

DISTILLING BUSINESS VALUE FROM THE CENSUS

MRS CGG Seminar

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GeoBusiness
Solutions

Summary

- The release of Census 2001 is a crucial opportunity to gain better, up-to-date, insight into your market.
- Merging geographic data and your own customer data make it doubly profitable.

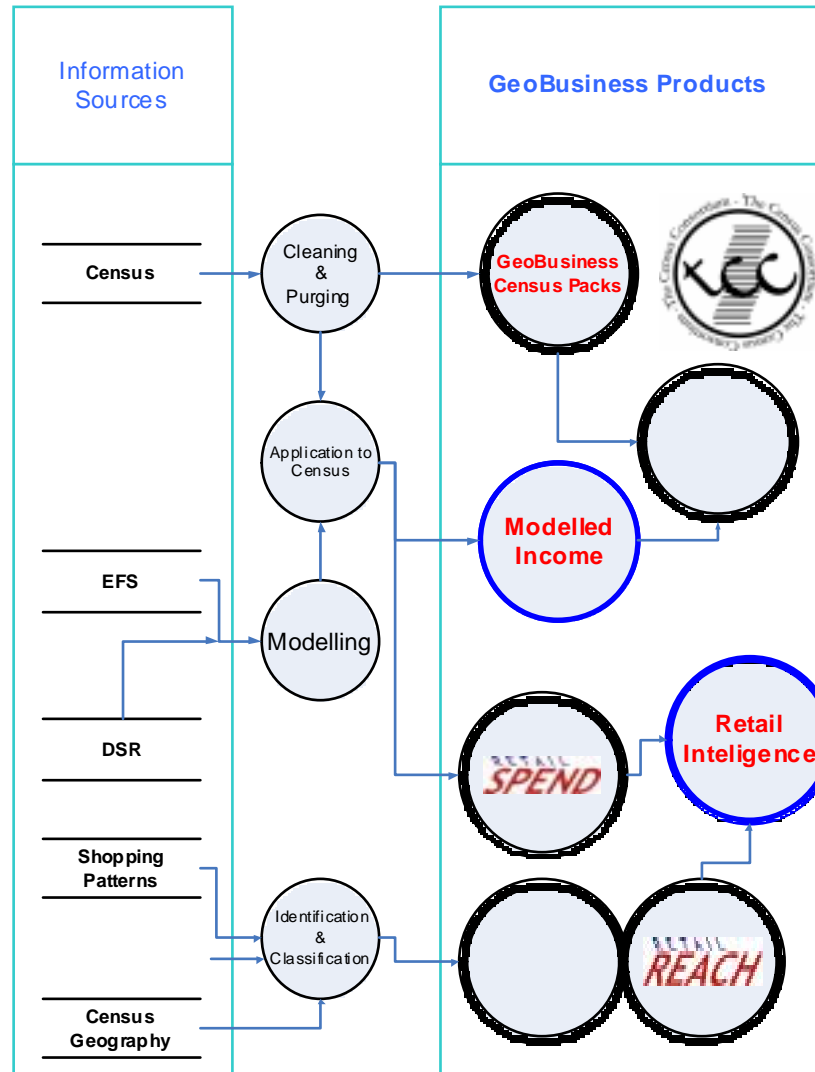
Business Decision Support

- How big is the market?
- Where is the market?
- How can I reach customers cost effectively?
 - What is the profile of a potentially profitable customer?
 - What is the profile of a potentially loyal customer?
 - Where are they?

Market Intelligence Building Blocks



GeoBusiness Products



Customer Segmentation



↓ ATOMIC!

- Three Tier Product
- Affluence Scaling / Life stage / Life style
= Behavioral Patterns



↓ Bespoke Segmentation (*ATOMIC Methodology*)

The "Affluence Challenge"

- Modelling Income
- Handling "Pensioners" & Interesting Cases
- Evaluating the Quality of the Scaling

RetailSpend

- Partner – David Rogers – DSR Marketing
- Important input to Business Intelligence
 - Evaluation of the performances of existing shops, stores, and shopping centers.
 - Setting priorities for the refurbishment and/or re-branding of existing stores.
 - Screening alternative sites for new stores.
 - Turnover estimation for proposed new stores or shopping centers.
 - Establishing "market need" for new retail facilities.
 - Determination of tenant mix plans for new shopping centers.

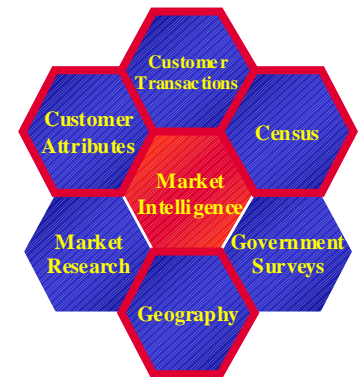
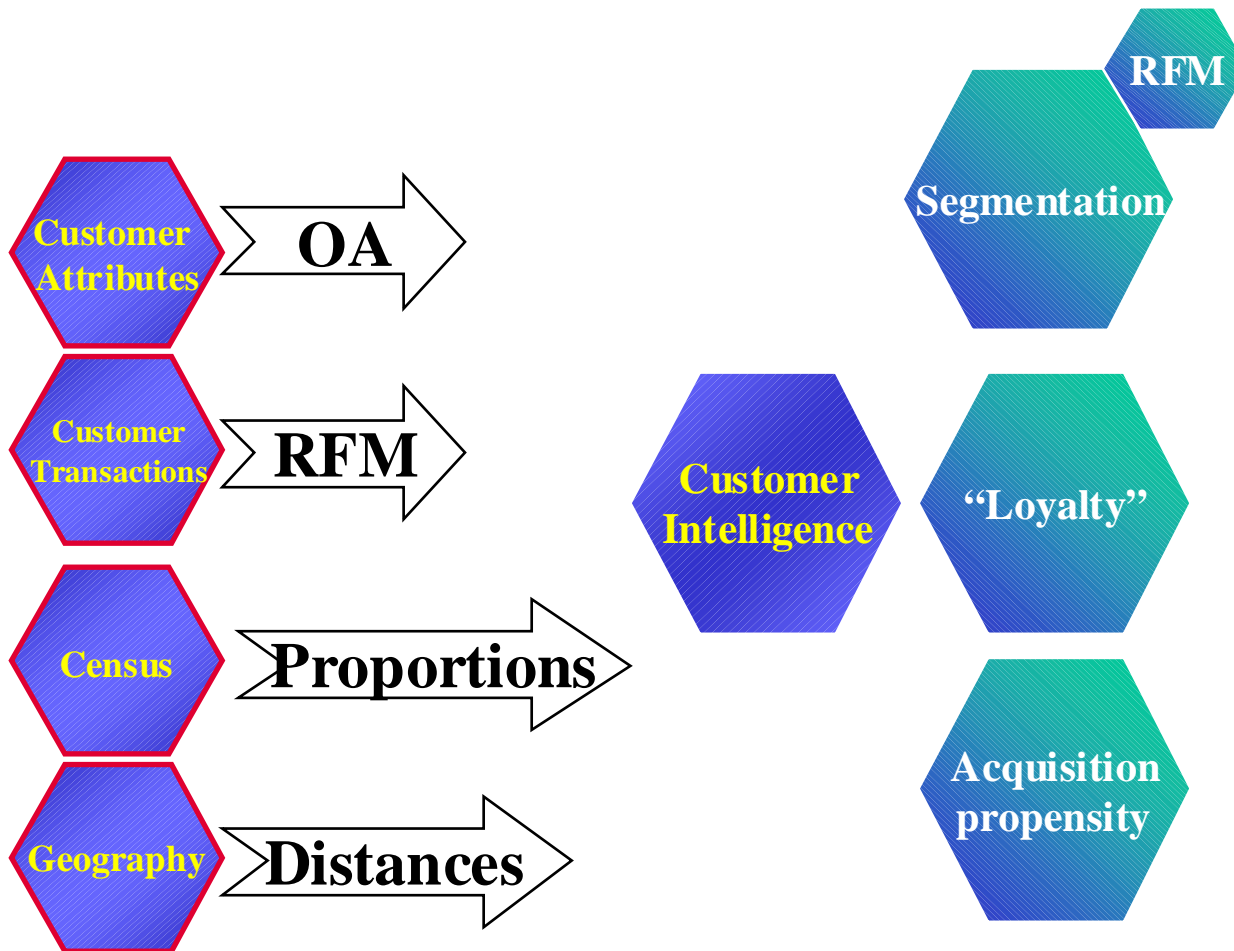
RETAIL
SPEND

GeoBusiness
Solutions

Advanced Analytics

- ▼ Data mining using customer data linked to the census
 - Insight into Market
 - Drive Decisions
 - Management tool (Strategic Performance Management)
 - Support on-line systems
- ▼ Case Study - Odeon Cinemas

Building a Bespoke Solution



Data sources

