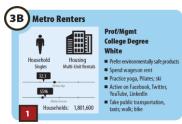
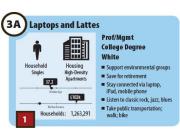
## MARKET ANALYTICS PLATFORM

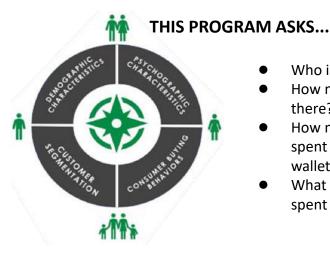




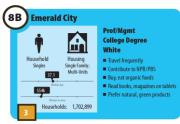
## **COMPASS: IDENTIFYING THE CONSUMER BASE**

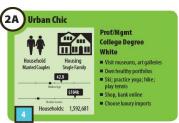


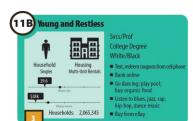


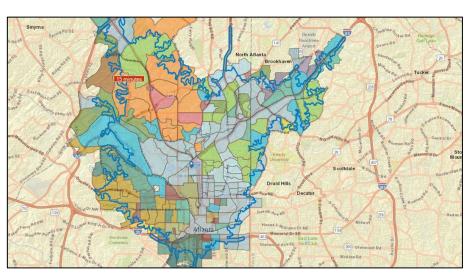


- Who is the ideal customer?
- How many customers are there? (Market Capacity)
- How much money is being spent in an area? (share of wallet)
- What is the money being spent on?









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

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