GEOQUEST INSIGHTS x Azira

BUSINESS INSIGHTS BASED ON REAL WORLD MOVEMENT AND BEHAVIOUR

My Retail Business Insights Report

Your unique report inputs summarized here

The Study

Objectives

1. Better understand my customers.
2. Expand my trade area.

Area of Interest

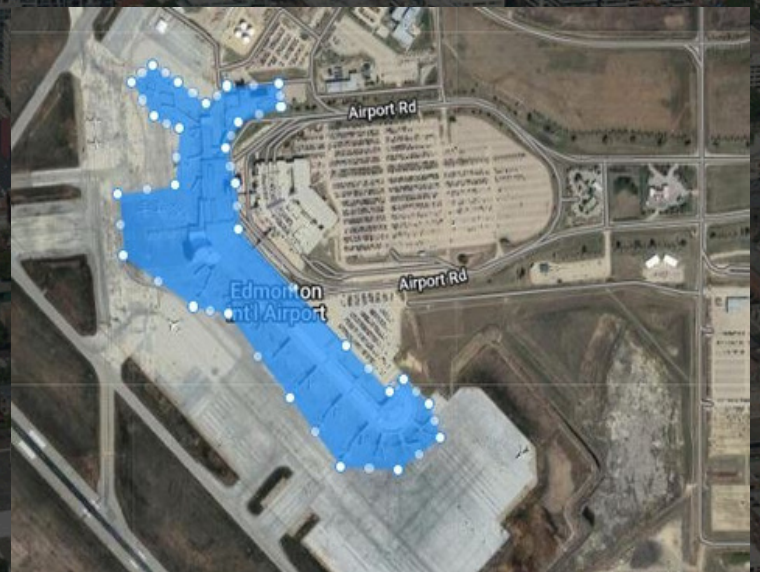Anywhere Street 188, Calgary, AB

Timeframe

January 1, 2023 - December 31, 2024

Get Started

To navigate to other report pages, please use the page bar located on the left side of your screen.

We encourage you to download the report within 90 days.

RMG Advertising

Where Your Customers Live

To establish where your customer live, we use a Common Evening Location metric that pinpoints a device's location during the evening (6 pm to 8am every day of the week).This data helps you understand the geographical distribution and concentration of your customer base. It can be used to help de ne your current trade area and optimize or validate your geo-marketing strategies.

Cities & Districts

The tables below rank in order of highest percentage concentration of where your c█████████TY (Municipality) and by DISTRICT (Forward sortation address or the first three digits of a█████

Hover your mouse pointer over the percentages in the Record Count column to enable the up & down scroll bar so you can view the full list. You can export the raw data from each table by right clicking anywhere over the respective chart and selecting Export.

	Common Evening Mu...	Record Count ·		Common Evening Po...	Record Count ·
1.	Edmonton	13.79%	1.	T1S	12.64%
2.	Okotoks	9.2%	2.	T0M	11.49%
3.	Lethbridge	9.2%	3.	T1J	6.9%
4.	High River	5.75%			5.75%

Easy to interpret charts & data

Scroll to view the full list

District Heat Map

The District Heat Map shows the distribution of you████████y district/FSA. Areas of the map are shaded in based on the density of customers, with dar█████es indicating higher concentrations of customers.

Visual of your trade area
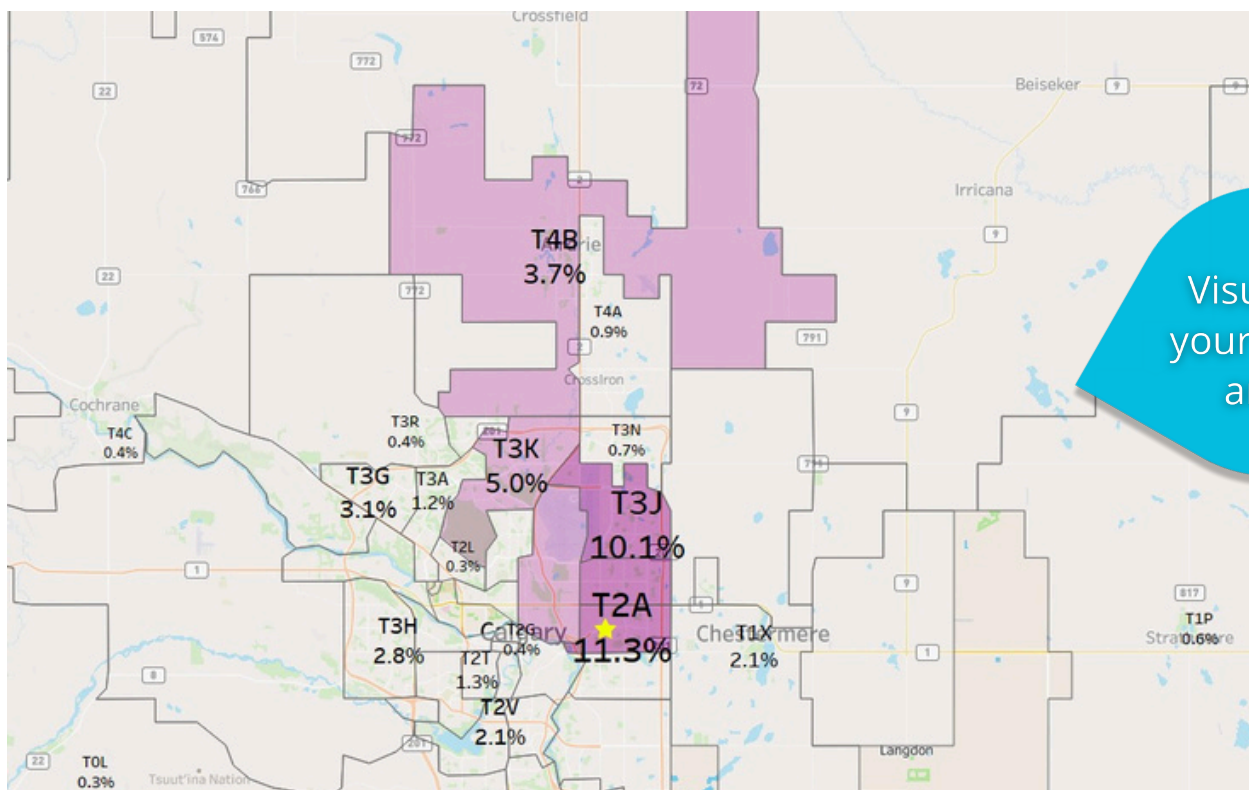
★ = Study Area

Interactive Map

This interactive heat map provides a detailed visualization of your customer distribution across the globe. Utilizing Google My Maps, each marker on the map represents a proximal home location of each customer.

This tool allows for an in-depth geographical analysis, aiding in targeting your market and refining your location-based marketing e orts.

You can zoom in and out to explore specific regions and understand customer density in di erent areas. Click on any colored marker to view detailed information such as latitude, longitude, country, and city.
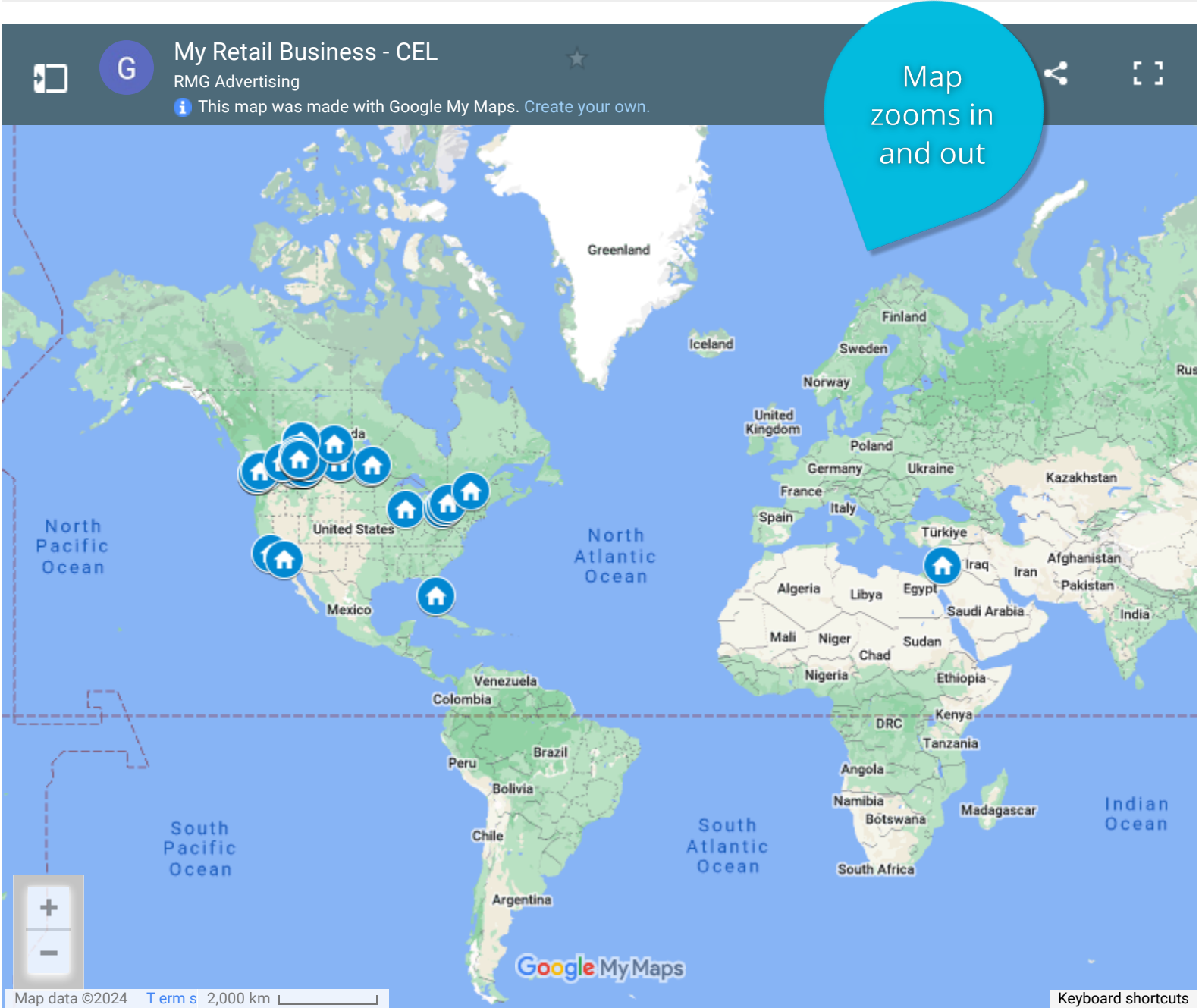
Traffic Trends

Jan 1, 2023 - Dec 31, 2023

The Visitation Trend chart provides a comprehensive analysis of visitor patterns by showing the daily count of visitors captured at the area of interest over the defined timeframe. Please note that the counts are a representative sample based on devices captured in the study only and do not represent full traffic counts.

The chart helps you identify patterns and fluctuations in visitor numbers, highlighting peak and o -peak times. By examining this trend, you can gain insights into seasonal variations and the impact of specific events or campaigns on visitor traffic.

An embedded date filter at the top of the page allows you to view the chart using custom start and end dates so you can evaluate changes in visitation patterns based on relevant times of interest (i.e.: specific week, season or promotional timeframe). To return to the default timeframe, simply click "Reset" found in the toolbar at the top right-hand side of the web page.

You can export the data from the charts below by simply right-clicking from anywhere within the chart image and selecting Export.
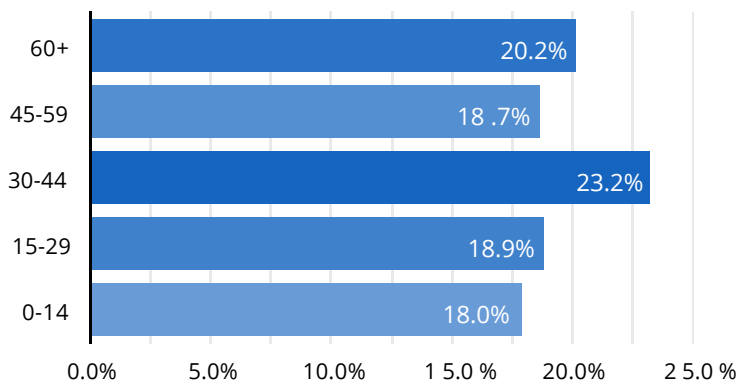
Visitation Trend
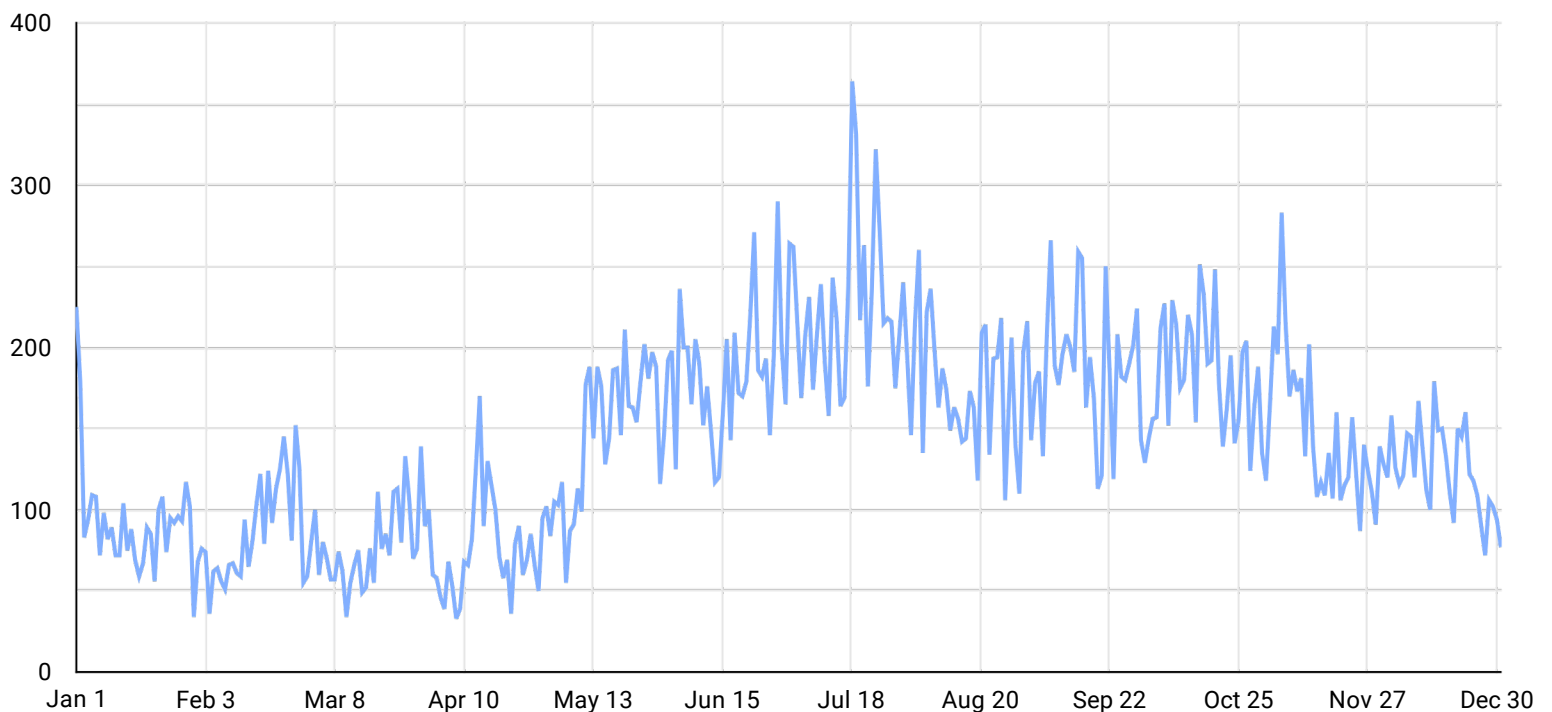
Demographics

Understanding the demographic characteristics helps in the creation of custom audiences for your marketing and communication strategies.

The demographic pro les such as age, income, race, and educational level are based on the latest available census data from governmental agencies in the supported countries. The demographics are paired through the census ID associated with a device's common evening location (CEL).

You can export the data from any of the charts below by simply right-clicking from anywhere within the chart image and selecting Export.
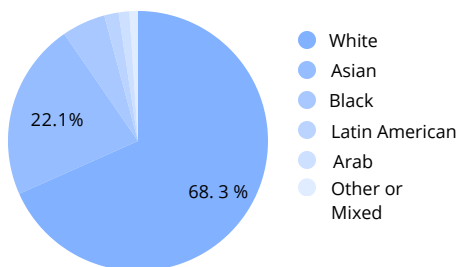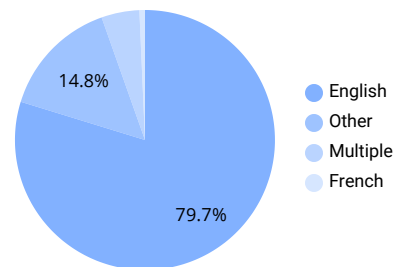
Age

Age	Percentage
60+	20.2%
45-59	18 .7%
30-44	23.2%
15-29	18.9%
0-14	18.0%

Medium Income
$43,323

Avg. Household Size
2.43

Ethnicity

- White — 68. 3 %
- Asian — 22.1%
- Black
- Latin American
- Arab
- Other or Mixed

Language Spoken

- English — 79.7%
- Other — 14.8%
- Multiple
- French

Education

1.	Secondary (high) school diploma or equivalency ce…	28.68…
2.	University certi cate, diploma or degree at bachelo…	26.07…
3.	College, CEGEP or other non-university certi cate o…	17.4%
4.	Apprenticeship or trades certi cate or diploma No	14.78…
5.	certi cate, diploma or degree University certi cate or	14.78…
6.	diploma below bachelor level	3.39%

Home Type

Home Type	Percentage
House	56.3%
Apartment	24.9 %
Townhouse	16.1%
Other	1.1%
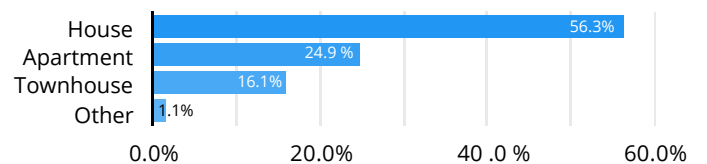
Home Value
$361,979.05

Own vs. Rent

- Own
- Rent

*Based on Stats Canada, 2021.