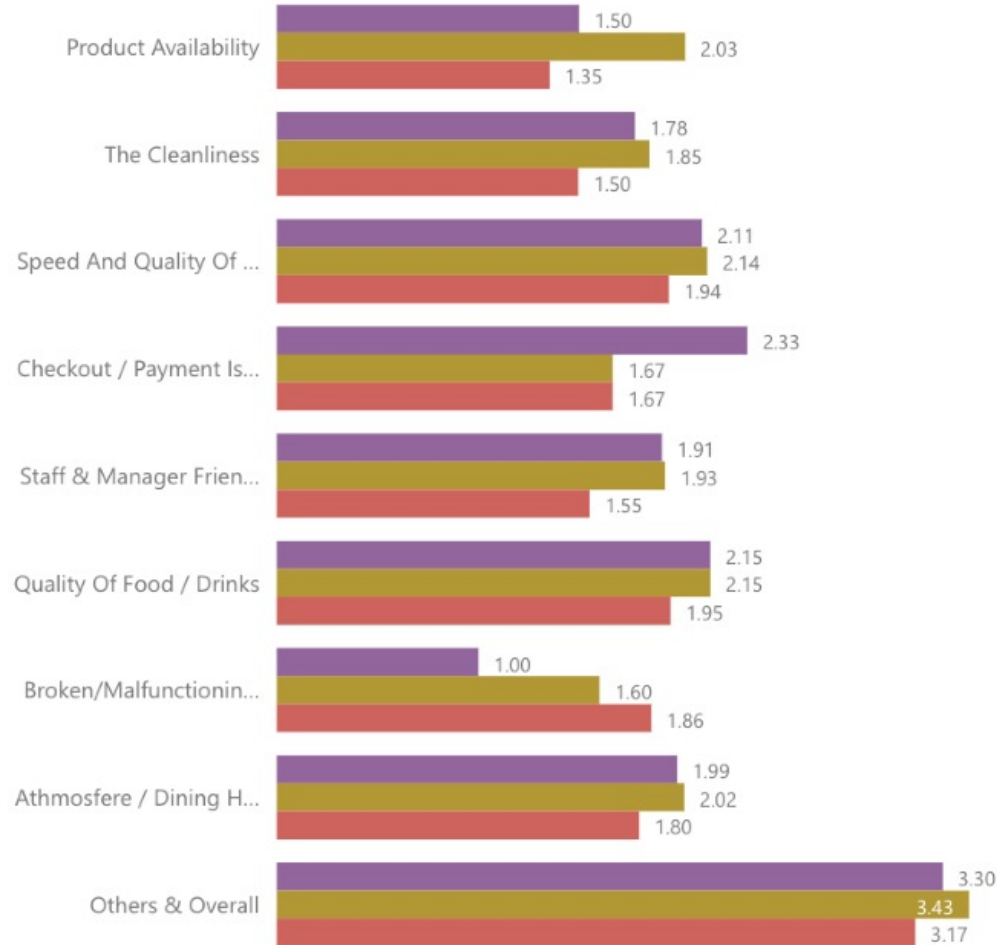
Keyword Analysis

DATA INTELLIGENCE

● Pizza Hut ● McDonald's ● KFC

Avg Rating

No. Reviews



Locations

Brand

- Pizza Hut
- McDonald's
- KFC
- Burger King

Sentiment

- Negative
- Neutral
- Positive

Year

- 2021
- 2022

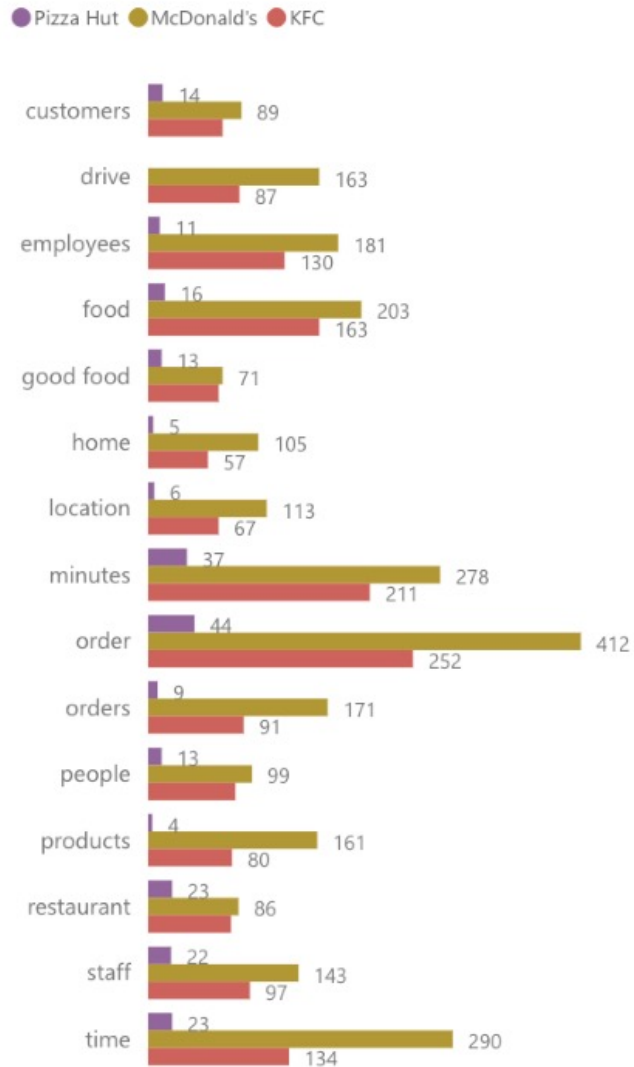
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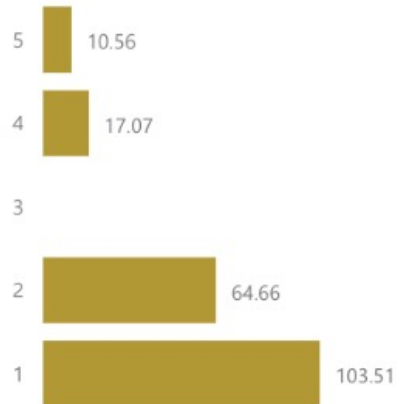
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Keyword Analysis

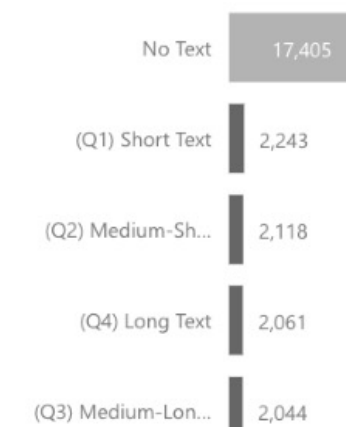
Top 15 Key Phrases in Reviews



Avg. Text Length by Rating



Text Length by Quartiles



Locations

Brand

- Pizza Hut
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- KFC
- Burger King

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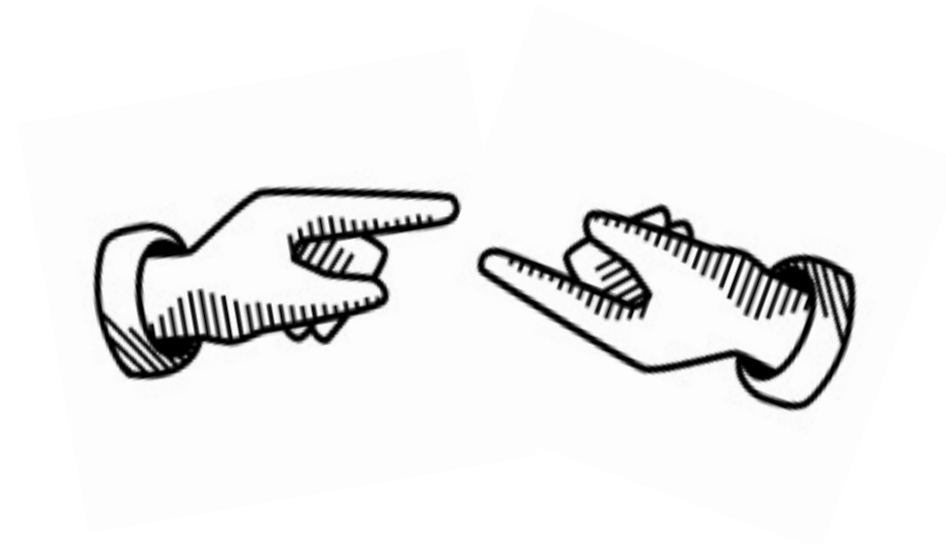
Trends

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Keyword Analysis

LET'S STAY IN



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