



# Russian Retailer Lenta Selects North Analytics for Site Evaluation Analytics

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*Lenta has selected North Analytics to deploy cutting edge, machine learning technology for quantitative site evaluation and profitability/ROI predictions*

PRINCETON, NJ, UNITED STATES, September 27, 2018 /EINPresswire.com/ -- Lenta, one of the largest retail chains in Russia and a recognized leader in leveraging Big Data and advanced analytics to drive growth has selected North Analytics to support evaluation of new store locations and potential acquisition targets.

Given Lenta's rapid growth in recent years and expansion goals for the future, the ability to assess the value of new sites is a core competence. Lenta has partnered with North Analytics to develop and maintain algorithms based on existing store performance, open source/third-party data and proprietary data assets to quantitatively predict new store revenue. These algorithms are now used in the evaluation process for every potential Hypermarket and Supermarket location. In 2019, these prediction modules will be accessed via mobile devices to allow development staff to assess locations while in the field and reduce the time and effort required to screen for high potential locations. By deploying the North Analytics solution, Lenta will remain the market leader for new store forecasting and build off of this competitive advantage to identify the best possible locations and formats for expansion.

Lenta is aggressively investing in new store growth across formats and into new geographic areas in Russia. "Every location is evaluated using sophisticated analytical techniques to ensure that it is fit for purpose and will deliver the required return on investment. Our ability to identify the exact size and format for any given location means we deliver the store that best aligns with how our customers shop," said Jago Lemmens, Lenta's Chief Financial Officer. "North Analytics has built a suite of powerful models that are updated constantly via machine learning to improve accuracy and quality of results as our store footprint expands."

"Lenta is one of the leading retailers in Russia and the flagship client for our suite of site evaluation products. We are excited to continue our partnership with Lenta as they execute on their growth strategy in new markets and defend share in established cities," said Jim Quallen, CEO of North Analytics. "Our solution combines cutting-edge analytics with Lenta's brand-specific history and expertise to deliver actionable, quantitative insights and maximize return on new store investment."

To learn more about North Analytics, visit [www.northanalytics.com](http://www.northanalytics.com) or email [info@northanalytics.com](mailto:info@northanalytics.com)

## About Lenta

Lenta is the largest hypermarket chain in Russia (in terms of selling space) and the country's third largest retail chain (in terms of 2017 sales). The Company was founded in 1993 in St. Petersburg. Lenta operates 233 hypermarkets in 84 cities across Russia and 120 supermarkets in Moscow, St. Petersburg, Siberia, Urals and the Central region with a total of approximately 1,409,348 sq.m of selling space. The average Lenta hypermarket store has selling space of approximately 5,600 sq.m. The average Lenta supermarket store has selling space of approximately 800 sq.m. The Company operates seven owned distribution centres.

The Company's price-led hypermarket formats are differentiated in terms of their promotion and pricing strategies as well as their local product assortment. The Company employed approximately 50,600 people as of 30 June 2018<sup>1</sup>.

The Company's management team combines a mix of local knowledge and international expertise coupled with extensive operational experience in Russia. Lenta's largest shareholders include TPG Capital and the European Bank for Reconstruction and Development, both of which are committed to maintaining high standards of corporate governance. Lenta is listed on the London Stock Exchange and on the Moscow Exchange and trades under the ticker: 'LNTA'. A brief video summary on Lenta's business and its Big Data initiative can be seen [here](#).

#### About North Analytics

Founded in 2013, North Analytics is a global provider of pragmatic "Big Data" solutions that enable better decision-making around customers, markets and growth strategies.

North Analytics works with clients in multiple industry verticals to help them extract value from under-exploited internal and external data resources. North Analytics uses machine learning and other analytic solutions to transform deep customer insights and competitive dynamics into high-impact results.

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