

THE COMPANY

Urbanova Inmobiliaria is a real estate company that owns commercial property in Lima, Peru, including three key malls. They seek to understand their customers while increasing sales in stores through data collection

THE PROBLEM STATEMENT

1. What technology and/or vendor should Urbanova use to better understand their customers and create effective marketing campaigns?
2. How can Urbanova create a dashboard that measures the impact of the technology solution on the business and on their retail partners?



The MIT team offsite receives news of matching with Urbanova

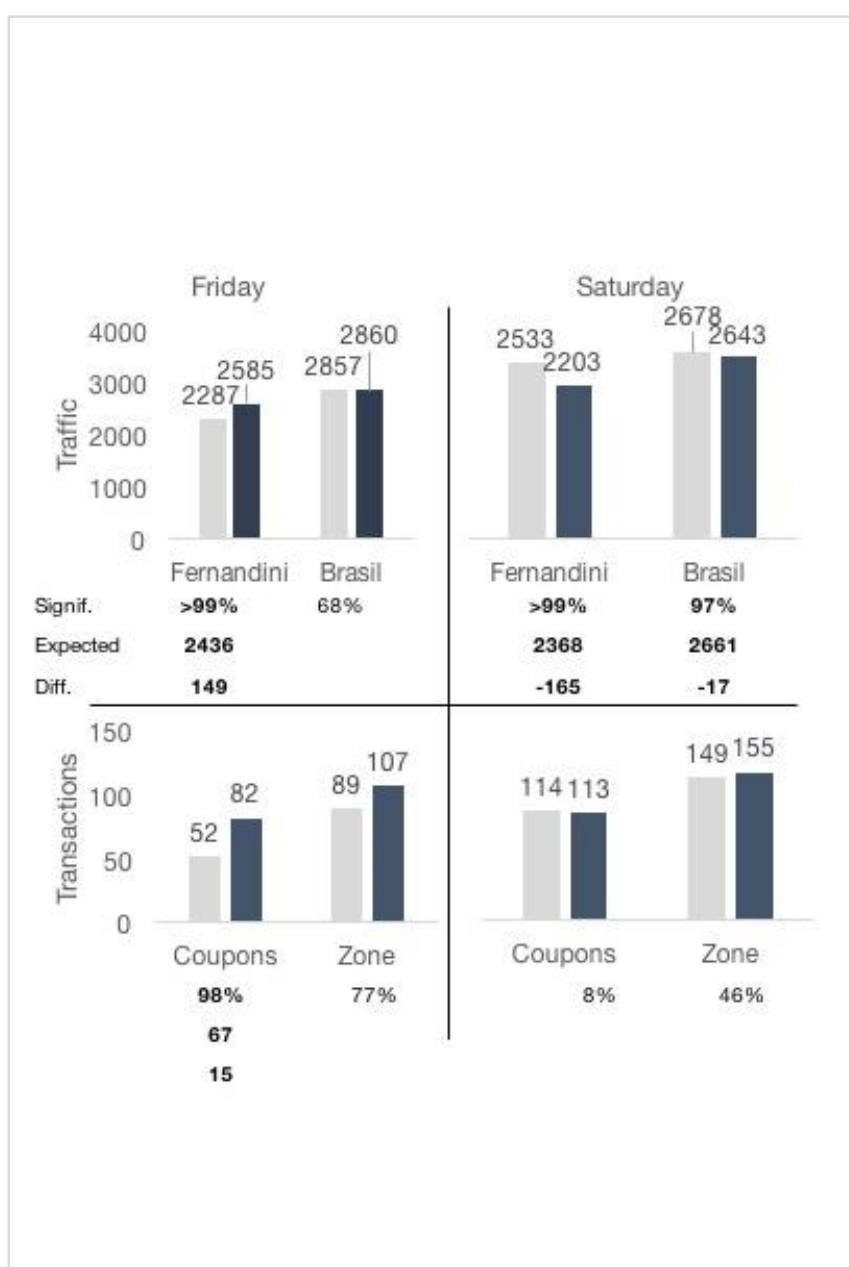


The MIT and Urbanova team onsite, day 1

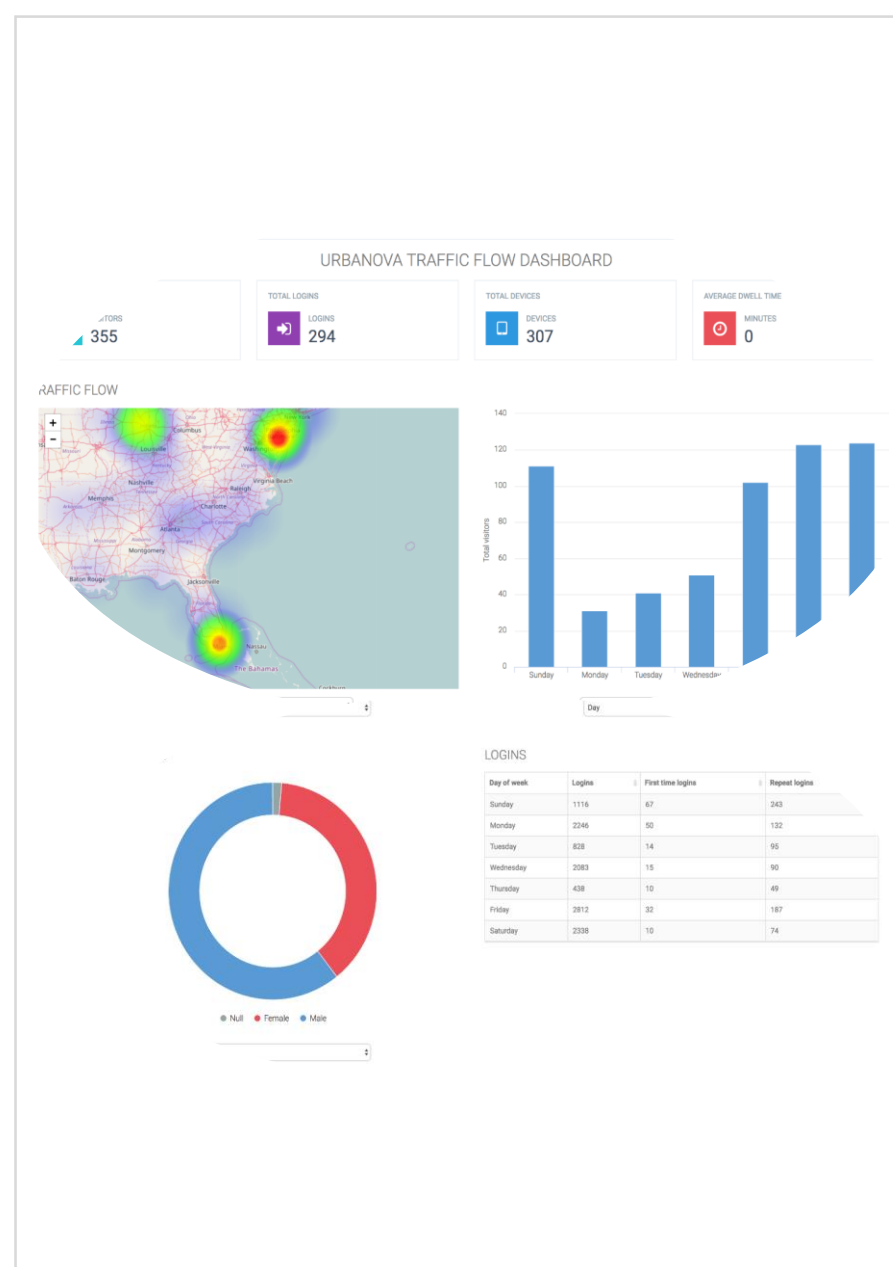
WHAT WE DID



Launched a marketing campaign



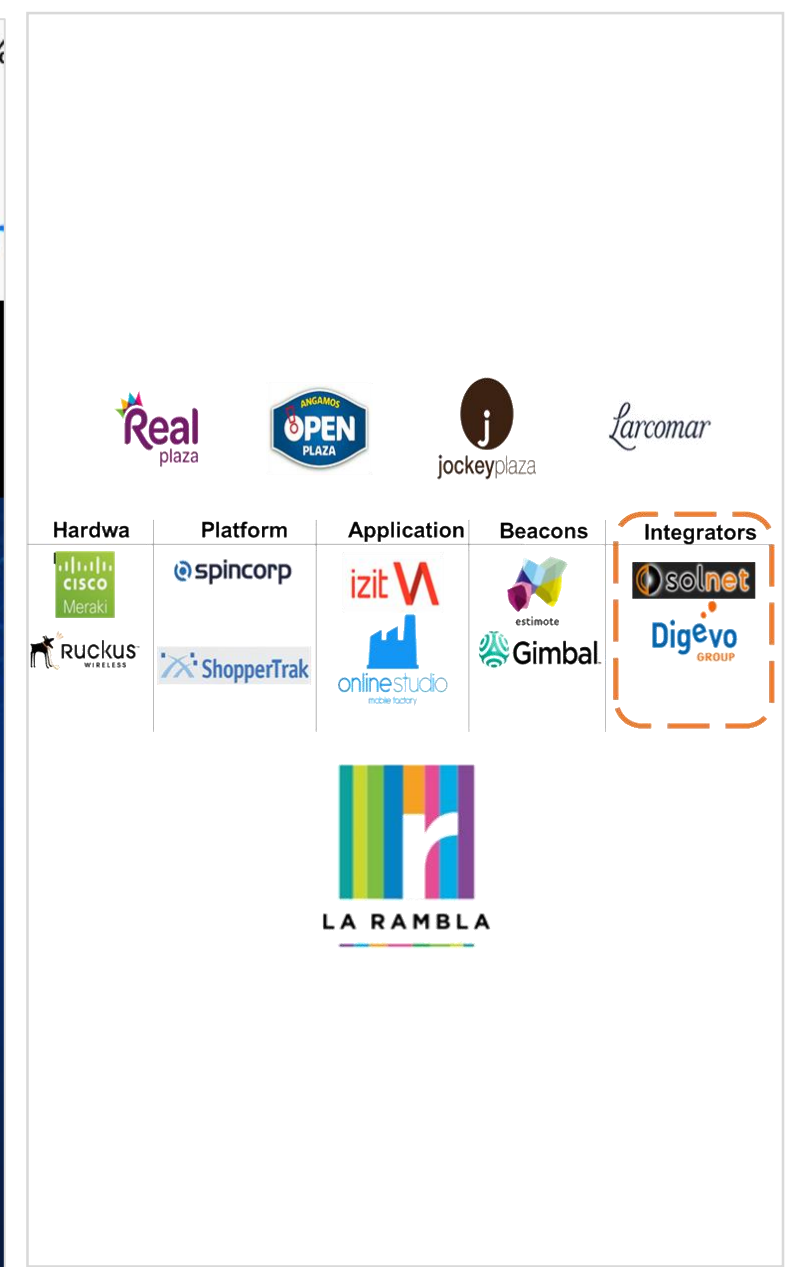
Analyzed data from marketing campaign



Developed a clickable dashboard



Researched competitive solutions



Made questions for future vendor selection

RECOMMENDATIONS

- Abandon current integrators due to shortcomings in data access and readiness
- Focus on deploying WiFi successfully to build internal data capabilities, laying the groundwork for realization of technology vision
- Meet managerial requirements through static reports: KPI visitor summaries organized by visit frequency, customer profile, and heatmap data
- Coupons are a better incentive for driving sales than attracting foot traffic through events