Manifold Data Mining Inc.

Canada's Most Comprehensive and Granular Marketing Data Products

REAL PEOPLE | REAL DATA | REAL INSIGHTS

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Case Study:
Define Primary and Secondary Trade Areas

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Background

A shoe store in North Toronto wanted to identify its primary and secondary trade areas to tailor its product offerings and marketing to its core customer base.

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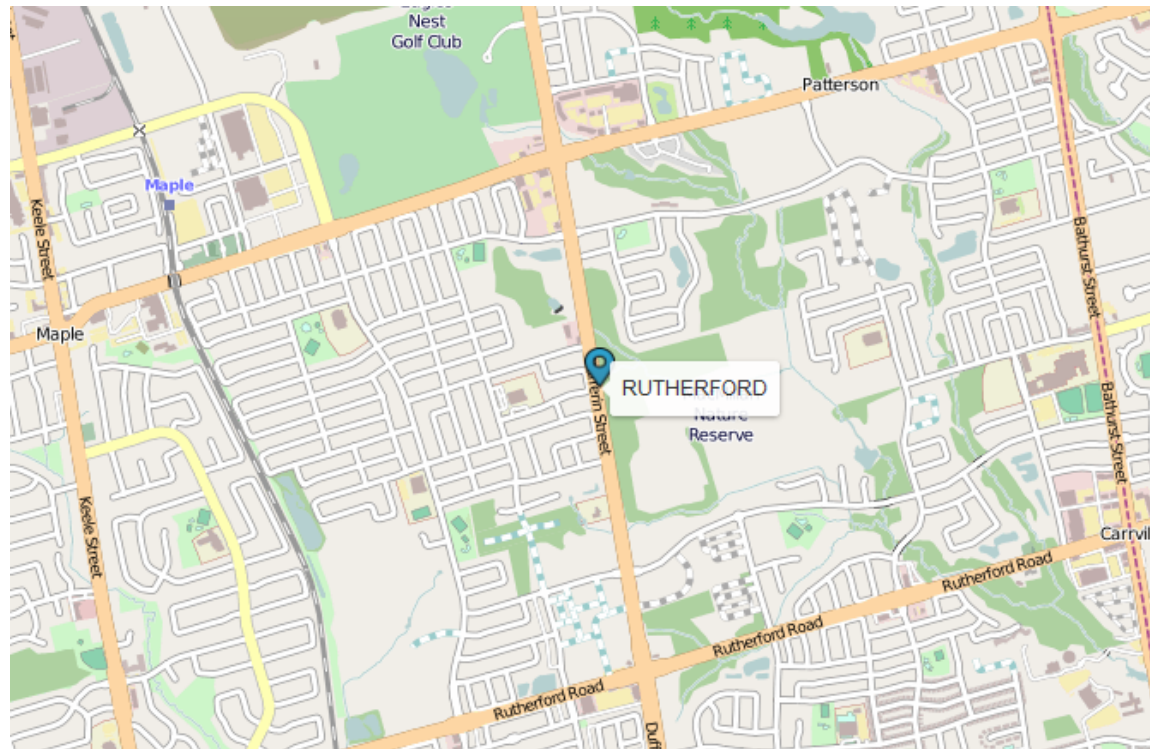
Analytic Objectives

The objective of analytics was to

- Identify primary and secondary trade areas

- Perform customer profiling analysis and compare with the trade areas to identify gaps and potentials.

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Manifold Approaches

Based on a list of postal codes with total sales, we used the Gravity Model in PolarisIntelligence.com and derived a radius around the store which accounts 60% of total sales. This defines the Primary trade area of the store. Similarly, the radius with 80% of total sales defined the Secondary trade area of the store.
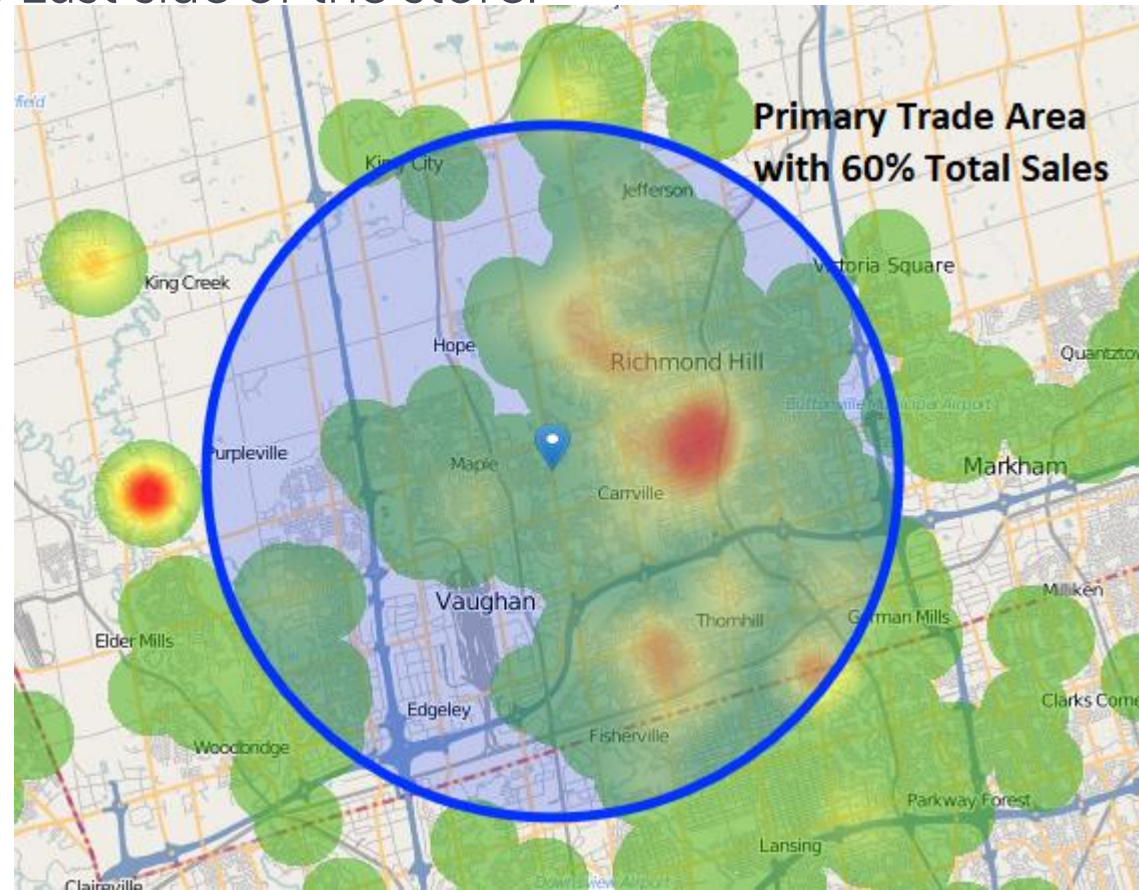
Manifold's Data Products Used in Custom Profiling

- Manifold's data products on consumer psychographics, lifestyles and product usage patterns helped client gain insight of core customers and trade areas.

- Particularly, the Consumer Media Usage Patterns data product helped client identify media channels for more efficient engagement with different risk groups of customers.

- The Consumer Shopping Behaviour at Shoe Stores data product enhanced client's analysis of competitors.
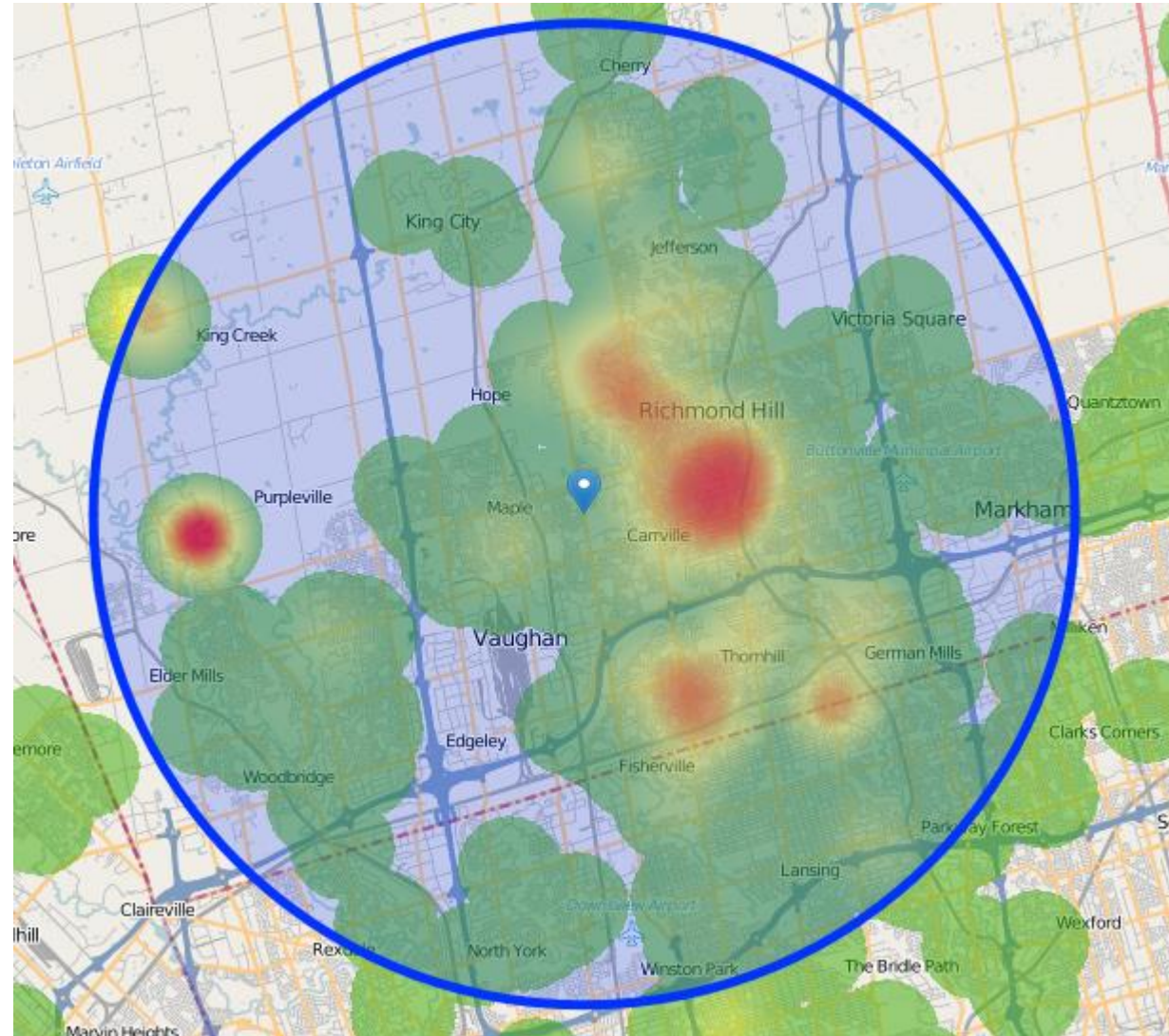
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Primary Trade Area (60% Sales)

The map illustrates the primary trade area (10KM) with core customers concentrated on the East side of the store.

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Secondary Trade Area (80% Sales)

The map illustrates the secondary trade area (15KM) of the store.

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Benefits of Using Polaris

- Heat map shows that the core customers are concentrated at east side of the store. Thus flyer distribution can be optimized.

- Comparison of core customers with primary trade areas reveals that the customers are more likely to be affluent managers with European ancestries, high education and shopping likely at SoftMoc, Brown's, Simon's, and high-end custom shoe stores.