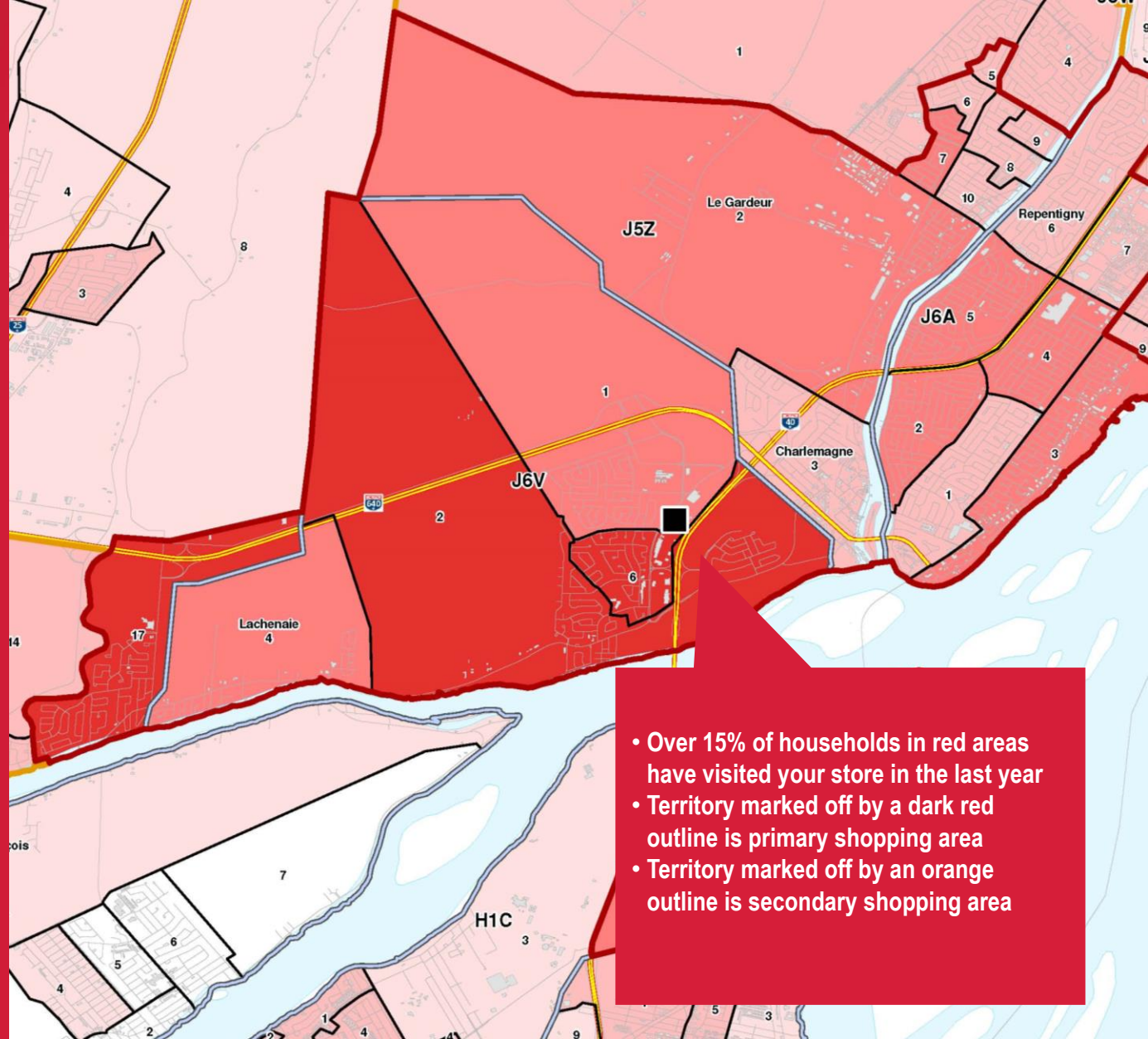


# CUSTOMER ORIGIN ANALYSIS



- Over 15% of households in red areas have visited your store in the last year
- Territory marked off by a dark red outline is primary shopping area
- Territory marked off by an orange outline is secondary shopping area

Shows where your customers live and enables you to determine your market penetration index (proportion of customers in a specific area).

# CUSTOMER ORIGIN ANALYSIS

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USING YOUR CUSTOMERS POSTAL CODES, THIS TYPE OF ANALYSIS HELPS YOU FIND ANSWERS TO WHO? WHERE? AND HOW MANY?

It also helps you determine:

- Where your customer base **comes from**
- Their **average transaction**
- The **penetration rate** by distribution route
- The **maximum distance travelled** by customers
- The scope of a **shopping area** or zone of influence of a business
- If any shopping areas **overlap** or cannibalize each other
- If **expanding** your network of stores is required to better meet the needs of potential customers, etc.