

Answer your most difficult questions on retail fuel station performance with a complete view of site intelligence metrics.

OPIS AnalyticsPro is an online tool that utilizes sophisticated location-based technology tracking visit counts to help you evaluate pricing strategy, competitive elasticity, market share by visit counts and market growth by brand for individual sites.



Market Challenge

In the highly competitive retail fuel market, insightful data on competitors and customers is hard to acquire. There's little transparency available into competitive performance, customer profiles and individual site traffic. Even when raw data can be found, it's fragmented and challenging to analyze or customize for specific markets and locations.

How We Help

OPIS AnalyticsPro helps you understand station performance in each market at the site level. Get next-generation data analytics of trade area, customer demographics, customer loyalty rates, cross-shopping and seasonality. Compile true competitor lists for each station based on shared visitors. Gain unique insight into customer and competitor behavior.

Benefits

- Identify your most serious competitors, not just those geographically closest
- Create customer profiles and to help understand customer loyalty rates.
- See shifts in market share and adjust pricing and merchandising strategy
- Learn when competitors are most vulnerable based on traffic flows for specific days and at specific times
- Map the most competitive locations for new sites
- Access "point & click" historical data to discern performance trends
- Visualize diverse data sets with customized charting and graphing
- Import secure, cloud-based data into your own systems via API

Who We Help

- Retailers
- Wholesalers & Jobbers
- Traders
- Financial Institutions

Market Segment

Retail

Request a demo

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Site-Level Market Share

Analyze site-level market share for your location vs. your 10 closest or most highly-correlated competitors based on shared customers. Use time-series or point-in-time analysis.

Cross-Shopping

See competitor locations that shared visitors with your site. Identify your most serious competitors, not just your geographically-closest competitors. Inform pricing strategy to maximize volumes and profits.

Trade Area Analysis

See where customers (yours or your competitors') live and work at the census block level based on visit counts. Make smarter decisions on where to expand your competitive footprint and locate new stations.

Customer Demographic Profiles

Improve pricing, marketing and merchandising decisions for your stores and your competitors with demographic data on site visits from the 2020 U.S. Census, including population, income, age and education.

Customer Loyalty Rates

Determine the percentage of unique visitors at each location that visited ONLY that site over the prior month. Evaluate the effectiveness of loyalty programs, identify competitor locations vulnerable to losing customers, and understand the market impact of new players.

Seasonality

See which stations have the most traffic on specific days, or specific times of day, using Day-of-Week and Time-of-Day market share analysis. Know when competitor stations are most vulnerable and identify opportunities to capture more market share.

