

Moving to Omnichannel E-commerce Using Scalable Spatial Analytics

CARTO's Location Intelligence platform provided Allegro with the cloud-native approach and seamless integration capabilities needed to help the company transition from an online to an omnichannel player.

The challenge

Allegro decided to invest in its own logistics and delivery services to improve consumer convenience and speed up deliveries. The challenge was having the right analytics platform and tools in place to support their network expansion in 3 key areas: strategy, execution, and performance measurement.

The solution

Allegro needed to obtain a visual representation of all analyzed data, readily available in the form of interactive, user-friendly dashboards. CARTO's Location Intelligence platform provided the out-of-the-box capabilities the Allegro team was looking for, with seamless cloud integration and data processing, fully customizable map visualizations, and advanced spatial analytics.

The results

By using Google BigQuery, internal and external datasets, integrations, and CARTO, Allegro built an easy to use site selection app. The tool is used by the Field Expansion team to discover and assess the profitability of a given location. Allegro was also able to access a set of reports with city-level deep dives and outlier analysis, which provide direct indications for strategic decisions.

“ Working with the CARTO platform has helped take our Location Intelligence strategy to the next level. The platform's rich set of data analytics features and cloud-native approach helps us deliver outstanding insights that fuel our strategy, execution, and performance measurement. ”

Michal Kliis, Head of Location Intelligence at Allegro



About Allegro

Allegro is the most popular shopping platform in Poland and the largest e-commerce platform of European origin. Allegro operates a marketplace model where customers can buy whatever they need from over 135,000 merchants, who can list an unlimited number of offers on the platform.

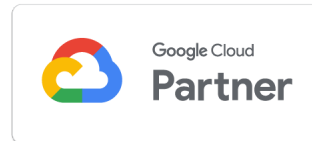
Industry: Software & Internet

Primary project location: Poland



About CARTODB INC.

CARTO is the leading Location Intelligence platform that unlocks the power of spatial analysis for prediction and optimizations.



Products

Google Cloud Platform