



RE: How AI Can Address Challenges in Retail Site Selection

Retailers often face numerous struggles when selecting real estate sites, and AI can provide beneficial solutions to help address these challenges. Here are three key challenges and how AI can help:

1. Identifying Optimal Locations

- **Challenge:** Retailers struggle to analyze various forms of demographic data, consumer activities, and market trends correctly to ensure a site aligns with their target audience.
- **How AI Helps:**
 - **Competitive Analysis:** AI tools can map competitors and evaluate market saturation, helping retailers identify more ideal sites.

2. Market Analysis and Competitor Mapping

- **Challenge:** Identifying locations where the market for the retailer's product is not oversaturated.
- **How AI Helps:**
 - **Competitor Density Mapping:** AI tools can create heatmaps showing the concentration of competitors, helping retailers identify under-served areas.
 - **Gap Analysis:** AI can pinpoint regions with high demand but limited supply for the retailer's product.





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RE: The Power of AI

3. Assessing Future Growth Potential

- **Challenge:** Predicting the future growth and development of an area is another hurdle.
- **How AI Helps:**
 - **Predictive Modeling:** AI can help estimate the future consumer demand in an area based on demographic shifts, income changes, and lifestyle trends.
 - **Real-Time Marketing Monitoring:** AI tools are updated often, typically monthly, with new data to help get the latest market trends.

By leveraging AI, retailers, developer and landlords can overcome these challenges to make more strategic and informed real estate site selections.

Does your company struggle with any of these challenges, Precision Retail can help enable your real estate strategy become AI enabled, please call (303)887-4134 or email wes@precisionretail.net.

