

Location Analyst

Analyse local markets, forecast new locations and profile customers online

Location Analyst gives you immediate access to accurate information presented in high quality maps and reports that are easy to understand and simple to use. These reports help you identify what makes your customers or outlets unique and provides you with a detailed understanding of the key socio-economic trends at work within your market. This insight can be used to understand current performance and forecast future potential.

Use Location Analyst to:

Identify the potential of local markets

Use Experian's detailed understanding of consumers combined with our analysis of local markets to help your organisation identify and understand the true potential of your products and services at a very local level

Benchmark performance

Access the latest information on the size and value of local markets in terms of their demographics, consumer expenditure, and media and product consumption to benchmark performance at the lowest level of geography

Identify the attractiveness of sales or trade areas

Use the location of your stores, customers and competitors to identify the attractiveness of an outlet and its potential for sales

Understand your customers and grow

Experian's powerful combination of demographic, lifestyle and behavioural data helps you understand more about your customers. Analyse why customers interact with you to identify their key characteristics. Anticipating behaviour enables you to target your services more precisely and identify new customers

Visualise your data

Use our pre-formatted maps, graphs and reports to illustrate your data, ease interpretation and improve the quality of your analysis



Define and describe
an area



Compare and
rank areas

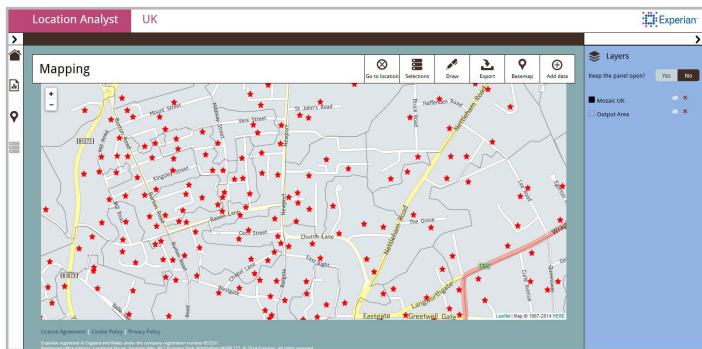


Profile your
customers

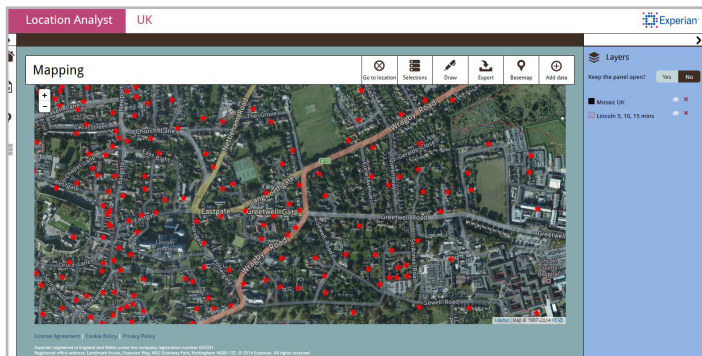


Map and report
on coverage

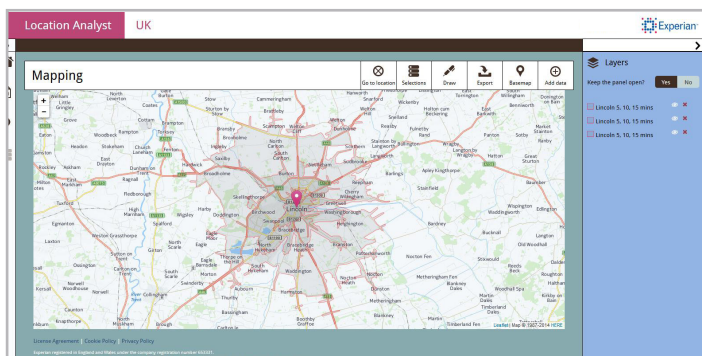
Product sheet
 Location Analyst



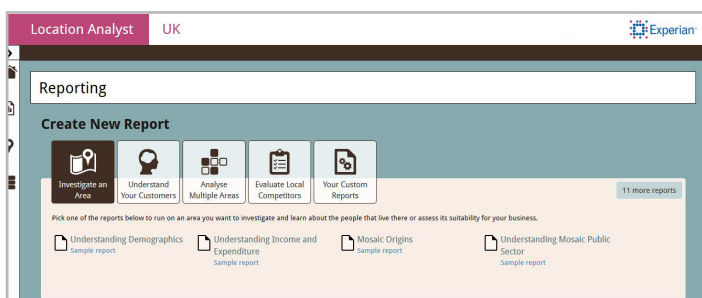
Map of customer locations showing boundaries so you can understand how many customers you have in each postcode or territory



Map showing customers or locations and their surroundings for a real world view



Map drive times so you can define catchments and territories for locations



Easy to use reporting capabilities

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