

# Exploring the Impact of Spatial Big Data on Retail Location Decision-Making: Insights from Canadian Retailers

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While there's a clear trend towards the widespread collection and storage of data, there is still uncertainty around the precise impact that Spatial Big Data has had within the retail sector. Spatial Big Data provides a wealth of interconnected spatio-temporal data, enhancing our understanding of consumer behavior with greater sophistication. As the industry increasingly moves towards data-driven decision-making, organizations face growing pressure to incorporate data into their planning processes. This paper presents findings from semi-structured interviews with 10 senior managers responsible for retail location decision-making in leading Canadian firms. The study highlights the transformative effects of data and analytics, while identifying the tools, techniques, and data used to reinforce decisions regarding retail locations. Furthermore, the study highlights the potential benefits and challenges of adopting Spatial Big Data Analytics.

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