



## Case Study

**Organization**  
The Shopping Center Group

**Location**  
United States

**Industry**  
Commercial Real Estate

# Localized Knowledge for Better Retail Experiences

When The Shopping Center Group (TSCG) began almost 30 years ago in Atlanta, Georgia, the founders decided to focus exclusively on retail real estate. Today, TSCG operates 22 offices from New York down to Florida and over to Mississippi. Throughout its history, the company has remained true to its core mission—“Only retail, everything retail”—and is now the largest privately held retail-only real estate platform in the country.

## What did they do?

Location analytics enables TSCG local associates to combine their research experience, knowledge, and instincts with analytics to create critical insight into decision making. Esri® Business Analyst™ and Business Analyst Online™ products deliver up-to-date market analysis supplemented with demographic, business, traffic, and competition information. Esri Location Analytics provides the ability to collaborate and share information anywhere on any device, including phones and tablets, using intuitive reports and map templates that consistently promote the company’s brand and mission.

## Do I need this?

In retail real estate, there is a significant amount of information available; it’s the ability to deliver the right information and value that matters. Esri Location Analytics provides the data analysis, sharing, discovery, and collaboration that real estate companies need to differentiate excellent opportunities from average ones.

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

“Information is power, and Business Analyst provides key pieces of information that we need to get our jobs done.”

**Greg Katz**  
Director of Innovation &  
Technology  
The Shopping Center Group

