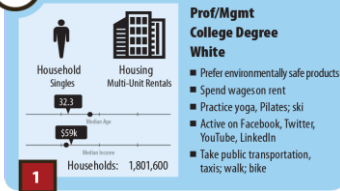


MARKET ANALYTICS PLATFORM

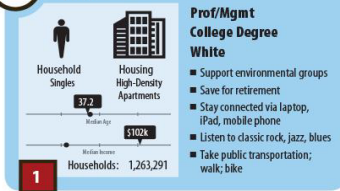


COMPASS: IDENTIFYING THE CONSUMER BASE

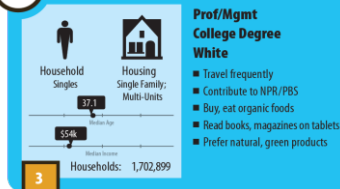
3B Metro Renters



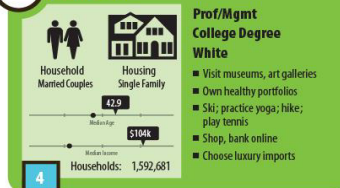
3A Laptops and Lattes



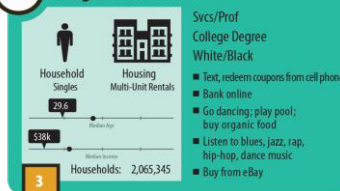
8B Emerald City



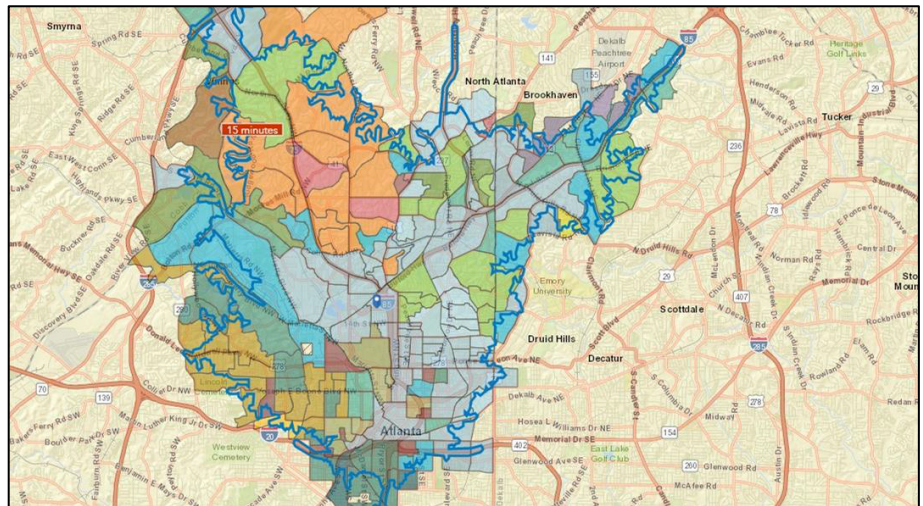
2A Urban Chic



11B Young and Restless



- Who is the ideal customer?
- How many customers are there? (Market Capacity)
- How much money is being spent in an area? (share of wallet)
- What is the money being spent on?



Above is an example of a tapestry segmentation map with the top 5 segments shown in the cards to the left with their respective descriptions. This illustrates the information Retail Compass gathers to identify the consumer base