

#FABCONSQLCON2026

**FABCON**

**Microsoft Fabric**  
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**ATLANTA** MARCH 16 - 20, 2026



# Location Intelligence in Power BI

From Location Data to Strategic Decisions

GALIGEO

FABCON 2026

MICROSOFT

 FABCON Session 03/10/26 - B308-B309



## YOUR HOST



# Vincent DECHANDON

## Marketing Director at Galigeo

Expert in translating complex Location Intelligence into actionable business stories.

Driving the vision of how geography shapes the modern Data ecosystem.



# 25 years of expertise in Location Intelligence.



## Vision

A world where every strategic decision is enlightened by territorial intelligence to create sustainable value.



## Mission

Reveal the hidden potential in every territory to drive fairer and more performant business outcomes.



## Values

Technical Excellence  
Continuous Innovation  
"Partner Spirit" that focuses on pragmatic results.



# Global Presence

500+ Enterprise Clients  
25k Active Users Daily



## Trusted by Leaders

CENTERS FOR MEDICARE & MEDICAID SERVICES

GENERAL ATOMICS

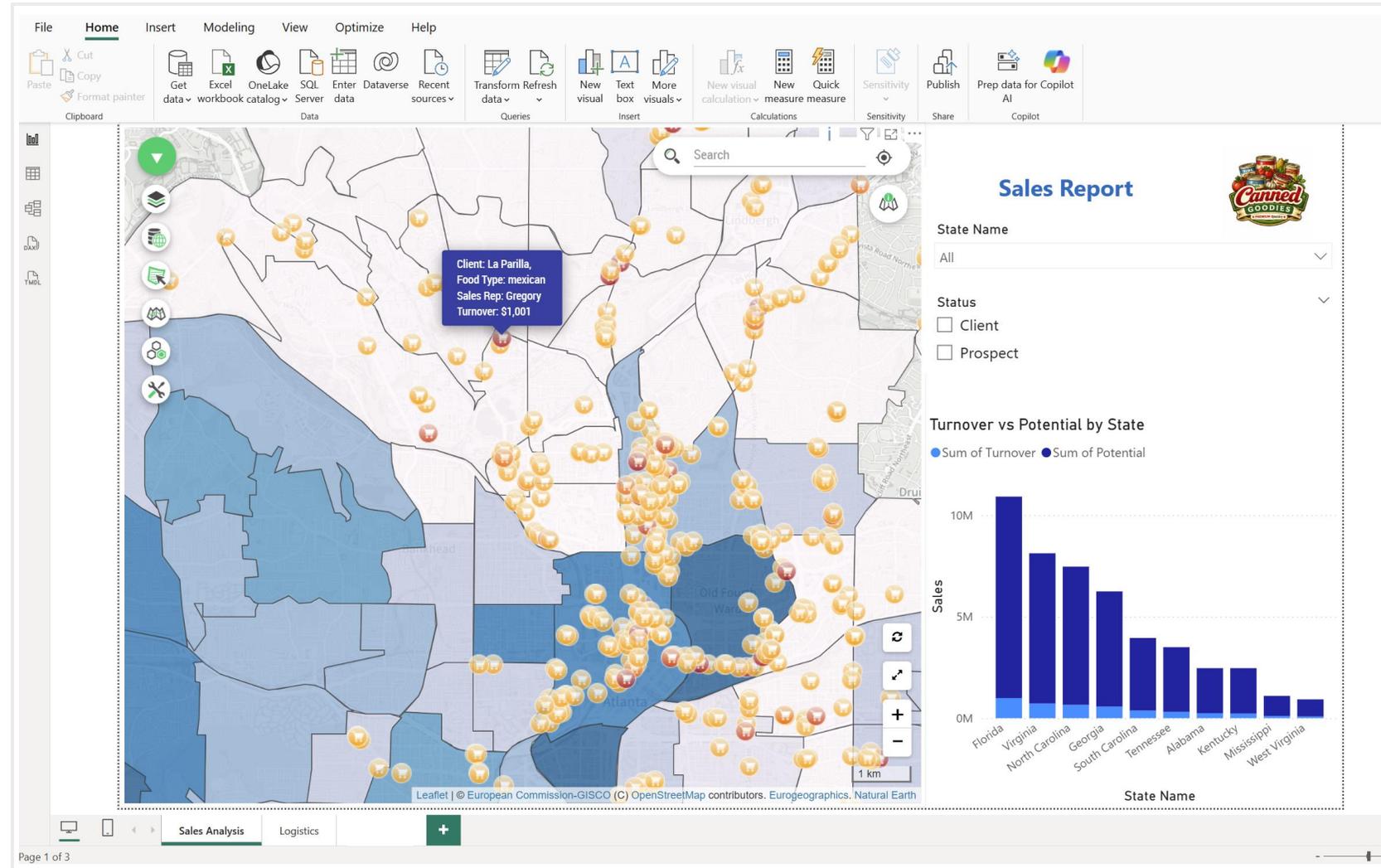
TOTALENERGIES

JTEKT NORTH AMERICA



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# Building a Location-Driven Sales Report in Power BI 📊



# Location Intelligence adapting to user needs and expectations



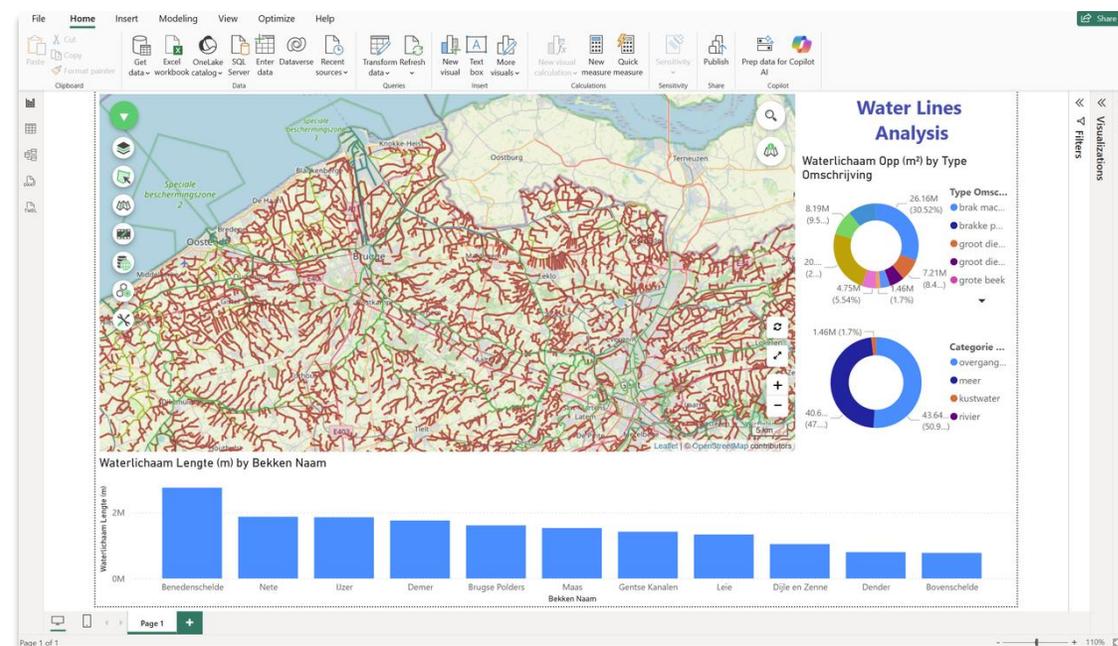
# Level #1: Geodata Visualization

## THE TECHNICAL GAP

Native visuals limit point volume and fail with non-standard territorial boundaries (custom Shapefiles, GeoJSON).

## THE GALIGEO SOLUTION

- ✓ **Unlimited Precision:** Fine-scale display (zipcodes, neighborhoods, custom territories ...).
- ✓ **Data Agility:** Drag-and-drop to map KPI instantly.
- ✓ **Macro to Micro:** Seamless navigation across granular levels.



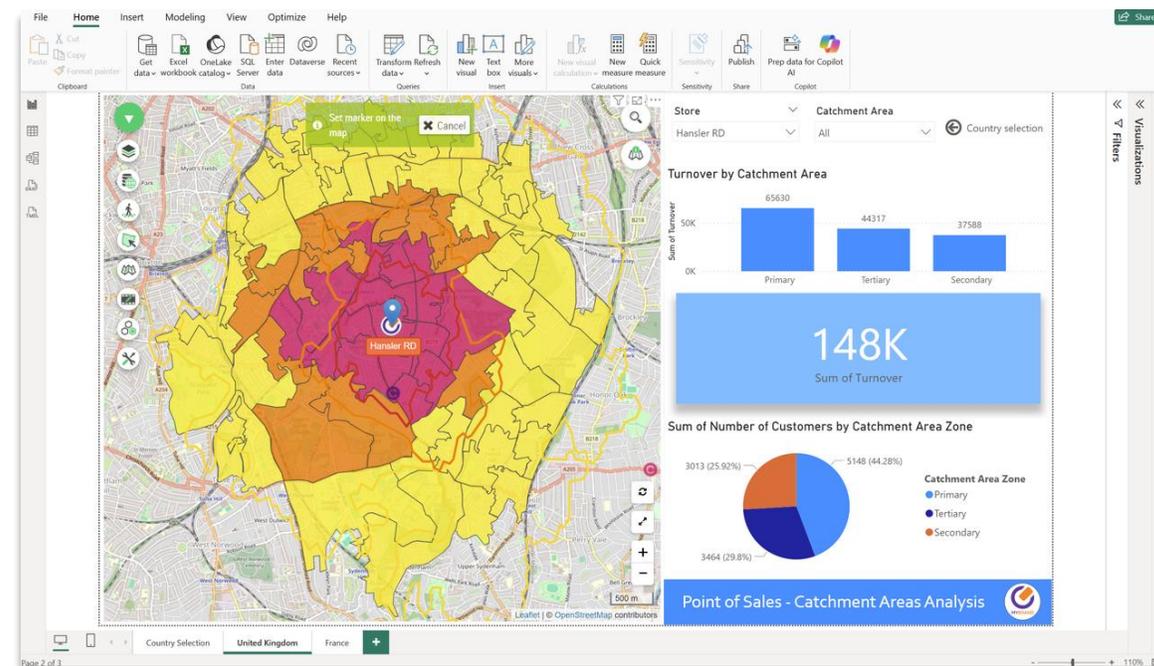
# Level #2: Spatial Analytics

## Contextual Decision Making

Stop asking "where" and start understanding "why".

Galigeo injects real-world context into your data.

- 1 **Isochrones / Iodistance**  
Calculate real travel time (car, walk) rather than simple radius.
- 2 **Spatial Intersections**  
Merge points of interest with administrative polygons automatically.
- 3 **Clustering**  
Identify hidden density patterns in large datasets.



# Level #3: Territory Management

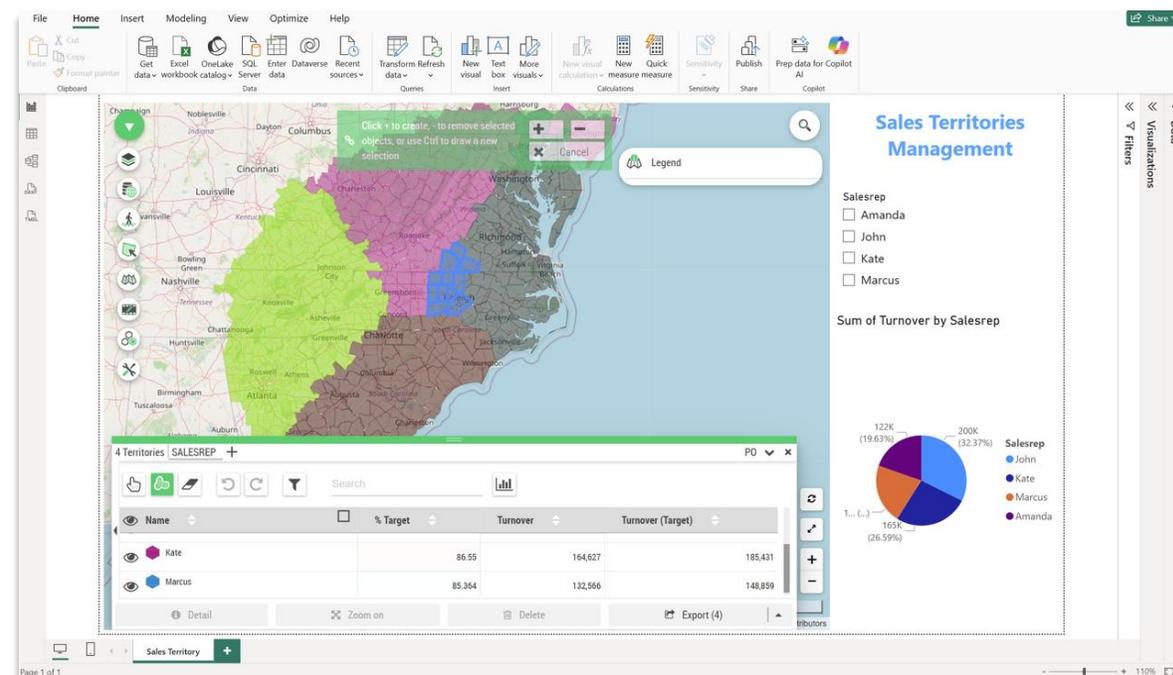
## Future-Proof Planning

Bridge the gap between observation and action with simulation tools integrated directly in Power BI.

### Territory Manager

Balance sales sectors, simulate store and dealer openings, and redistribute resources based on live spatial KPIs.

- ✓ Cannibalization analysis for new site openings
- ✓ Automated territory balancing (workload vs potential)
- ✓ Live impact simulation on turnover and performance



# Making more for your analysis

Examples of how you can enhance your analysis with Galigeo Maps for Power BI



## Zip-9 Accuracy

Standard tools stop at Zip-5. We drill down to the block level for surgical precision in the USA.



## Socio-Economics

Enrich your maps with Purchasing Power, Age, and Household data layers automatically.



## Direct SQL Joins

Connect CRM data to territory layers via SQL directly within the Power BI workflow.

**And more to be discovered !**



# Measuring the impact

**+15%**

**Sales Productivity**

through optimized territory distribution and reduced travel time.

**-20%**

**Operational Costs**

Better alignment of resources with local market potential.

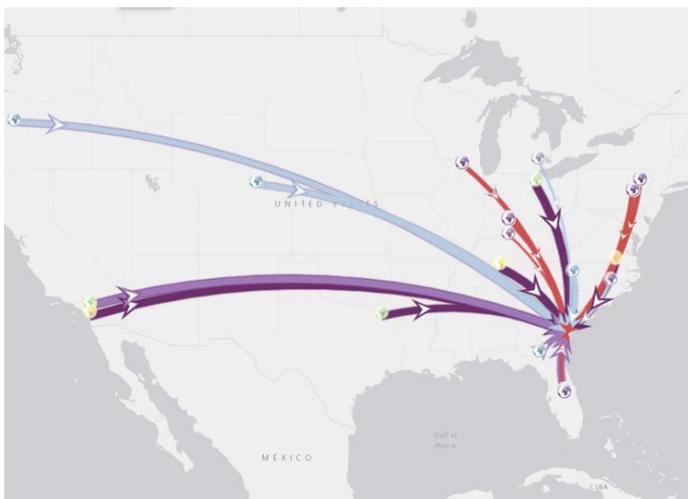
**3x**

**Faster Decisions**

Automated spatial reporting replaces manual GIS exports.

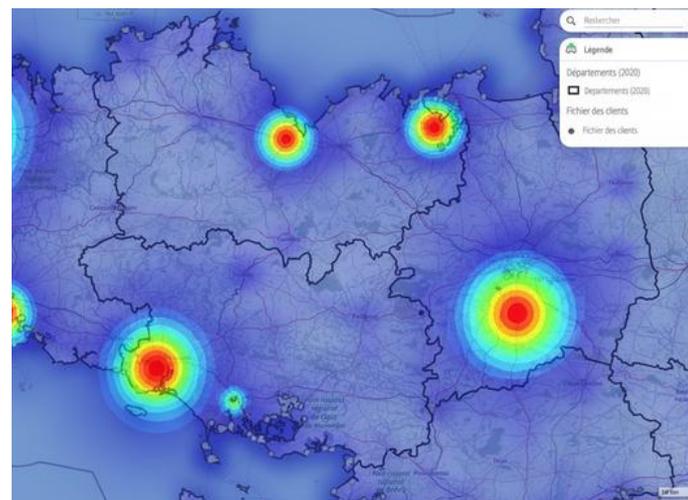


# Modern Location Intelligence



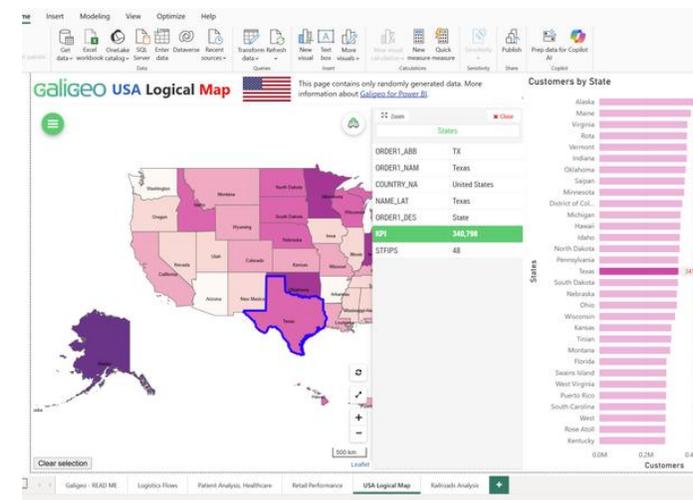
## Flow & Logistics

Animated flux for global supply chains.



## Heatmaps

Analyze your data through another perspective



## Cartographic dashboards

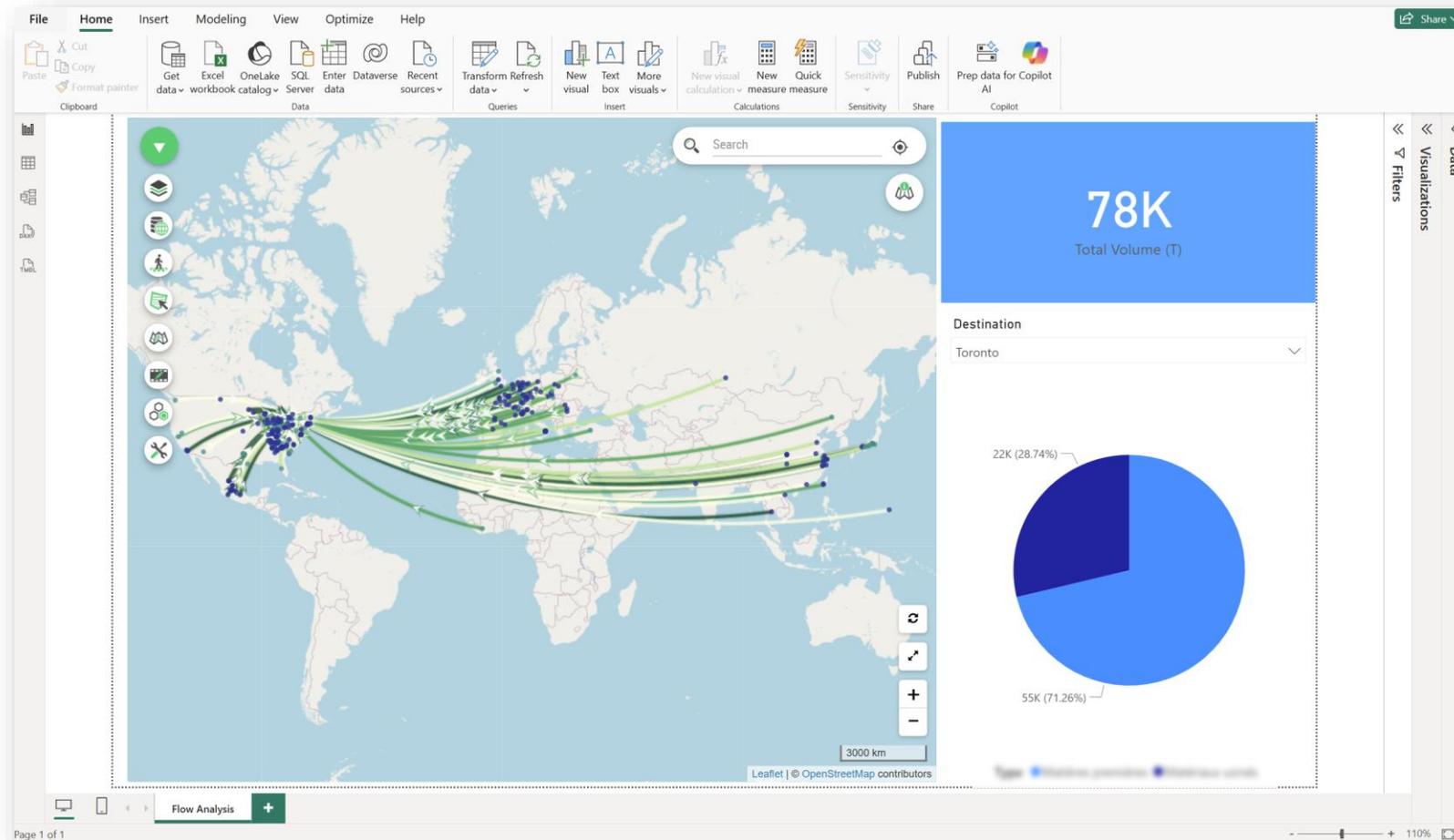
Visualize and analyze on the same dashboards

And more to be discovered!





**Future Metals**, a Berkshire Hathaway company based in Florida, leverage Galigeo Maps in Power BI to help sales team understand trade market trend.



# Questions & Answers

Let's map your success together.



[contact@galigeo.com](mailto:contact@galigeo.com)



[www.galigeo.com/power-bi](http://www.galigeo.com/power-bi)



Available on  
Microsoft Azure  
Marketplace

