



Dash

A KPMG Service for G-Cloud 15



About Dash

Dash is a powerful estate analytics platform that provides instant insights tailored to your organisation. Dash provides access to deep external data on the individuals that consume your services and focuses on solving your most challenging problems, including how to maximise service benefits, whilst minimising operational cost. It's all about putting people and place at the heart of your decision making...

Key features of Dash

Organisation Management

- Assess your organisation's overall service performance, benchmark services against industry standards, and identify areas for improvement
- Leverage Dash's advanced machine learning models to gain insights into the future performance of your organisation's services and demands

Location Performance

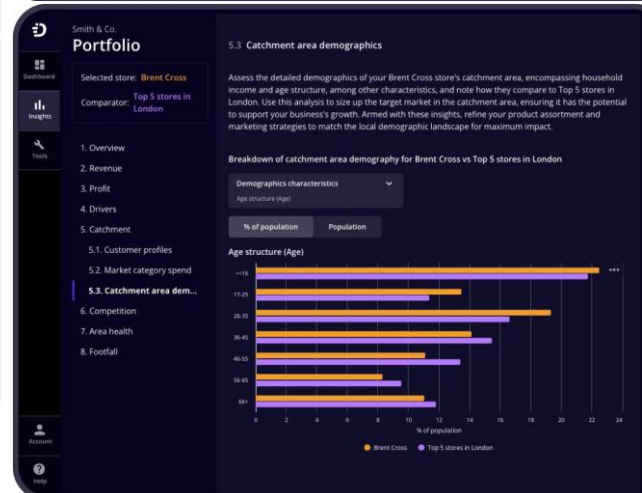
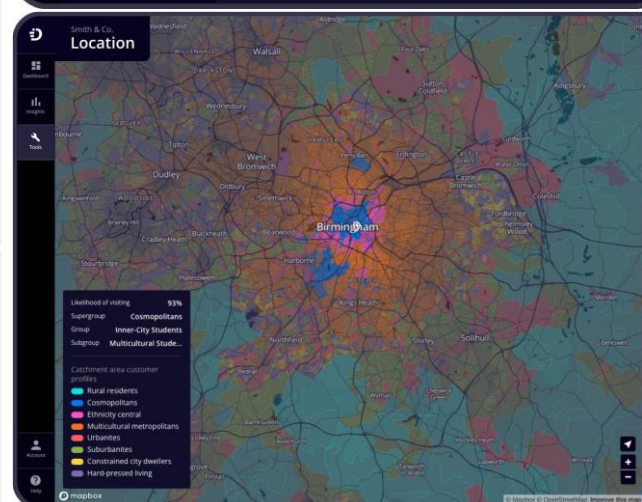
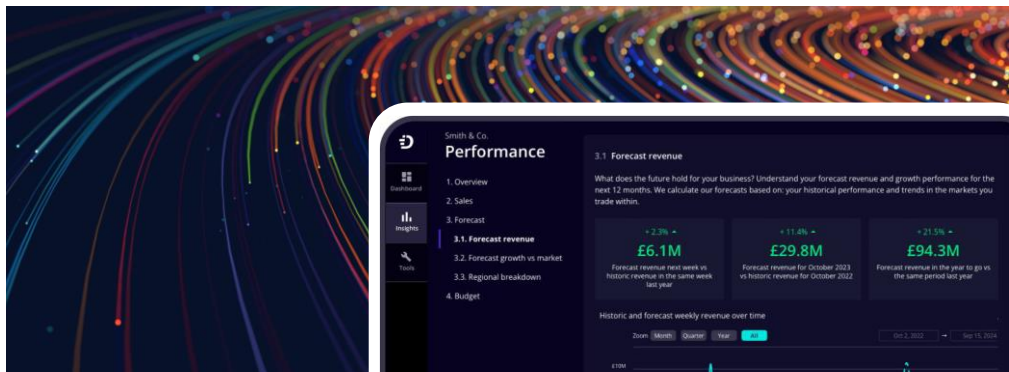
- Assess performance of service locations alongside external factors to understand what drives variation.
- Optimise service location performance through adjustments in service format, service offering, layout, and size, ensuring informed decisions on key matters like service location lease renewals

Location Planning

- Assess your organisation's current service coverage, identify underserved areas, and minimise service overlap
- Leverage Dash's advanced machine learning models to predict the potential impact of a new service location on existing service usage
- Forecast demand by analysing population trends, health factors, seasonality, deprivation, and environment

Consumer Insight

- Gain a deep understanding of your organisation's customers at a service and location level
- Analyse demographics, preferences, and usage patterns across different service locations
- Identify trends and patterns in consumer behaviour to predict future demand and optimise service delivery
- Develop consumer personas to better understand the needs and expectations of different consumer groups



How does Dash work?

By merging your data with Dash's extensive datasets, you unlock a powerful synergy. This fusion creates a comprehensive and tailored analysis, providing you with unparalleled insights into your organisation's performance and population behaviour. This enriched perspective empowers you to make informed decisions, optimise service delivery, and ultimately achieve your strategic goals.

Your Data ...

✓ Transactional	✓ Location	✓ Costs	✓ Budget
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... meets 6 billion KPMG provided data points such as

✓ **Population spend (updated weekly)**

Weekly sales data covering 30+ categories & 70% of UK retail spend 'including but not limited to; public & private medical services, health & beauty, outpatient services, medical insurance premiums and prescriptions

✓ **Footfall monitoring (updated monthly)**

Visit counts and dwell time by day and time

✓ **Demographics (updated annually)**

Covering every neighbourhood in the UK including but not limited to; Age, Job types, working hours, health status and deprivation levels

✓ **Consumer behaviour (updated annually)**

Spend by category driven by consumer surveys allocated to every neighbourhood in the UK

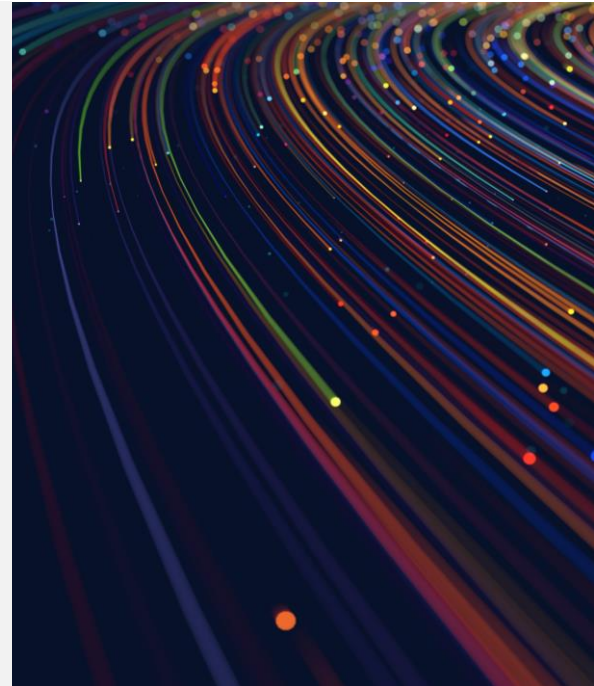
✓ **Local businesses (updated monthly)**

Outlet level database of 100,000+ locations

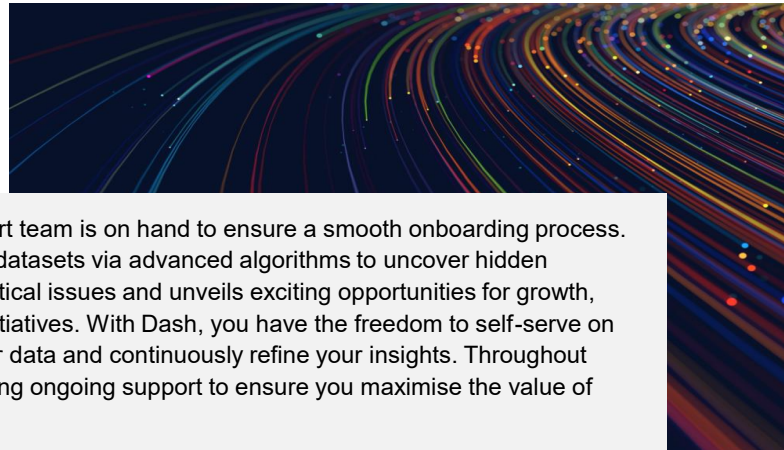
✓ **Multiple proprietary algorithms**

Category forecasts by location, ability to compete metrics and accurate catchments that let you know who your customers really are.

... more



Your journey with Dash



Your journey begins with uploading your data, where our expert team is on hand to ensure a smooth onboarding process. Dash then starts to process both your data and our extensive datasets via advanced algorithms to uncover hidden insights and patterns. This comprehensive analysis reveals critical issues and unveils exciting opportunities for growth, empowering you to prioritise and pursue the most impactful initiatives. With Dash, you have the freedom to self-serve on demand, accessing the platform's intuitive tools to refresh your data and continuously refine your insights. Throughout your journey, our dedicated team remains at your side, providing ongoing support to ensure you maximise the value of your data-driven insights.



Upload your data

Dash requires transactional-level data, location data, and a few optional data sets to deliver insights to your organisation. Collect the data within your organisation and input it into our easy to use templates. We are on hand to provide guidance and support throughout this activity.



Let Dash learn

After submitting your data for processing, Dash merges it with over 6 billion data sets and then runs it through proprietary AI algorithms.



See issues and spot opportunities

Once your data has refreshed you can explore our insights to see what is driving the success of your sites, what things to keep an eye on and what requires more immediate attention. These insights will help you understand the traits and behaviors of the population you serve and how to replicate success across the rest of your service offerings.



Prioritise opportunities for growth

In addition to insightful visuals, Dash's AI engine provides a plain English interpretation for each result, highlighting issues and opportunities. You can use this to prioritise and understand the effects it will have on your organisation and service offering. You will find that Dash presents opportunities that align with your current strategic objectives, but it also helps you develop new strategies for your business.



Refresh your data and keep learning

Each time you refresh your data in the platform, Dash learns more about your organisation, giving you richer insights and providing the most up to date issues and opportunities to work through.



Contact Us



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