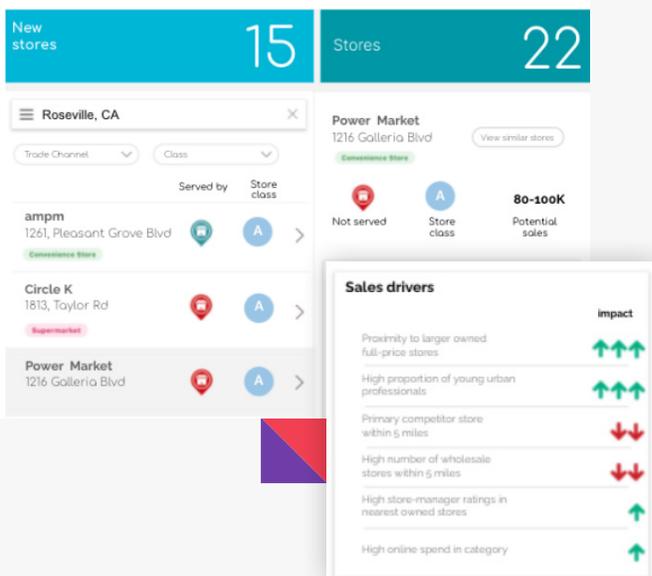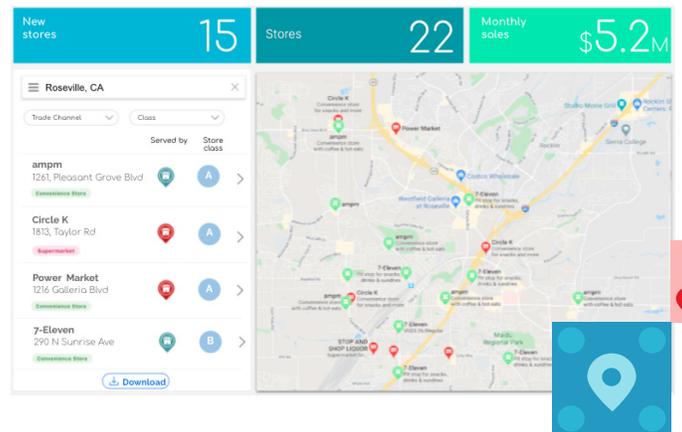# Noogata Location
Analytics Library

Using artificial intelligence to drive
smarter location-based retail decisions

Location has always been a key consideration in retail. Consumer goods companies and retailers know that different products tend to sell better in different locations. Understanding why that is the case is much more difficult.

Every location is characterized by a unique set of attributes, including demographics, footfall, nearby competition, complementary stores, local points of interest, weather patterns etc. But working out how all those factors combine to influence buying behaviour is a complex modelling task.

Noogata enables organizations to apply artificial intelligence to interpret all information relevant to each location. By building a unique fingerprint for each site and overlaying internal data, such as historical product sales or marketing spend, organizations can gain a better understanding of local factors driving sales of specific products.

These capabilities feed into a range of distinct blocks in Noogata's Location Analytics Library that address specific business challenges, including:

- **Lead scoring:** Find and prioritize field sales opportunities for consumer goods companies

- **Retail footprint expansion:** Identify optimal locations for new stores

- **Product launch analytics:** Select the best locations for new product launches

- **Hyper-local demand forecasting:** Identify pockets of sales growth and uplift across all channels

- **Competitive analysis:** Classify competitive peer groups for each location and tracks sales and marketing impact

- **Marketing analytics:** Provide localized insights into demographic patterns and preferences

- **Agriculture yield optimization:** Optimize operations and minimize environmental impact
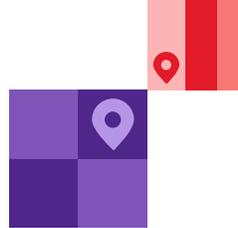
The Platform

Noogata's no code AI platform puts the power of artificial intelligence directly into the hands of business users, enabling organizations to successfully scale their use of artificial intelligence to drive smarter and faster decisions.

Simple integration with input data sources

Noogata provides a range of connectors to help integrate relevant data, whether it is stored in an enterprise data warehouse, application database or spreadsheet. Users can easily normalize that data into a location-aware schema, mapping specific product, sales and marketing information to individual locations.

Pre-trained AI models

From prioritizing leads, selecting ideal sites to expand your retail footprint, through to analyzing the local competitive landscape and helping to channel marketing spend, our AI models are pre-built and pre-trained, enabling faster time-to-insight and return-on-investment.

Automated data enrichment

Noogata offers automated data enrichment, making it simple and easy to gather relevant data from public sources - including weather information, demographics, points of interest, competition, footfall etc. - and incorporate that data into your model.

Composable workflows

Noogata users have access to a complete range of blocks to easily compose and schedule end-to-end AI-driven workflows - selecting data inputs, automatically enriching that data, running models and integrating analytic outputs into their decisions.

About Noogata

Noogata is a leader in no-code artificial intelligence (AI) designed from the ground up for the citizen data analyst. The company provides a modular, expandable platform that is ready for immediate use, thanks to pre-built, domain-focused blocks that "speak the language of business" and target unique, mission-critical use cases. Noogata delivers the benefits of best-in-class AI for maximum business impact without the complexity and costs of having to develop it or maintain the AI solutions. Founded in 2019 and headquartered in Tel Aviv, privately-held Noogata is backed by Team8 and Skylake Capital.

To learn more, visit https://www.noogata.com/.