MyTraffic

How to use a Gini Workflow

Site Selector
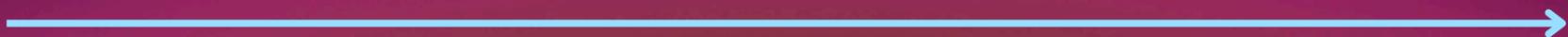
Evaluate if a location suits your business: footfall potential, target customer profile, competitive environment, and AI...

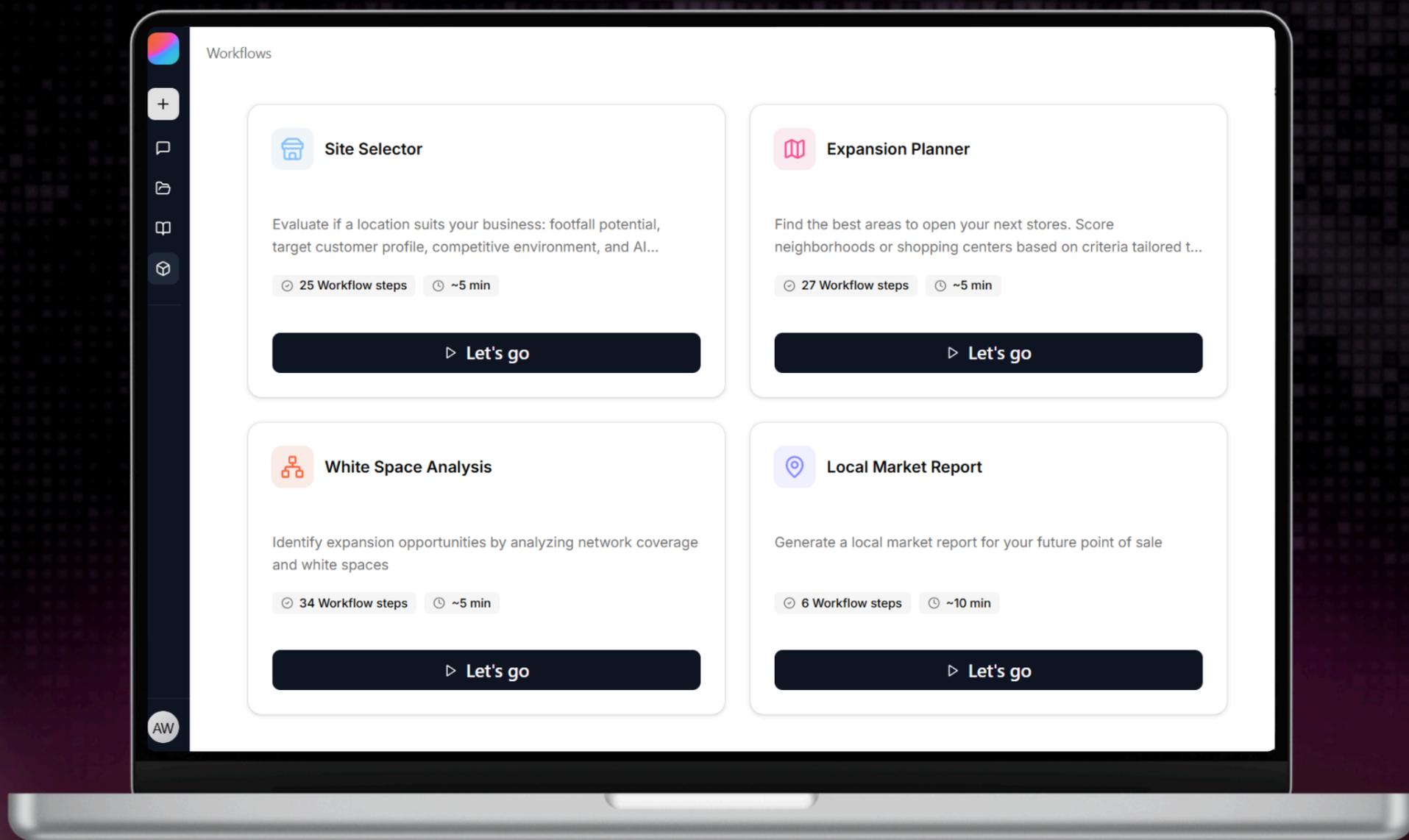25 Workflow steps   ~5 min

▷ Let's go

Discover the first step

Gini

Step 1.
Select a workflow

Each of them has a description of the deliverable you can expect! All you have to do is click "Let's go".

Workflows

Site Selector

Evaluate if a location suits your business: footfall potential, target customer profile, competitive environment, and AI...

⊘ 25 Workflow steps   🕐 ~5 min

▷ Let's go

Expansion Planner

Find the best areas to open your next stores. Score neighborhoods or shopping centers based on criteria tailored t...

⊘ 27 Workflow steps   🕐 ~5 min

▷ Let's go

White Space Analysis

Identify expansion opportunities by analyzing network coverage and white spaces

⊘ 34 Workflow steps   🕐 ~5 min

▷ Let's go

Local Market Report

Generate a local market report for your future point of sale

⊘ 6 Workflow steps   🕐 ~10 min
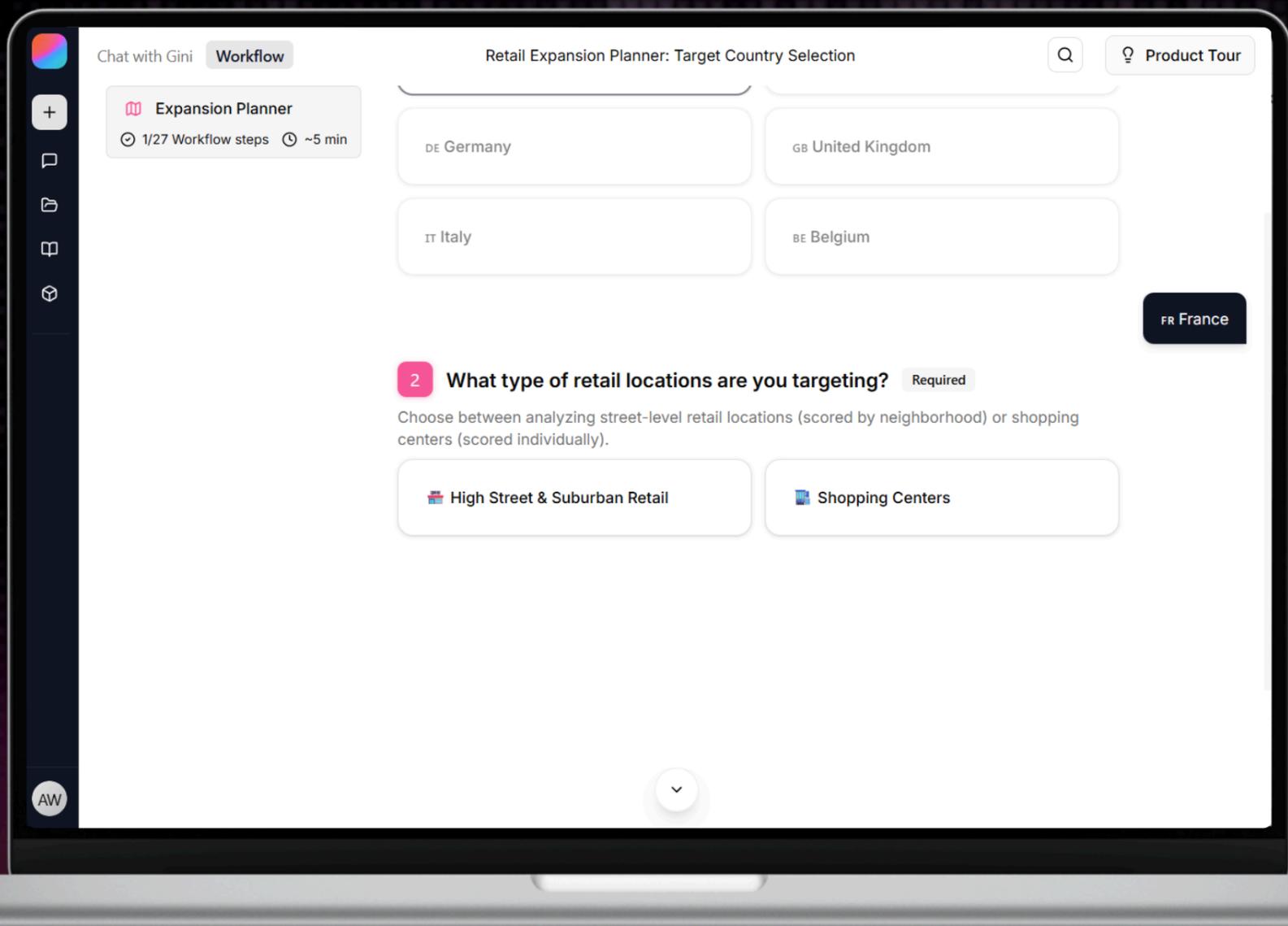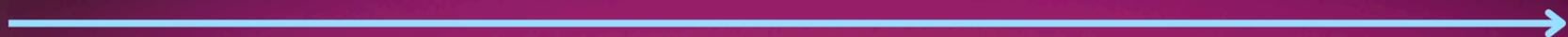
▷ Let's go

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Discover step 2 of how to use a workflow

⟶

Step 2.
Follow the steps

Gini will automatically guide you to your desired answer. Just click the relevant answers for your use case!

Chat with Gini **Workflow**

Retail Expansion Planner: Target Country Selection

🔍 💡 Product Tour

📖 Expansion Planner
⊘ 1/27 Workflow steps 🕐 ~5 min

DE Germany

GB United Kingdom

IT Italy

BE Belgium

FR France

2 **What type of retail locations are you targeting?** Required

Choose between analyzing street-level retail locations (scored by neighborhood) or shopping centers (scored individually).

🏬 High Street & Suburban Retail

🏢 Shopping Centers

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Discover step 3 of how to use a workflow

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Step 3.
And you're done!

Gini will deliver your report in its entirety. You can also keep asking Gini questions, like making it create an interactive dashboard, or detailing some elements.

Chat with Gini | Workflow | Balenciaga Retail Expansion Strategy | Product Tour

Expansion Planner
10/27 Workflow steps · ~5 min

Top 100 Territories by Score

Rank	Territory	City	Department	Score	Pedestrian Flow	Vi
1	Faubourg du Roule 3	Paris	Paris	100.0	21,656	55
2	Chaussée d'Antin 3	Paris	Paris	99.89	33,429	64
3	Part Dieu	Lyon	Rhône	99.79	11,163	20
4	Faubourg du Roule 5	Paris	Paris	99.72	19,471	56
5	Défense Nord	Puteaux	Hauts-de-Seine	99.70	6,783	61
6	Saint-Germain l'Auxerrois 1	Paris	Paris	99.69	15,820	23
7	Madeleine 6	Paris	Paris	99.67	14,785	48
8	Ternes 1	Paris	Paris	99.64	8,658	67
9	Odéon 3	Paris	Paris	99.64	13,410	48
10	Palais Royal 1	Paris	Paris	99.62	8,288	53

Type your message here... (Press Enter to send, Shift+Enter for new line)

Ask Gini ✈

Gini can make mistakes, we advise you to check important information

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Learn more about Gini

→

Unlock Knowledge
Empower Decisions

MyTraffic