

Trying to meet consumer expectations? Think hyper-local.

How can businesses effectively measure the pulse of their city—block-by-block, street-by-street? To capitalize on city dynamics, businesses need to:

- Know the driving forces behind buyer behavior
- Respond to local events with speed and accuracy
- Identify trends and adapt their demand and assortment plans accordingly
- Determine optimal distribution

Store managers know that when it's game day for the home team, demand changes.

However, quantifying and operationalizing this gut feeling at scale is a big challenge for businesses. Every city has various layers of demand and expectations, all which could change quickly.

Retailers and CPG companies understand the importance of local characteristics, yet they've not had the tools to anticipate, respond quickly and easily to particular opportunities, in specific areas of their community.

The data and the signals are everywhere:

- Weather forecasts
- Planned events
- Major holidays
- Local socio-demographics
- Historical consumer demand
- Schools, parks, stadiums and many more

Transform that data into actionable insights to help unlock new opportunities.

IBM® MetroPulse does the heavy lifting with curated hyper-local datasets and advanced, pre-built algorithms that can help:

- Address local demand on a street-by-street basis, built on insights from weather, census data, points of interest and local events.
- Optimize distribution and help reduce excess inventory or costly out-of-stocks.
- Predict what your customers want, where and when they want it.
- Recommend ideal spaces for new stores, vending machines and display assets.



With MetroPulse, you can understand your city's current and future dynamics to help improve performance, based on the constant flow of data insights. Unlock the opportunities that are available to help you predict, optimize and transform your business execution—block-by-block, street-by-street.

Make use of your hyper-local data.

[Learn more](#)

