

occupi

Mall Performance Diagnostics

Galeria Centrum

Community center | Reposition & Re-merchandise | multi-anchor | rent 200% above median | footfall bottom quartile

Vitality Score	29.3/100
Data Mode	Stats Only
Location	Warszawa, Poland
Generated	Dec 08, 2025 05:43

Coverage Snapshot

Coverage Score	97/100
Operational KPIs	Ok
Catchment Economics	Ok
Rent Diagnostics	Ok

Missing Inputs

- Tenant roster (space-level ledger offline)
- Lease comps and rent roll verification pending space ingest
- POS / retailer sales feeds not connected

Rent & Demand Context

- Rent sits 200% above city median (97th percentile).
- Demand base: median income \$2.0K, retail spend N/A per capita (0.1% growth).

Data Quality Notices

- Space roster offline; tenant mix derived from inference models.
- QA checklist recorded blocking failures; inspect qa_checklist before distribution.

Operational Pulse

Annual Footfall	4.0M visitors
Conversion Rate	15.0%
Sales / sqm (USD)	\$2.0K
Dwell Time	45 min
Occupancy Rate	96.0%

Catchment Economics

Catchment Population	N/A
Median Income	\$2.0K (USD/month (modelled))
Disposable Income	N/A (USD/month (modelled))
Retail Spending / Capita	N/A (USD/year per capita (estimate))

Income figures are modelled monthly USD equivalents using macro heuristics; see Methodology.

- Vitality score: 29.3/100

KPI Micro-Recommendations

- Rent / sqm (USD): \$164/sqm | 97.3th percentile | Defend – Premium rent tier; lock 3-5 year escalators and codify concierge services to defend pricing.
- Annual Footfall: 4.0M visitors | 16.7th percentile | Urgent – Footfall bottom quartile; run anchor relaunch + pop-up surge to rebuild daily baseline.
- Sales / sqm (USD): \$2.0K | 25.0th percentile | Urgent – Sales bottom quartile; pair rent relief with performance leases plus category repositioning.

Vitality Scorecard

Component	Score	Signal	Status
Footfall Engine	16/100	4.0M visitors	Lagging
Conversion Efficiency	29/100	15.0%	Lagging
Sales Velocity	10/100	\$2.0K	Lagging
Occupancy Health	90/100	96.0%	Outperforming
Data Confidence	40/100	Mode: stats only	Lagging
Rent Momentum	90/100	8.2%	Outperforming
Tenant Stability	68/100	Category heavy	Stable

Benchmark Intelligence

Metric	Mall	City peers (Warszawa) (n=12)	Country peers (Kraków/Wrocław +20) (n=25)	City Percentile
Annual Footfall	4.0M	8.8M	2.5M	16.7th percentile
Sales / sqm (USD)	\$2.0K	\$5.8K	\$3.3K	25.0th percentile
Conversion Rate	15.0%	25.0%	25.0%	8.3th percentile
Occupancy Rate	96.0%	N/A	N/A	N/A
Rent / sqm (USD)	\$163.5	\$54.5	\$65.4	97.3th percentile

- City peers (Warszawa) (n=12)
- Country peers (Kraków/Wrocław +20) (n=25)
- Rent quartiles derived from 37 data points

Peer Comparison

Mall	Vitality	Footfall	Rent / sqm	Sales / sqm	GLA	Rank/Tier
Port Łódź	6.7	10.0M visitors	N/A	N/A	102.3K sqm	above_average
Galeria Echo Kielce	6.5	10.0M visitors	N/A	N/A	71.7K sqm	above_average
Galeria Echo	6.5	10.0M visitors	N/A	N/A	71.6K sqm	above_average
Galeria Echo	6.5	10.0M visitors	N/A	N/A	71.6K sqm	above_average
Stary Browar	6.4	9.0M visitors	N/A	N/A	94.1K sqm	above_average

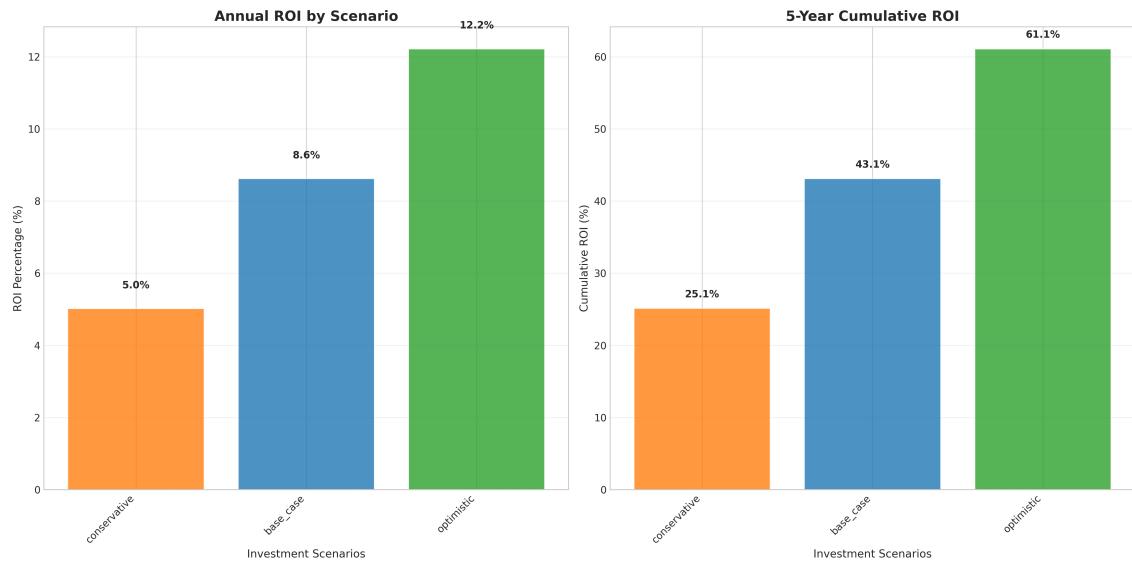
Top 5 Similar Malls

Mall	Country	Similarity	Key Stat
Galeria Echo	Kraków	45.0%	Footfall 9.6M visitors
Wroclavia	Wrocław	40.0%	Footfall 12.0M visitors
Galeria Bałtycka	Gdańsk	35.0%	Footfall 10.0M visitors
Blue City	Warsaw	30.0%	Footfall 12.0M visitors
Port Łódź	Łódź	25.0%	Footfall 8.0M visitors

Embedding search across Occupi comparables; use as reference set for merchandising, traffic, and rent playbooks.

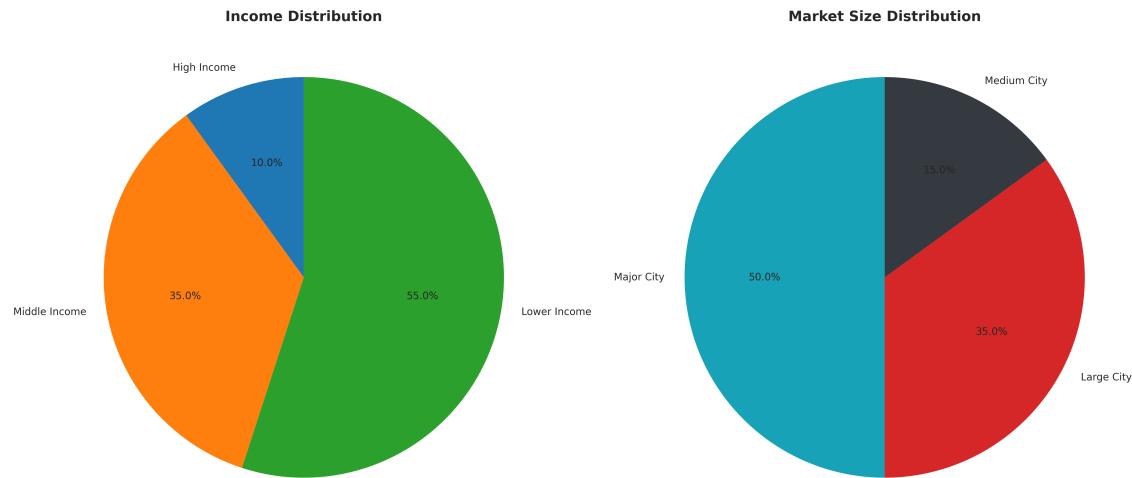
Visual Intelligence

ROI Projection Scenarios



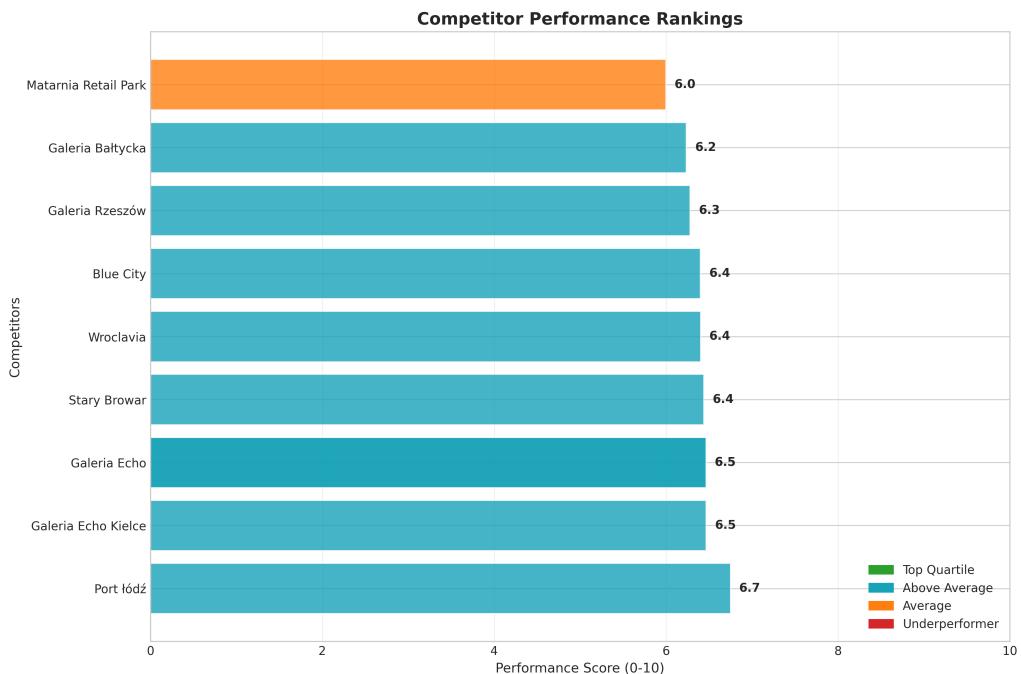
- Units: ROI %
- Source: Occupi Retail Intelligence + ChartGenerator (Nov 2025 build)
- Modeled from rent stack, sales per sqm, and occupancy heuristics.

Demographic Distribution



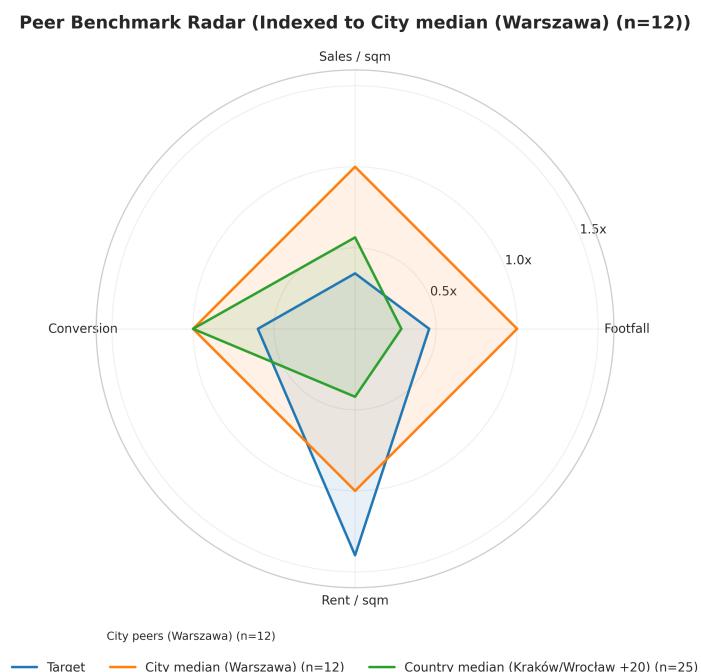
- Units: Population share
- Source: Occupi Retail Intelligence + ChartGenerator (Nov 2025 build)
- Income + city size distribution derived from catchment profile.

Competitor Performance



- Units: Composite performance score
- Source: Occupi Retail Intelligence + ChartGenerator (Nov 2025 build)
- Comparative view of leading malls ranked by Occupi performance index.

Peer Benchmark Radar



- Units: Indexed vs city / country
- Source: Occupi Retail Intelligence + ChartGenerator (Nov 2025 build)
- Target mall indexed against city and country medians for core KPIs.

Revenue + Rent Stack

Median Rent (local)	€150/sqm
Median Rent (USD)	\$164/sqm
Confidence	Proxy
Sales / sqm (USD)	\$2.0K
Rent-to-sales Ratio	8.2%

ROI + Payback Outlook

Scenario	ROI	Payback	Annual Profit
Conservative	5.0%	19.9 years	\$1.4M
Base Case	8.6%	11.6 years	\$2.4M
Optimistic	12.2%	8.2 years	\$3.4M

- ROI uses rent rent band at \$164/sqm, capex \$1,100/sqm, and opex 42%. Payback is derived from the same NOI stack across scenarios.
- Aligned with Market Entry financial heuristics (Report Quality Lessons)

Risk & Exposure

Occupancy	96.0%
Digital Pressure	N/A
Data Mode	Stats Only

Priority Actions

- Increase dwell via F&B; and events to lift conversion.

Leasing Strategy & Lifecycle

Lifecycle Stage	Reposition & Re-merchandise
Priority Tenant Targets	Fashion

Stage Rationale

- Vitality + occupancy flags indicate need for repositioning

Leasing Red Flags

- Dwell time under 65 minutes limits basket growth
- Footfall trails city peers; anchor refresh required

Space Activation Plays

- Blend off-price fashion with essential services to protect traffic

Recommended Actions

- Prioritize outreach to Fashion concepts within next leasing cycle
- Mix health assessment: Category heavy
- Rebuild tenant-level inventory once mall_spaces ingestion resumes

Lifecycle Heatmap

Axis	Position
Asset Age	Mature
Lifecycle Stage	Reposition & Re-merchandise
Rent vs Peers	Top quartile
Footfall vs Peers	Bottom quartile
Occupancy	>95%

90-Day Action Playbook

Stage: Reposition & Re-merchandise | Anchors on file: 3 | Rent posture 200% above median | Demand focus: price_sensitive_shoppers, basic_needs_focused

Window	Owner	Priority Moves	KPI Guardrail
Days 0-30	Leasing Ops	Audit anchor balance (3 anchors) + freeze gap list; Confirm outreach list for Fashion; Triage red flag: Dwell time under 65 minutes limits basket growth; Align rent narrative + KPI guardrails with finance	Rent / sqm (USD): \$164/sqm Defend @ 97th — Premium rent tier; lock 3-5 year escalators and codify concierge services to defend pricing.; Annual Footfall: 4.0M visitors Urgent @ 17th — Footfall bottom quartile; run anchor relaunch + pop-up surge to rebuild daily baseline.
Days 30-60	Leasing + Marketing	Launch targeted tours / proposals for hero concepts; Deploy rent + incentive templates tied to KPI guardrails; Stand up activation: Blend off-price fashion with essential services to protect traffic; Spin up campaigns for price sensitive shoppers	Sales / sqm (USD): \$2.0K Urgent @ 25th — Sales bottom quartile; pair rent relief with performance leases plus category repositioning.; Annual Footfall: 4.0M visitors Urgent @ 17th — Footfall bottom quartile; run anchor relaunch + pop-up surge to rebuild daily baseline.
Days 60-90	Asset Mgmt	Lock LOIs + convert temp activations into signed deals; Run program retros + refresh KPI dashboards for next quarter	Rent / sqm (USD): \$164/sqm Defend @ 97th — Premium rent tier; lock 3-5 year escalators and codify concierge services to defend pricing.; Sales / sqm (USD): \$2.0K Urgent @ 25th — Sales bottom quartile; pair rent relief with performance leases plus category repositioning.

Global KPI Guardrails

- Rent / sqm (USD): \$164/sqm | Defend @ 97th — Premium rent tier; lock 3-5 year escalators and codify concierge services to defend pricing.
- Annual Footfall: 4.0M visitors | Urgent @ 17th — Footfall bottom quartile; run anchor relaunch + pop-up surge to rebuild daily baseline.

- Sales / sqm (USD): \$2.0K | Urgent @ 25th — Sales bottom quartile; pair rent relief with performance leases plus category repositioning.

Anchor & Category

Owner: Leasing

- Activate pipeline: Fashion
- Protect strengths (Fashion) with hero campaigns

Rent & Revenue

Owner: Asset Mgmt

- Rent gap: 200% above median; align outreach narrative
- Rent / sqm (USD): \$164/sqm | Defend @ 97th — Premium rent tier; lock 3-5 year escalators and codify concierge services to defend pricing.
- Target rent-to-sales 8.2% once new deals inked

Programming & Experience

Owner: Marketing

- Blend off-price fashion with essential services to protect traffic
- Program experiences for price_sensitive_shoppers, basic_needs_focused

Risk & Renewals

Owner: Asset Mgmt

- Resolve red flags: Dwell time under 65 minutes limits basket growth, Footfall trails city peers; anchor refresh required
- Increase dwell via F&B; and events to lift conversion.

Tenant Mix Intelligence

Mix Health	Category heavy
Anchor Count	3
Anchor Categories	fashion

Mix Notes

- Top categories command outsized share

Category Strengths

- Fashion

Suggested Additions

- Fashion

Anchor & Category Gap Story

- 3 anchors concentrated in Fashion; validate balance against repositioning goals.
- Missing anchor coverage: F&B; Entertainment, Essential; fold into next leasing sprint.
- Recommended uplifts: Fashion to rebalance traffic draws.
- Fashion commands 55.0% of mix; cap exposure to keep anchors diversified.
- Readiness indicators: category vitality 75/100

Estimated Mix Table

Category	Share	Confidence
Fashion	55.0%	Anchor Proxy

Mix inferred from anchor and demand proxies; update once tenant ledger syncs.

Inferred Category Mix

Category	Estimated Share	Source
Fashion	55.0%	Anchor Proxy
F&B;	11.2%	Inferred Baseline
Services	11.2%	Inferred Baseline
Pharmacy	11.2%	Inferred Baseline
Everyday retail	11.4%	Inferred Baseline

Derived via Occupi websearch corpus + semantic peer graph; replace with live ledger once sync completes.

What's Missing From This Mall

- Anchor coverage gap: F&B; Entertainment, Essential.
- Programmable uplift: Fashion pipeline.
- Space ledger offline; tenant mix + rent derived from inference stack

Persona Ready Signals

Retailers

Fit Score	4.0/10
Rent Range	€150/sqm
Footfall Tier	Bottom quartile
Unit Size + Sales	312 sqm avg 80 units \$2.0K

- Footfall
- Fit score 4.0/10 backed by Fashion demand. Sales uplift path targeting \$2.0K run rate. Unit count steady at 80 units. Footfall base 4.0M visitors with conversion 15.0%. Next play: Co-create fashion concept to capture demand.
- Persona vitality reference: 29.3/100

Signals

- Traffic base 4.0M visitors
- Conversion 15.0%
- Unit size 312 sqm | Sales \$2.0K
- Dwell time 45 min

Trend Highlights

- Footfall at 17th percentile vs city peers
- Comparable malls: Galeria Echo, Wroclavia

Brokers

Rent Ask vs Market	200% above median
Deal Velocity	Tight (few availabilities)
Broker DOM	20-30 days (tight reposition)
Lifecycle	Reposition & Re-merchandise

- Rent guidance
- Rent positioning: 200% above median. Deal velocity tight (few availabilities) with Reposition & Re-merchandise stage demand. Push list: Priority outreach: Fashion.
- Persona vitality reference: 29.3/100

Signals

- Median rent €150/sqm
- Rent-to-sales 8.2%
- Occupancy 96.0%
- Broker DOM 20-30 days (tight | reposition)

Trend Highlights

- Rent pacing at 97th percentile
- Comparable malls: Galeria Echo, Wroclavia

Landlords

Vacancy	Reported vacancy: 4.0%
Renewal Wall Risk	Elevated – Monitor 12-18 month lease roll
Tenant Gaps	Fashion
Mix Health	Category heavy

- Occupancy + risk
- Vacancy running Reported vacancy: 4.0% while category gaps focus on mix balance. Renewal posture: Elevated – Monitor 12-18 month lease roll — align leasing plan to vacancy strategy. Action: Dwell time under 65 minutes limits basket growth.
- Persona vitality reference: 29.3/100

Signals

- Occupancy 96.0%
- Mix health: Category heavy
- Renewal wall: Elevated – Monitor 12-18 month lease roll
- Lifecycle stage: Reposition & Re-merchandise

Trend Highlights

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Investors

ROI Case	8.6%
Yield on Cost	8.6%
Risk Tier	Stable
Peer Percentile	17th

- Investment lens
- Yield case 8.6% with rent percentile 97th. Capex requirement: \$27.5M (initial outlay). Hold/sell lens: Reposition & Re-merchandise stage with Stable risk tier. Focus: Sequence capital to protect 8.6% ROI case.
- Persona vitality reference: 29.3/100

Signals

- Median income \$2,000
- Base-case ROI 8.6%
- Yield on cost 8.6%
- Rent percentile vs peers: 97th

Trend Highlights

- Rent pacing at 97th percentile
- Comparable malls: Galeria Echo, Wroclavia

Transparency & Diagnostics

Data Mode	Stats Only
Generated	Dec 08, 2025 05:43
AI Narratives	Openrouter
Chart Coverage	roi_projection, demographics, competitor_performance, peer_radar

Data Sources

- OccupiDatabase.malls
- OccupiDatabase.cities
- Pinecone similarity embeddings
- Category analysis deferred (stats-only mode)

Data Quality Notices

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- QA checklist recorded blocking failures; inspect qa_checklist before distribution.

Missing Metrics

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Methodology Snapshots

- Stats JSON extraction via StatsJSONProcessor (same stack as Market Entry).
- Data mode: stats_only (space-level ingestion temporarily disabled).
- KPIs benchmarked against Market Entry vitality heuristics for parity.
- Diagnostics include quality notices propagated into PDF as per Report Quality Lessons.

Chart Notes

ROI Projection Scenarios

- Source: Occupi Retail Intelligence + ChartGenerator (Nov 2025 build)
- Modeled from rent stack, sales per sqm, and occupancy heuristics.
- Units: ROI %

Demographic Distribution

- Source: Occupi Retail Intelligence + ChartGenerator (Nov 2025 build)

- Income + city size distribution derived from catchment profile.
- Units: Population share

Competitor Performance

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- Units: Composite performance score

Peer Benchmark Radar

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- Units: Indexed vs city / country

Occupi Trust Panel

Confidence Score	97 / 100
AI Narratives	Openrouter
Peer Sample	25 malls
Rent Sample	37 malls

Coverage Checks

- Operational KPIs: Ok
- Catchment Economics: Ok
- Rent Diagnostics: Ok
- Peer Benchmarks: Ok
- Rent Quartiles: Ok

Proof Points

- Benchmarked against 25 country peers
- Rent quartiles derived from 37 peer rents
- AI narratives generated via OpenRouter with human-readable fallbacks

Open Items

- Space roster offline; tenant mix derived from inference models.
- QA checklist recorded blocking failures; inspect qa_checklist before distribution.

Methodology + Diagnostics

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