

Area Marketing – Case Study 1

Company name: Asahi Orikomi Osaka Co., Ltd. (URL: <http://www.ao-osaka.co.jp/>)

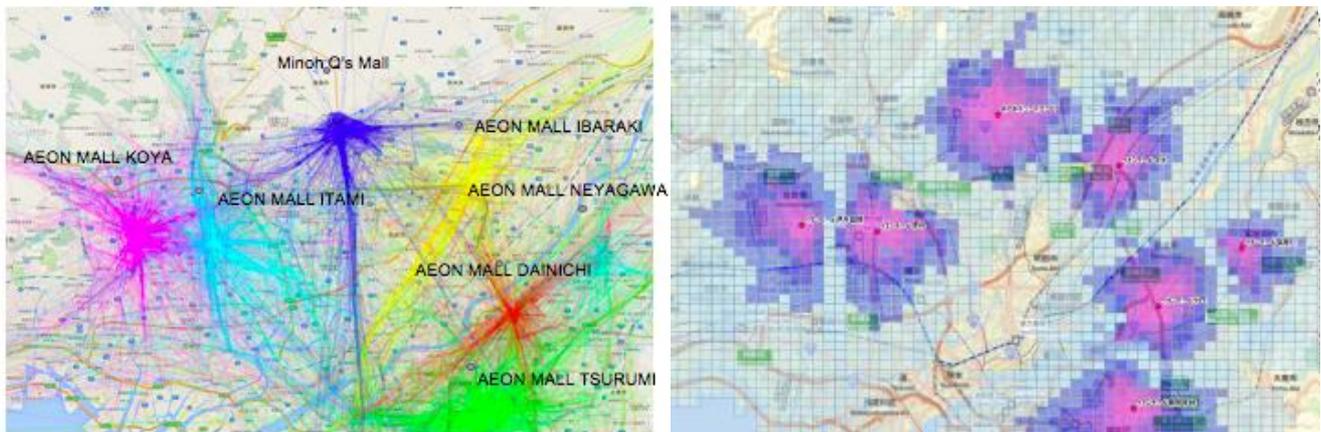
Head office: Nakanoshima Festival Tower 19F, 2-3-18 Nakanoshima, Kita-ku Osaka-shi, Osaka, Japan

Establishment: January 1971 Employees: 155 (2016 April)



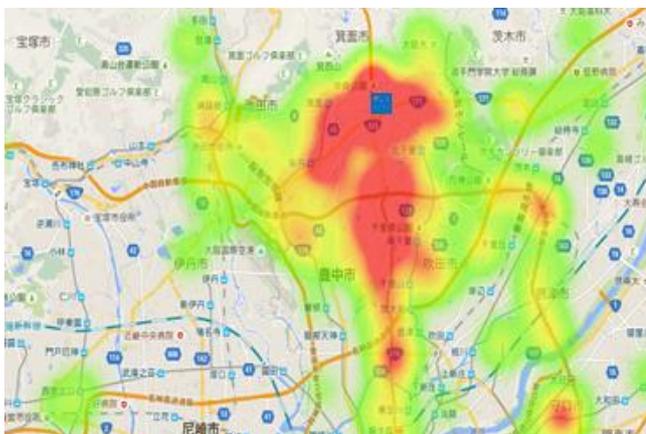
Asahi Orikomi Osaka Co., Ltd. is using point-type floating population data to assess the commercial area, analyze movement path, and consider how to create materials and analysis to assist marketing.

Utilization 1: Assessing the commercial area



The figures above show a visualization of the commercial area of a large shopping mall in the Hokusetsu area of Kansai. One employs point-type floating population data (left), the other conventional Huff model calculation results (right). You can see how the figure on the left more clearly and shows the movement flow than the conventional Huff model.

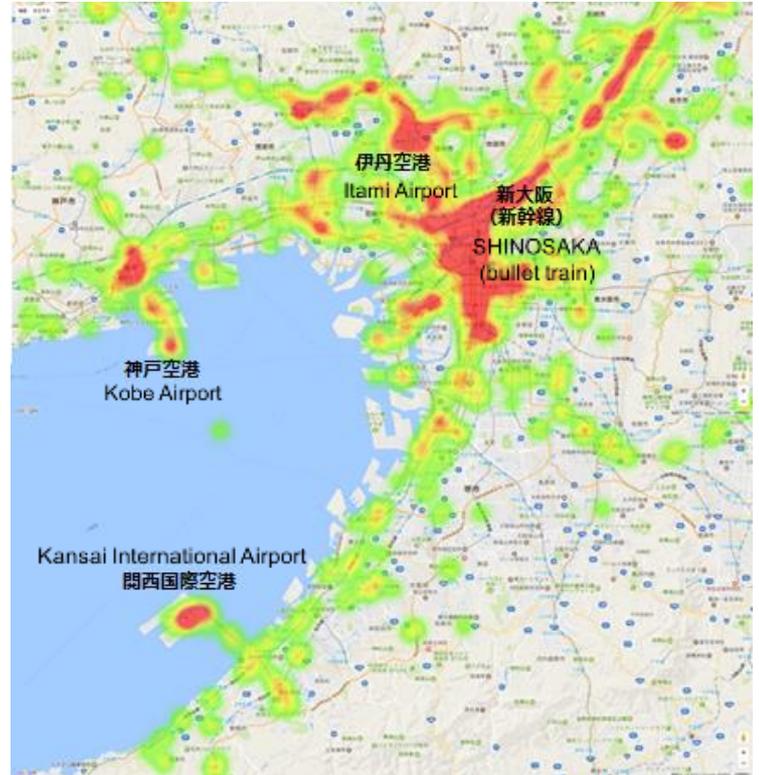
Utilization 2: Tracking the movements of store visitors



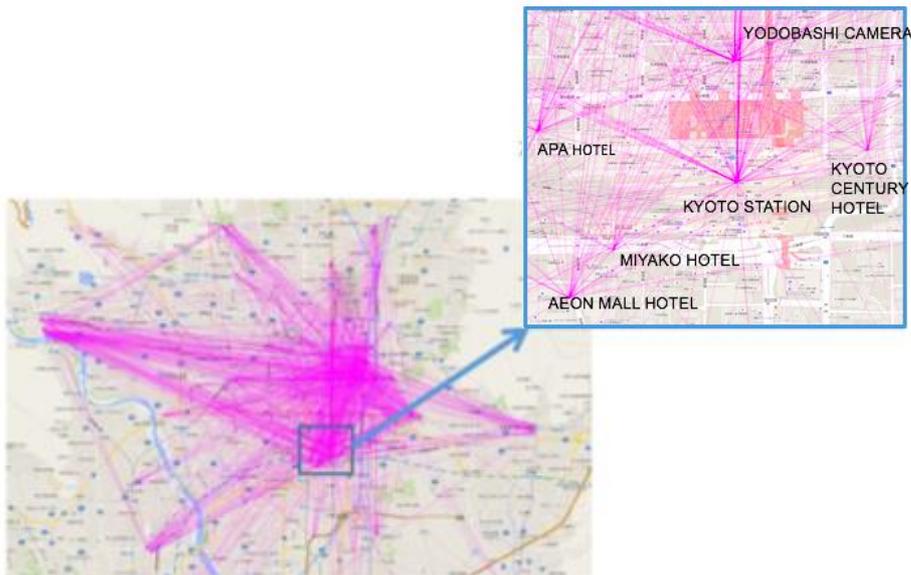
This is a heat map showing the routes of visitors to a store indicated by the blue box. The density of the red indicates people density. This allowed us to track the movement of people along the road from the train station.

Utilization 3: Tracking the movements of tourists

This is a heat map showing movements of tourists to Tokyo Disney Resort in Kansai. The density of the red indicates people density. We analyzed areas with light traffic, people taking trains, people coming from Itami airport and Kansai International airport, and the residential areas of Shinkansen users. We used this data as reference for advertisement placement.



Utilization 4: Exploring the relationships between movement paths



This visualizes movement between areas in Kyoto. It illustrates the relationship between different landmarks extracted by cluster points, and shows an analysis of moving patterns between the landmarks. In addition, commercial facilities and accommodations are extracted by clustering the point data. We are also considering a method of extracting noteworthy data processing points.

Asahi Orikomi Osaka Co., Ltd. is utilizing our point-type floating population data in this area marketing. The company will continue using our area marketing applications. We plan to collaborate with them on further case studies and methods of analysis.