



Statement of Functions

Location Analyst

V1.0



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1 Statement of Functions – Location Analyst

Location Analyst is an online solution that enables authorised users to access demographic data through a clear, easy-to-use interface. It brings together reporting, data analysis and mapping capabilities in one system.

Access to functionality is based on each user's licence, so not all users will have access to every feature. The main areas of functionality that may be available are outlined below:

Reporting

- Analyse specific areas and access geodemographic data for that area
- Access pre-defined geographies for reporting (i.e. Postal Areas)
- Create geographic catchments based on travel times
- Rank or compare areas based on attributes provided by Experian

Customer Profiling

- Ability to upload customer data and profile at postcode level
- Append data such as Experian's Mosaic segmentation
- Create a profile report which visualises the above

Mapping

- Import customers or locations (i.e. stores) to visualise on a map
- Visualise Experian's datasets by a pre-defined or user defined geography
- Theme the data based on a ranking variable
- Style the data displayed on the map using a colour palette
- Export an image of the map
- Export points within a catchment, or export a shape file

Target Audiences

- Define a target audience by aggregating Experian demographic data into a custom variable
- Understand audience by performing analysis on customer data using the reporting and / or mapping capabilities outlined above

Sector Specific Content:

- Depending on license, clients may get access to sector specific reports or content, such as Retail Locations datasets, CGA data or tailored reports



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