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 COMPANY**

**WHAT WE DID**

- 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