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Mapping Your Customers

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Get More From Your Data

Introduction

The ability to visualise your customer base using geography opens up a level of understanding not available through any other method.

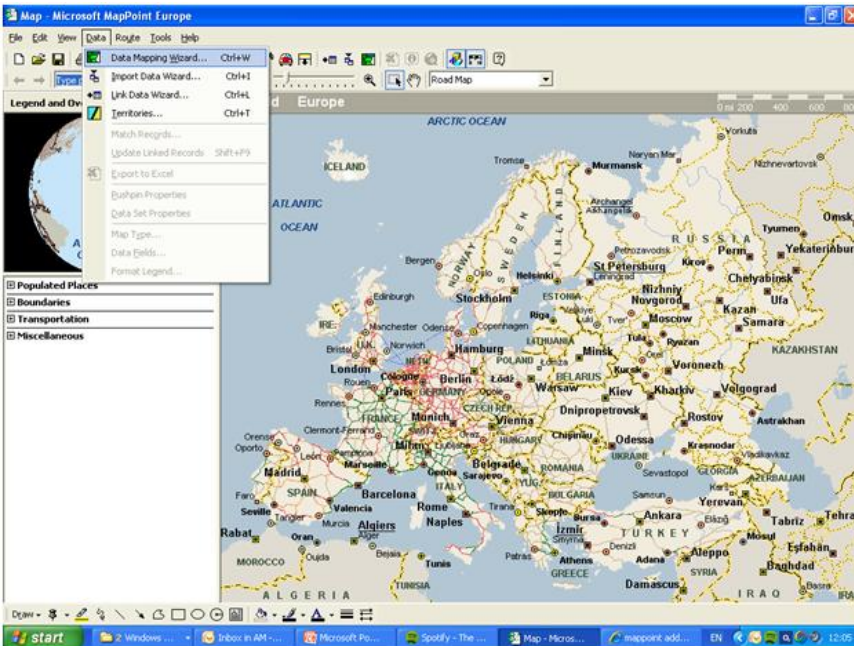
Examples of where this can be used include:

- Where are your customers located
- Which areas have a greater level of penetration
- Are your lapsed customers coming from certain areas
- Which areas have a similar profile to your current base (or your best customers)

This guide will show some examples of how to use mapping to gain a greater understanding of your business using Microsoft MapPoint and show examples of how Analysis Marketing can help you get more from your data.

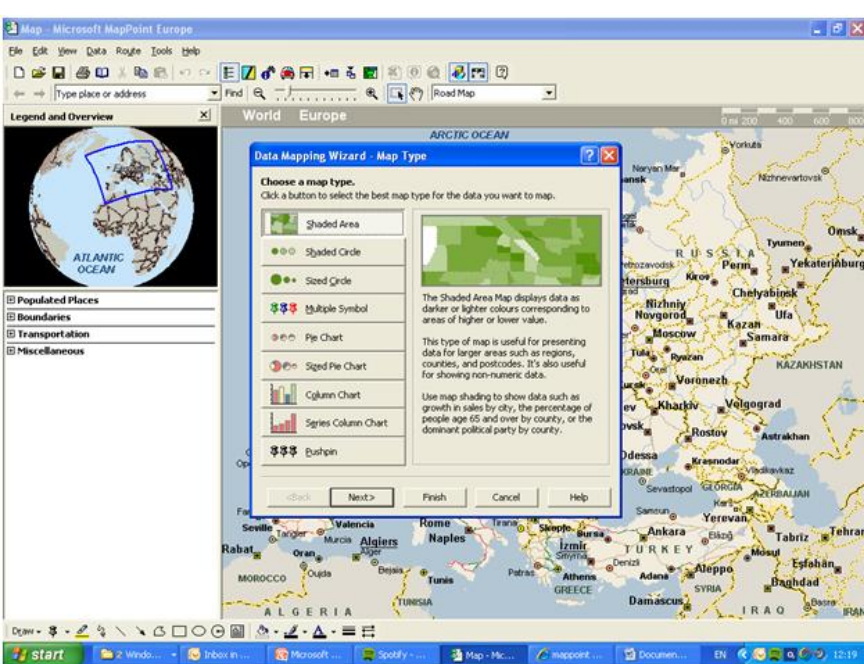
1. Getting Started with MapPoint

Most of the interesting functions within MapPoint lie within the Data menu:



Option	Used For
Data Mapping Wizard	Usual starting point for producing maps, can also run a Import/link process via this option
Import Data Wizard	Using data from Outside of MapPoint (e.g., Sales by Postal area)
Link Data Wizard	As Above but linked. This makes results easier to refresh but requires source data to be available to anyone accessing the MapPoint file
Territories	Create custom aggregations of areas according to your own reporting groups/catchment areas

2. Map Type Options



There are numerous ways to map your data but the main ones to consider are:

Shaded Area – For each area of analysis (Postal Town/Territory etc.,) that area is shown as a colour depending on the value for that area

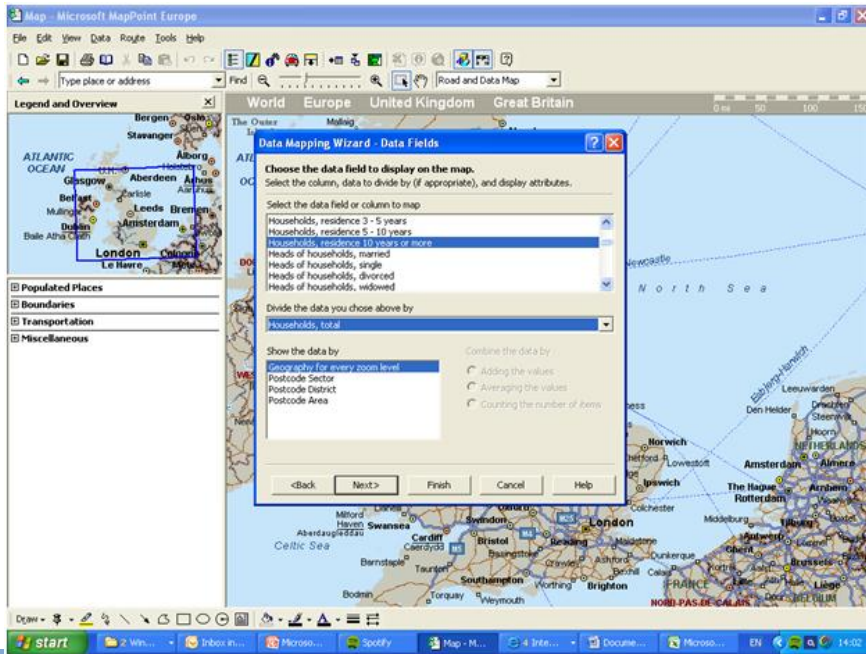
Multiple Symbol – represent value at individual data points (e.g., Stores) rather than areas

Pushpin – Show location of items (i.e., same as Multiple Symbol but where all have the same value)

3. Shaded Area Example

As well as using your own data, within MapPoint is a wealth of demographic data such as Age/Affluence by postcode area/district/sector. This can be used to find areas that best fit your profile of a good customer (e.g., Long term residents).

In the example overleaf we'll look at the proportion of households per area where the household has been resident for over 10 years.

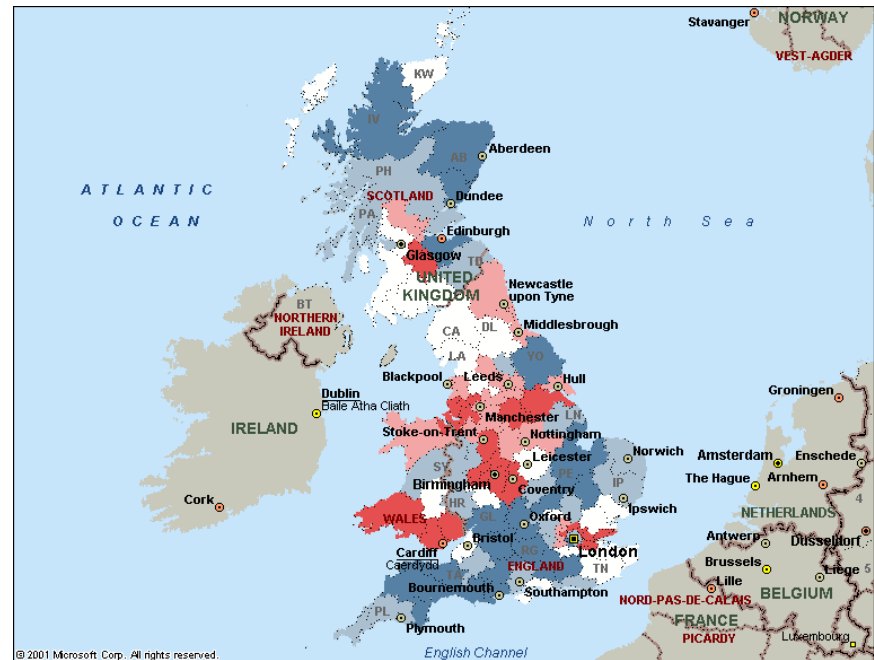
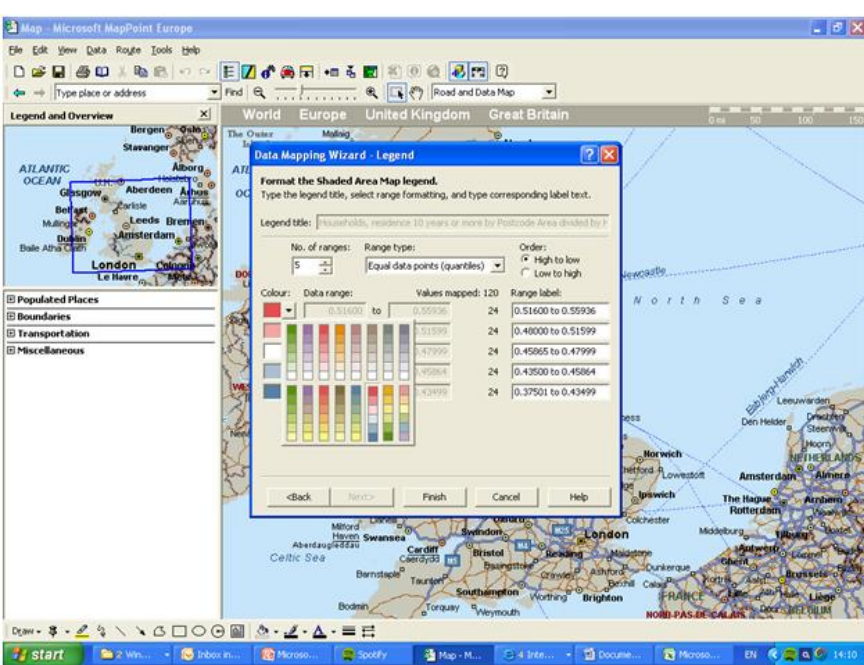


Postcode Level	Example
Postcode Area/Town	HP (Hemel Hempstead and surrounding area)
Postcode District	HP23 (Tring and Surrounding Villages)
Postcode Sector	HP23 5 (Central/East Tring)

4. Viewing Map Results

There are a host of display options available but our preference is usually to split the map into equal groups (Quantiles) and use a 'Hot to Cold' scale with Red representing High, White representing Average and Blue representing Low.

At a Postal Area level it is easy to see the areas with highest proportions of long term residents



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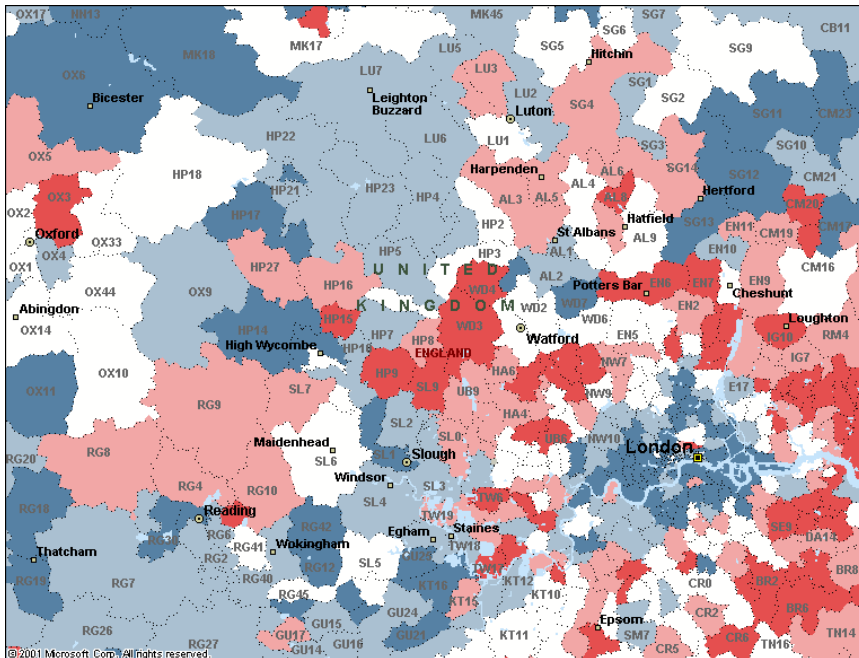


5. Delving Deeper

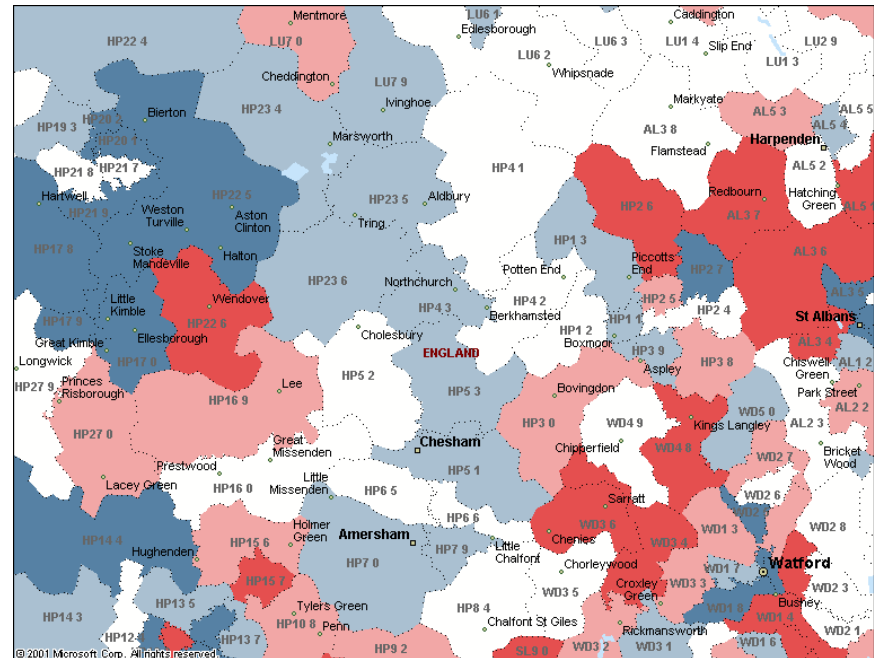
In most cases you will want to go to a lower level than just Postcode Areas, MapPoint allows you to zoom in to as detailed a level as required as the lower the level the more homogenous that area's behaviour is likely to be.

The Maps below show the differentiation achieved by moving from Area to District to Sector.

District Level



Sector Level

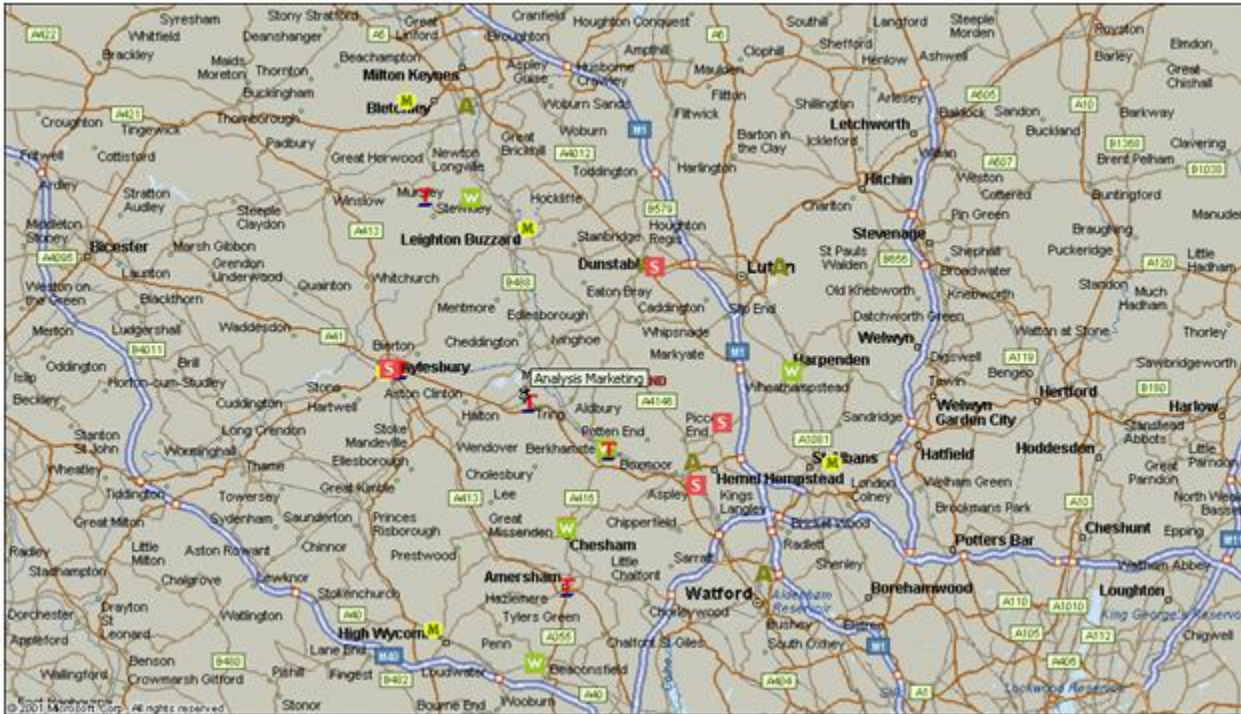


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6. Pushpins

As well as mapping areas, MapPoint has the ability to mark specific points i.e., Client Addresses, Store Locations etc.,



The Map comes from data taken from some of the major supermarkets about their 5 closest locations to our offices.

MapPoint also allows you to import custom icons (such as the Supermarket logos used here).

Pushpins could also be colour coded points to represent high/low performing stores/locations.

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7. Territories

Beyond postcode analysis, you can also group areas into territories to analyse activity within regional groups or catchment areas that are relevant to your business



The map here shows how the data below around who is responsible for each postcode area can be shown visually. Territories can be aggregated from Postcode Sector level upwards

Postcode Area	Manager
AL	Jack
HP	Douglas
OX	Ted
RG	Ted
SG	Jack
SL	Ted
WD	Douglas

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8. What does this mean for you?

The examples on the previous pages show some generic examples but using your own data you could plot things such as:

- Campaign Response Rate/Cancellation rates by area
- Customer Penetration by area (i.e., what proportion of households in an area are already customers)
- Average Yearly Spend/Number of Orders
- New Customer Acquisition rate in last week/month/year

Being able to geographically represent your data can help you visualise particular regions that are under/over-performing that require further investigation. It may be that performance is due to competition in the area, lack of investment in particular branches etc.,

The areas looked at in this document only begin to show the potential of using mapping to increase insight [contact us](#) and we'll show you how to get more from your data.

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About Analysis Marketing

Analysis Marketing provide a range of services focused around helping you to 'Get More From Your Data', these include:

- Data Analysis – Segmentation, Response Modelling, Campaign Analysis
- Surveys (Both Online and Offline)
- Database Design and Build
- Production and Automation of Management Information (Dashboards/KPIs)
- List Buying
- Data Cleaning (Deduplication, MPS/TPS screening)

For more information visit our website at: www.analysismarketing.com or our blog at blog.analysismarketing.com

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