

Retail & F&B;

Site Selection for a 12-Store QSR Expansion

Client: Regional quick-service restaurant chain (anonymized)

Challenge

Identify the 12 highest-potential urban catchments for new drive-thru locations across a metro region of 4.2M people, balancing foot traffic, competitor saturation, and accessibility.

Approach

- Drew 10-minute drive-time isochrones around 84 candidate parcels.
- Layered POI density for competitors, complementary brands, schools, and offices.
- Cross-referenced demographics (age 18-44, median income) and transit access.
- Ran multi-area comparison ranking by composite opportunity score.

Key Metrics

Metric	Value
Candidate sites screened	84
Final shortlist	12
Avg. competitors within 1km	3.4
Avg. daytime population uplift	+22%
Analyst time saved vs. manual	~78%

Outcome

Shortlist delivered in 6 days versus a typical 6-week consulting engagement. Three top-ranked sites are now under lease negotiation; AI-generated catchment briefings were shared directly with the real-estate committee.

This is an anonymized illustrative sample. Figures are representative of typical engagements and do not refer to a specific named customer. Generated by GeoSense AI — Location Intelligence & Geospatial Analytics Platform · <https://geosense.ai>