



## Case Study

**Organization**  
Carrefour Group

**Location**  
Worldwide

**Industry**  
Retail

# Better Business Analytics by Understanding Location

With a presence in 33 countries, more than 475,000 employees, and a turnover of €107 billion, Carrefour Group is a world leader in distribution and retail through more than 15,000 company-operated or franchised stores. It currently runs four main grocery store formats: hypermarkets, supermarkets, hard-discount stores, and convenience stores.

## What did they do?

With Esri partner Galigeo's assistance, Carrefour implemented a worldwide platform for geomarketing using the Esri® ArcGIS® platform together with Galigeo's Location Intelligence software. The combined solution joins key business data with spatial location to improve store performance driven by better marketing decisions. The application is used by staff throughout the world, covering every store operated by the group. Staff use the solution to guide expansion and development strategy; optimize direct marketing actions, including distribution of weekly circulars; monitor store performance; and better understand the sales territory.

## Do I need this?

ArcGIS, when combined with solutions such as Galigeo's, assists people with different geospatial analysis, ranging from the store manager who needs reports to operate the store to the expert in charge of site selection. By representing and displaying business intelligence on maps, businesses can identify hidden trends and customer relationships and behavior as well as enable a deeper marketing analysis and improve business outcomes.

For more information, visit [esri.com/retail](http://esri.com/retail)

"Carrefour Group selected Galigeo because of its ease of implementation and its ability to meet technical requirements of Carrefour's data centers."

**Francis Rivière**  
Carrefour Group



Understanding our world.

