

**GIS for a growing
chain of grocery
stores in Russia:**
*creating a new
economic reality*

*Alina Prigozhina,
Head of GIS team*



Who we are

X5 Retail Group is a major chain of grocery stores in Russia

Altogether we have more than 9,000 stores



Pyaterochka

8,363 stores



Perekrestok

539 stores



Karusel

91 stores

**Our goal is to provide
the best grocery
shopping experience to
our customers...**



**...at the most
convenient locations...**

...with the best
assortment offered







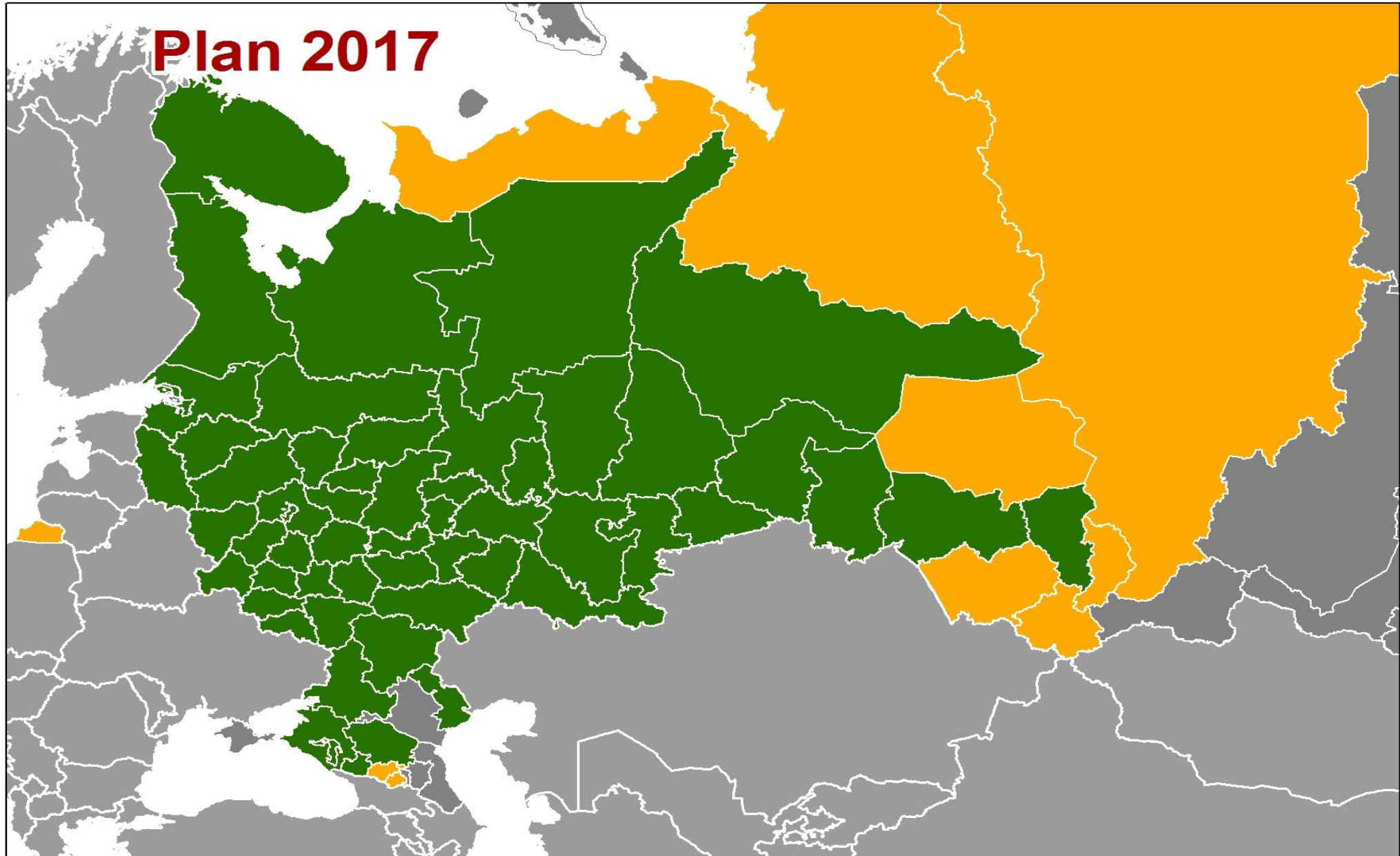




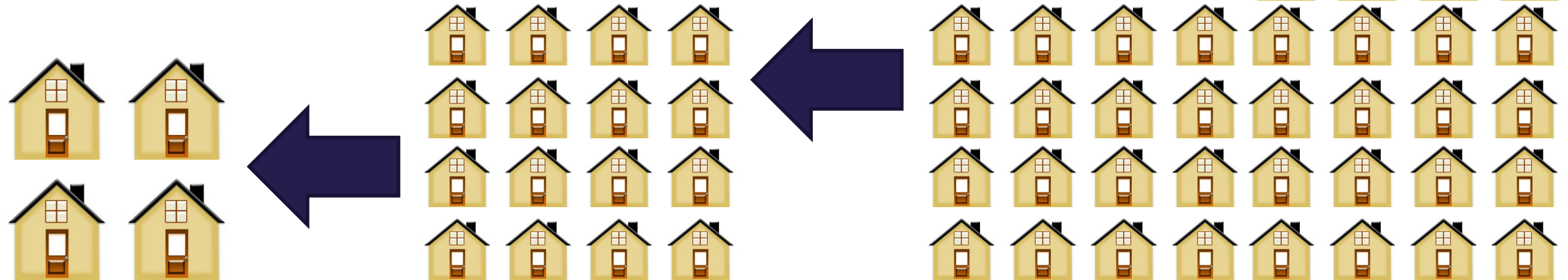
The largest scale



The fastest growth in 2015-2016: +3,500 new stores



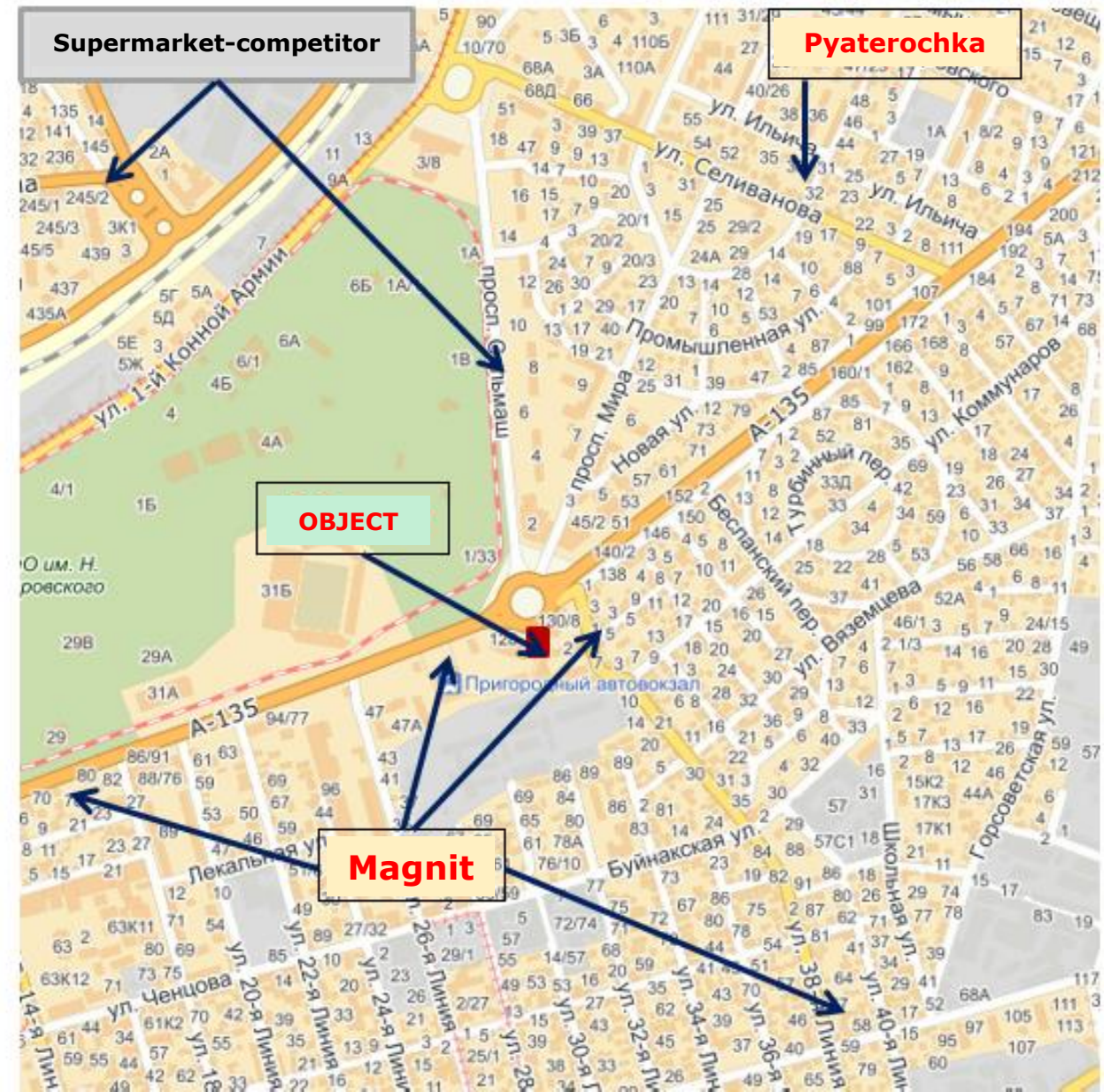
The first task for GIS – to determine store locations



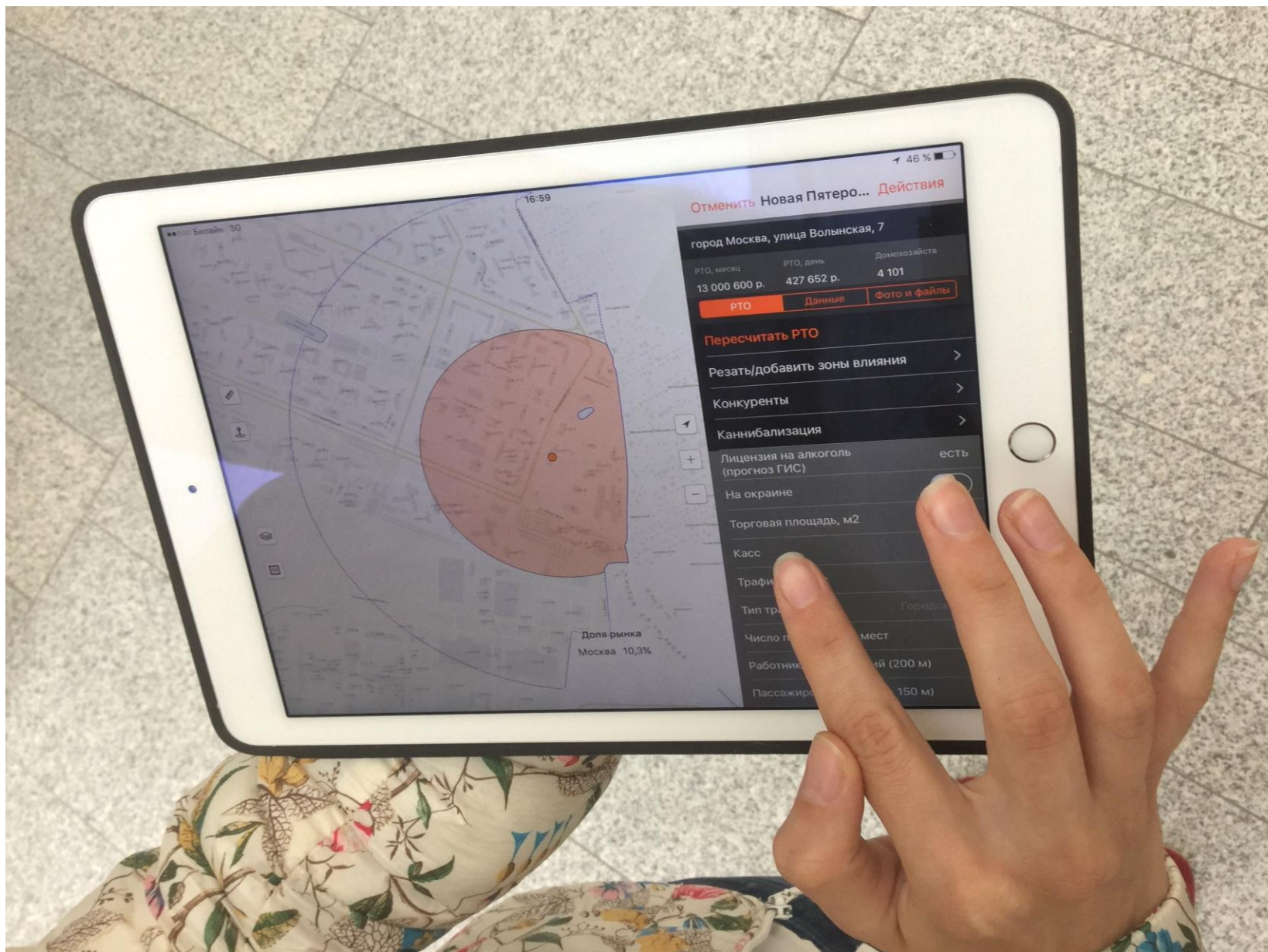
Location analysis before GIS

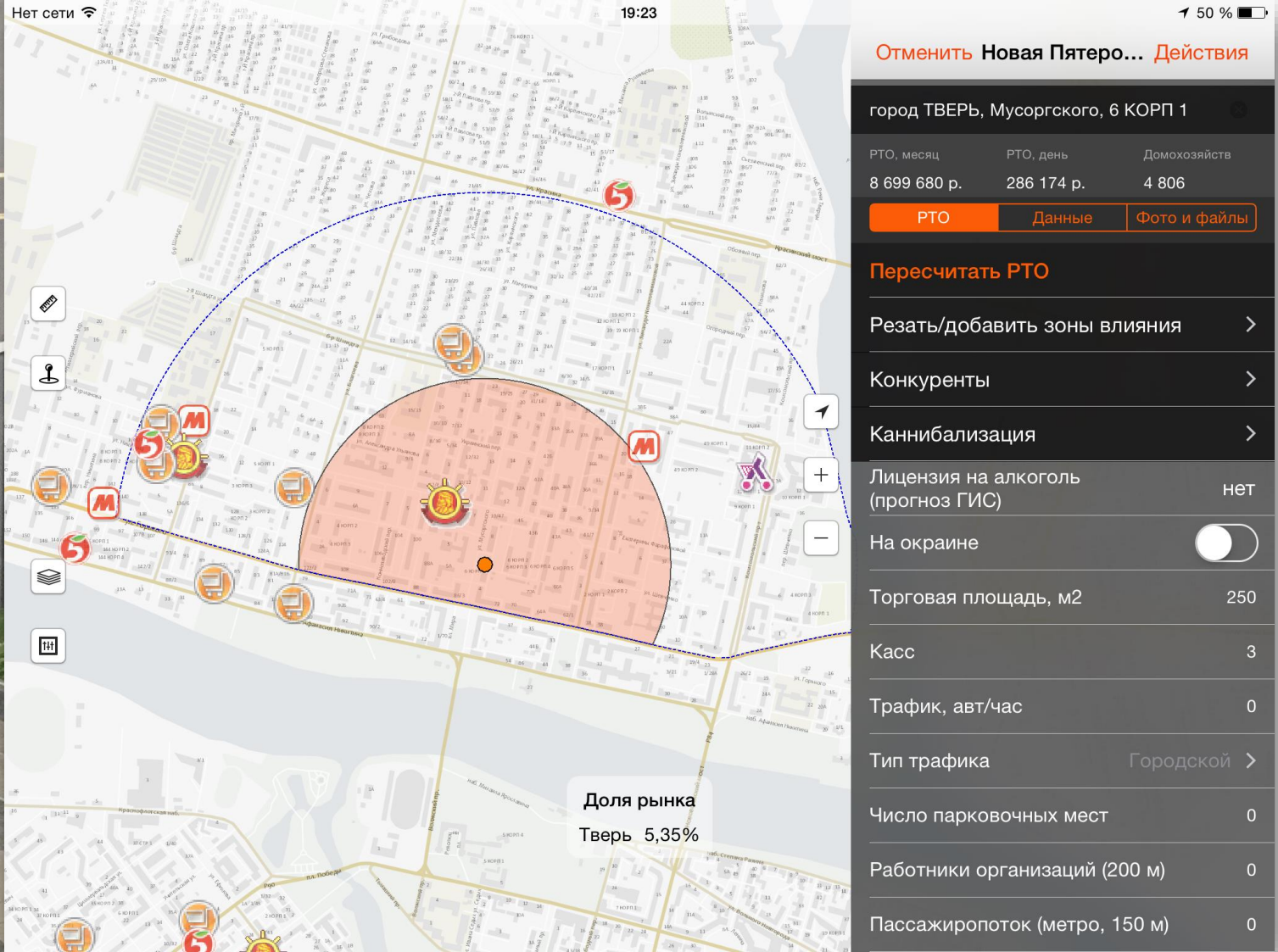


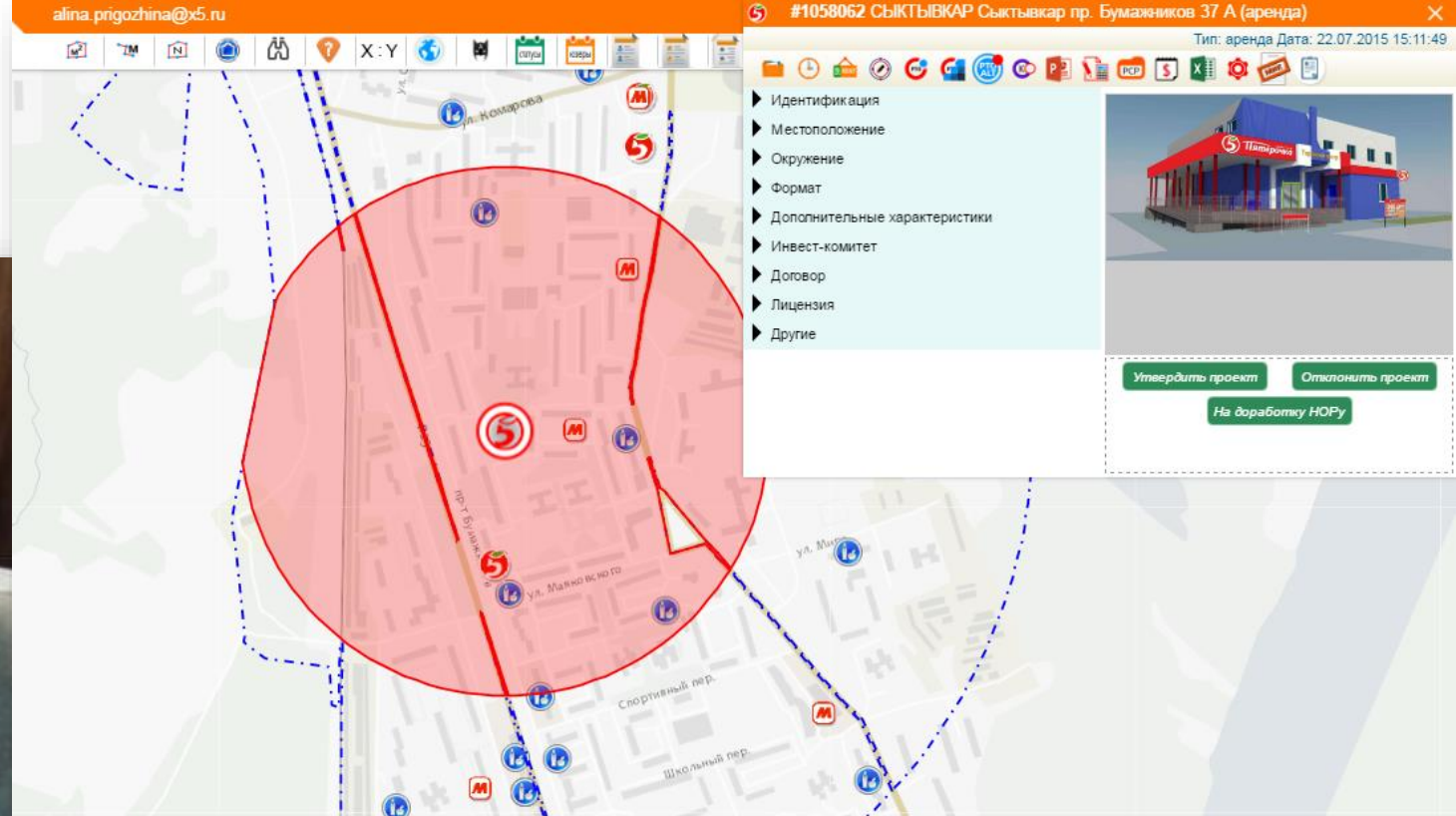
Location analysis before GIS



Location analysis with GIS - ONE TAP









Each application designed to address a particular purpose



Search specialist
Tablet
GIS mobile app



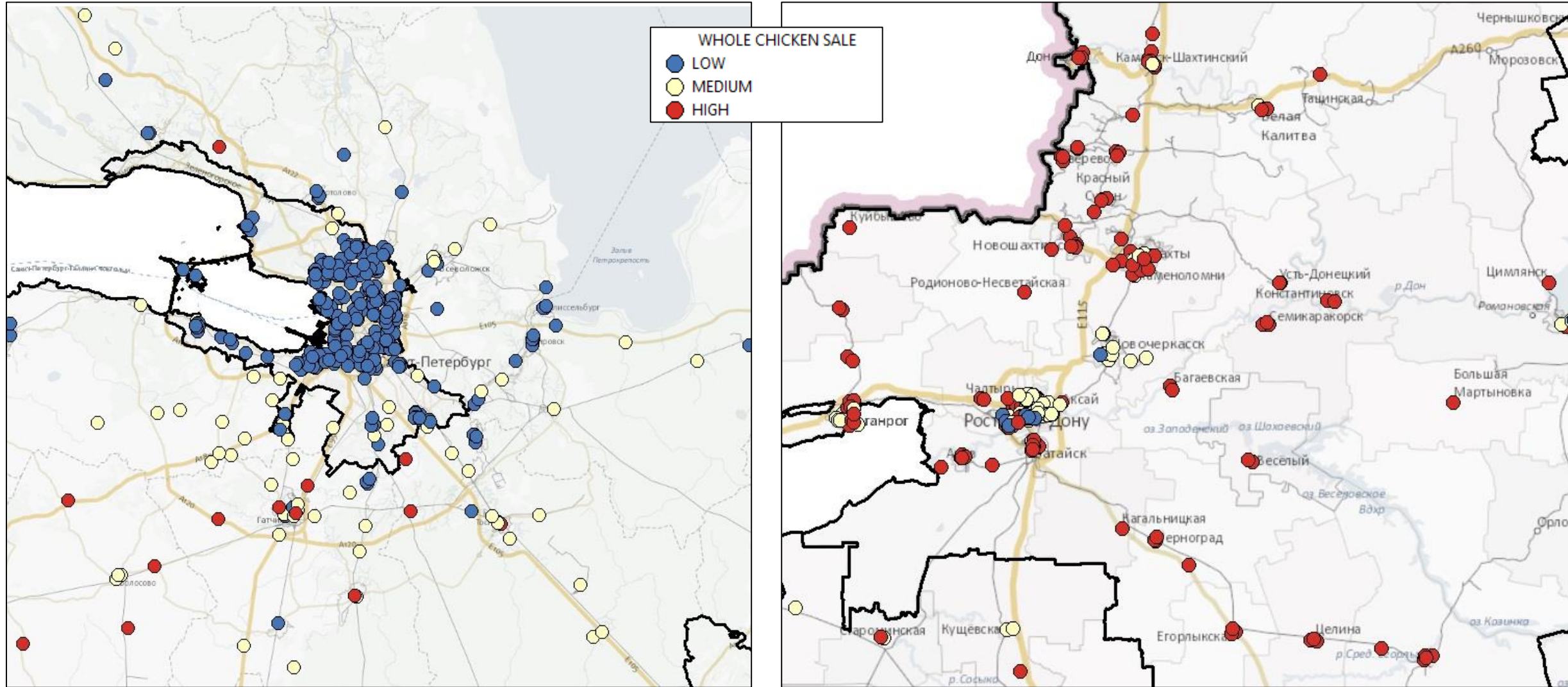
Decision makers
Laptop
web app



Analysts
Desktop
ArcGIS Desktop

One database – the same data for everyone

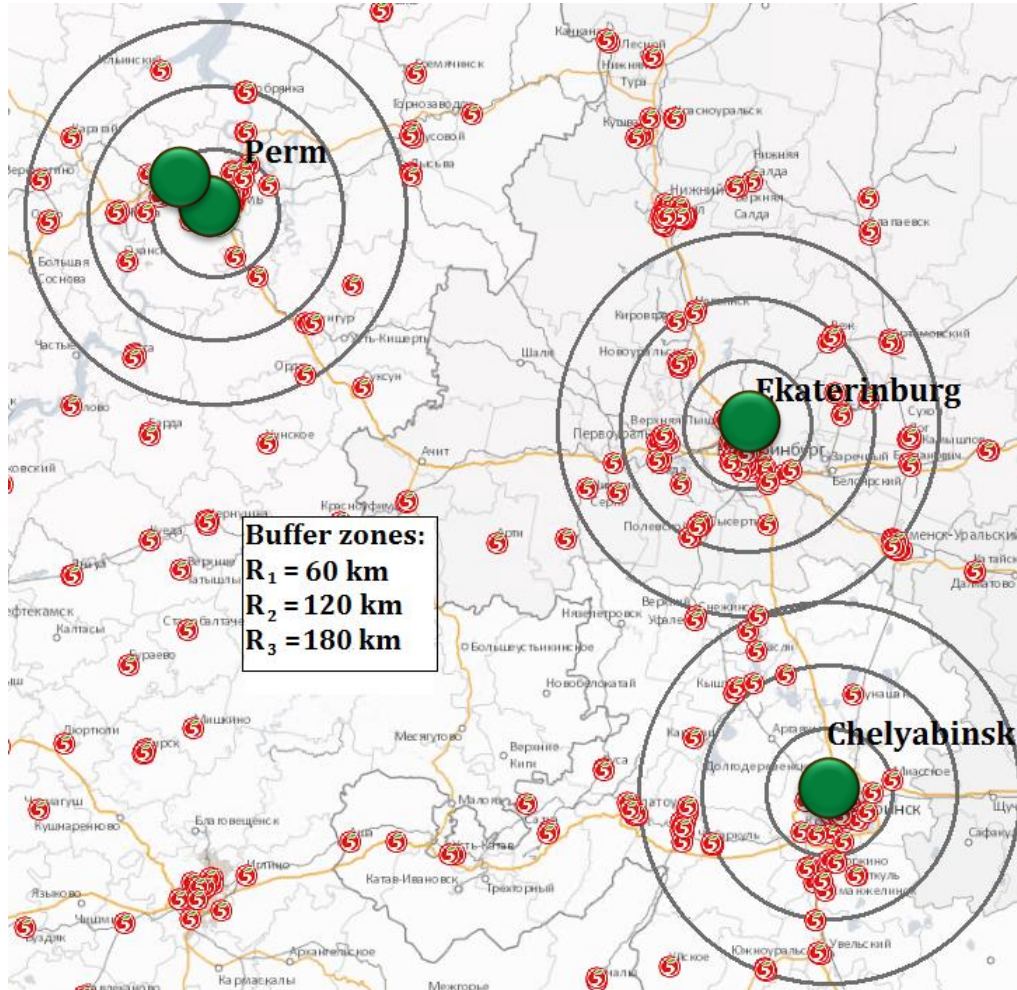
Using GIS for assortment planning and pricing



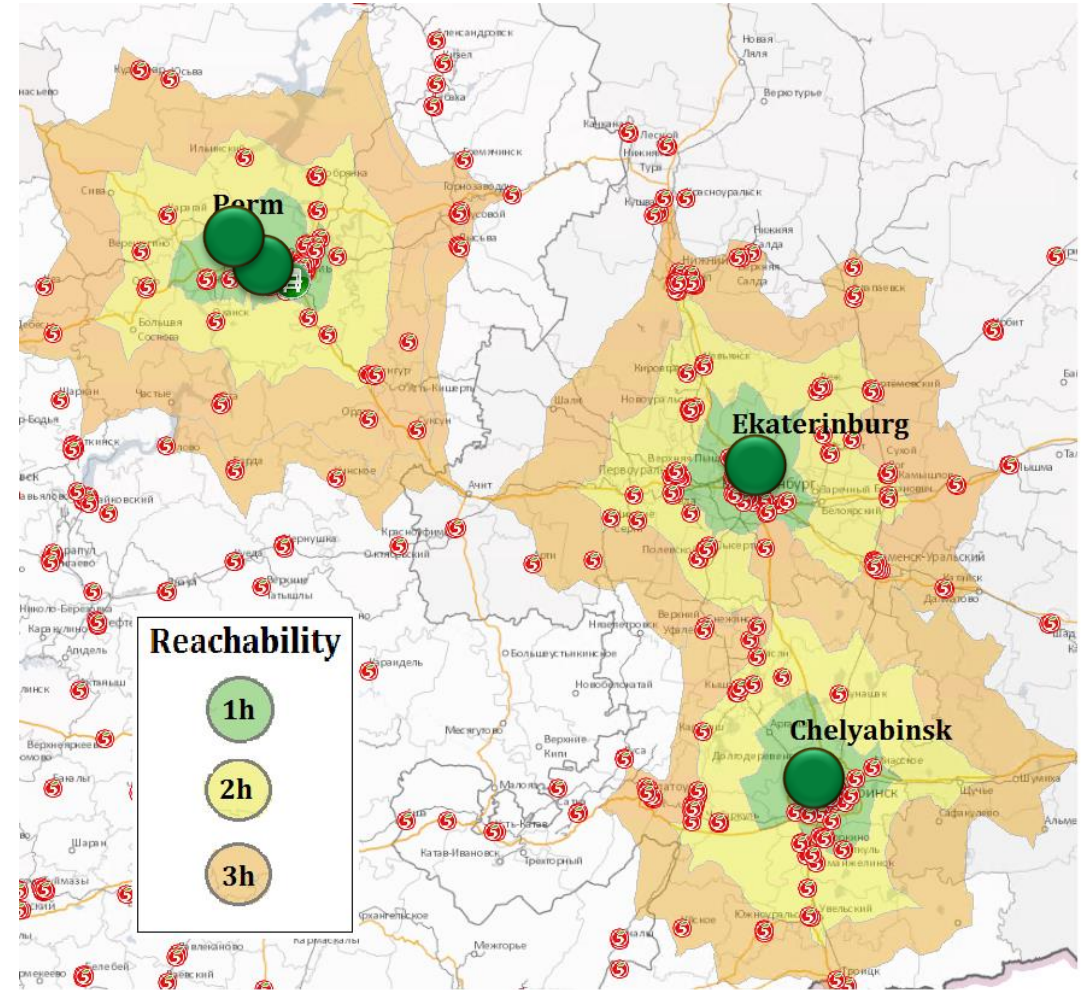
Chicken case – difference between city and village

GIS for supply handling. Step 1

before

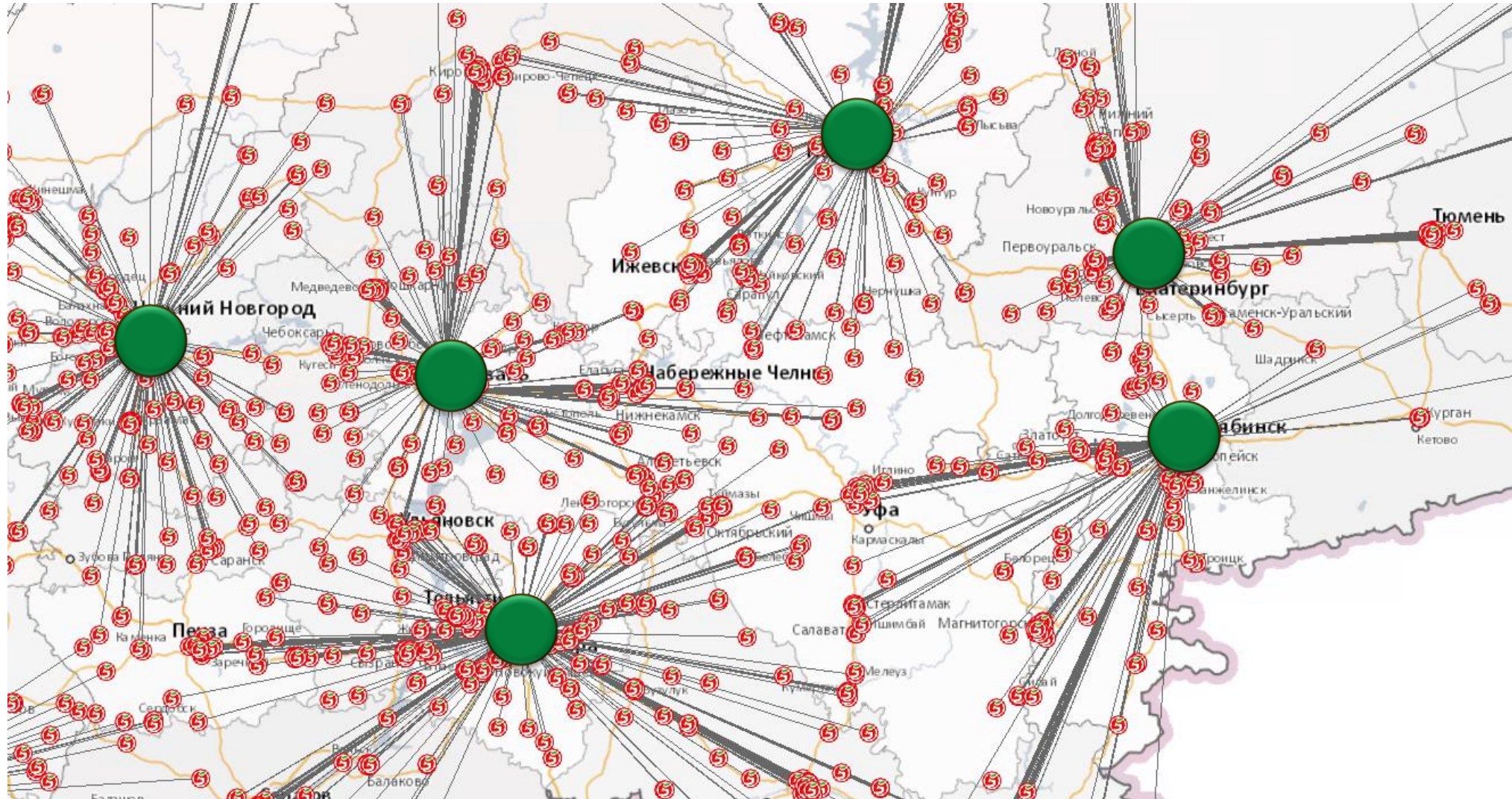


after



GIS for supply handling. Step 2

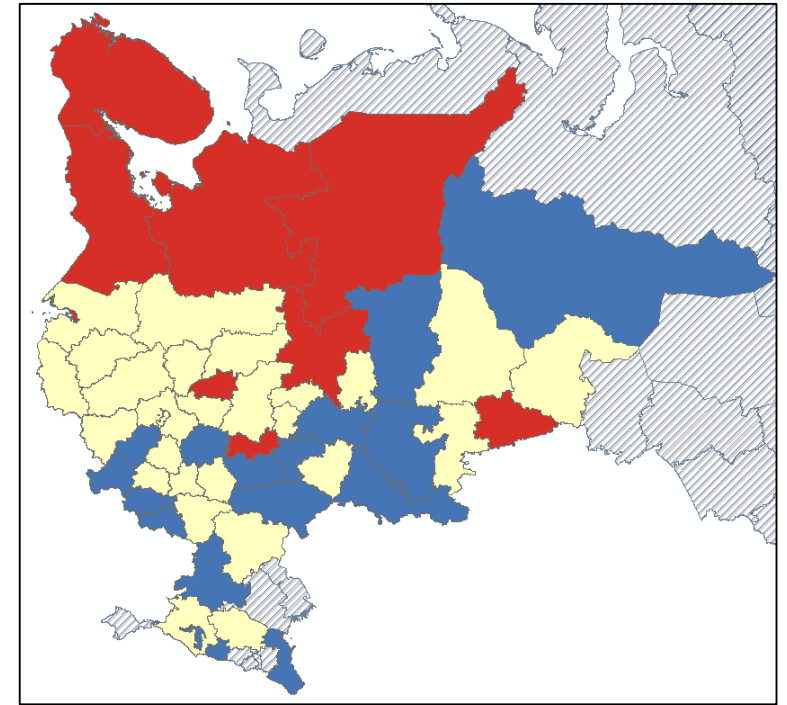
Result: the nearest distribution center for every store





GIS

- Location analysis
- Analysis of regional differences
- Supply handling
- Numerous future possibilities



The largest-scale GIS implementation in Russian grocery retail business

- Improved decision-making
- Enhanced business growth and development
- Provided superb grocery stores where people need them

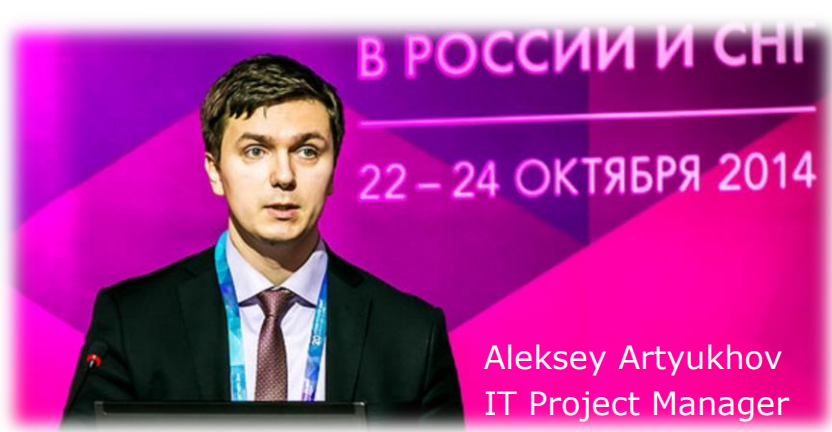




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