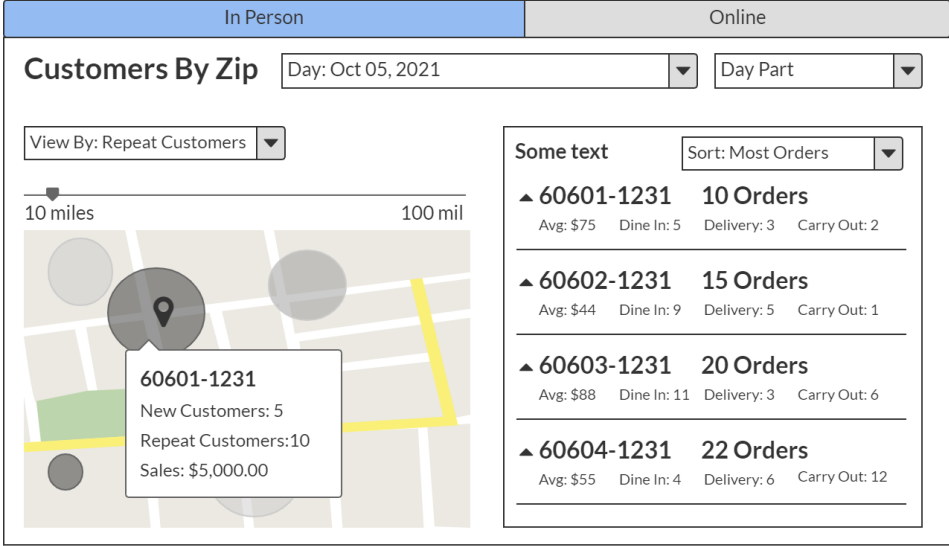


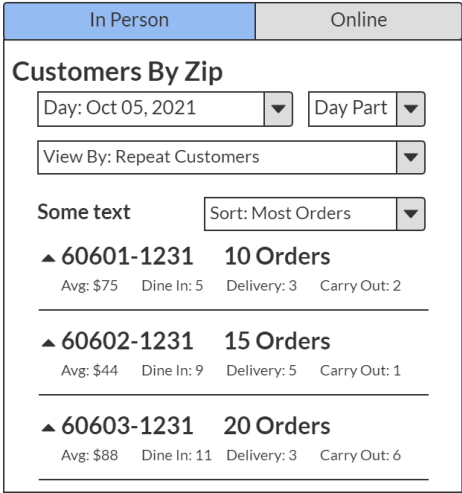
# Customer Trends By Location

Use case: As a business owner it is important for me to know where my customers are originating from. This will help me localize my marketing campaigns, improve personalized messaging and identify emerging customer trends.

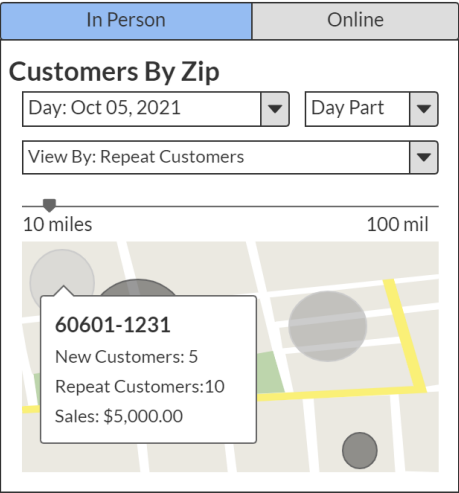
## Default



## Compact



## Compact



## Location data to track

### Customer by location (brick and mortar)

- ❖ Count grouped by zip code

- ❖ Total sales by zip code
- ❖ Average sales by zip code
- ❖ New vs. repeat customers by zip code

#### **Customer by location (online) (out of scope)**

- ❖ Count grouped by browser location
- ❖ Total new sales by browser location
- ❖ Average sales by browser location
- ❖ New vs. repeat customers

#### **View by:**

- ❖ Timeframe
  - Current/Last business day ( can be user defined or defaulted)
  - Current/last week ( Start/end can be user defined, if not defined default to Monday-Sunday)
  - Current/Last Month ( First day of the month to last day of the month)
  - Current/Last Year ( 365 days)
  - Custom range
- ❖ Distance to merchant location ( only applies to brick and mortar locations)
  - User configurable (0-100miles)
- ❖ View on a map
- ❖ View in a table

#### **Compare by:**

- ❖ Timeframe
  - Current/Last business day ( can be user defined or defaulted)
  - Current/last week ( Start/end can be user defined, if not defined default to Monday-Sunday)
  - Current/Last Month ( First day of the month to last day of the month)
  - Current/Last Year ( 365 days)
  - Custom range
- ❖ Day parts ( breakfast, lunch, happy hour, dinner)
- ❖ Compare brick and mortar sales to online presence (out of scope)

#### **Insights:**

- ❖ Top 5 trending locations
- ❖ Percentage of decrease in customer visits by location ( zip code)
- ❖ Percentage of increase in customer visits by location ( zip code)