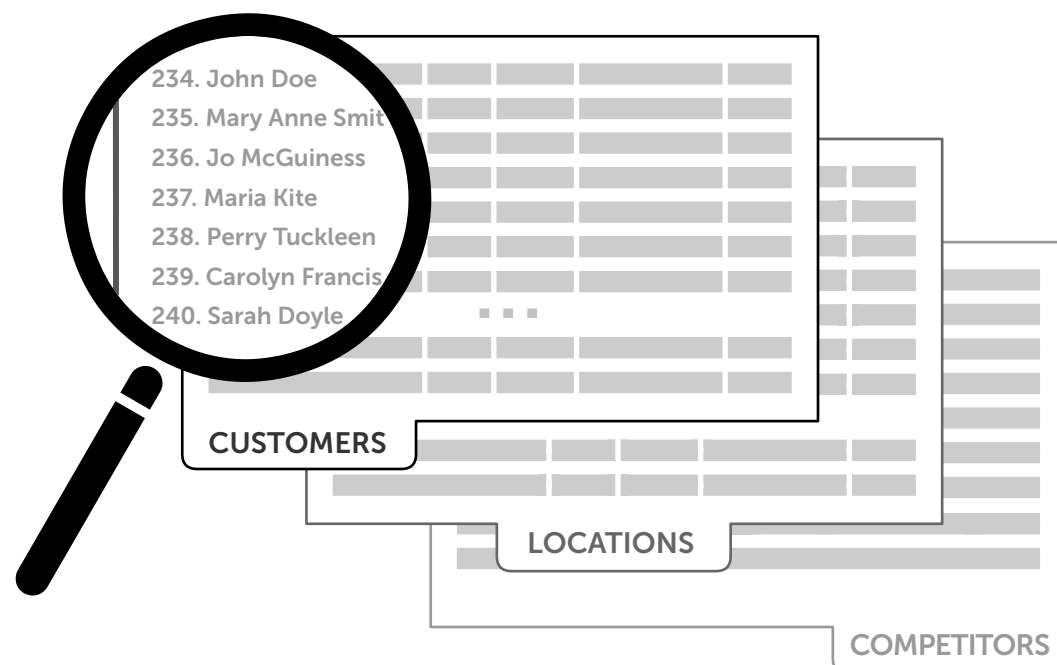# METRICS MATTER

Maps

The data you've been collecting over the years is a diamond mine of knowledge that can reveal you secrets about your customers, products, sales, and marketing that no one else knows. For example, you may have collected hundreds of thousands of customer addresses from hundreds of locations. If you can represent this data visually, you can begin to identify trends that no one else can, giving you a significant competitive advantage.

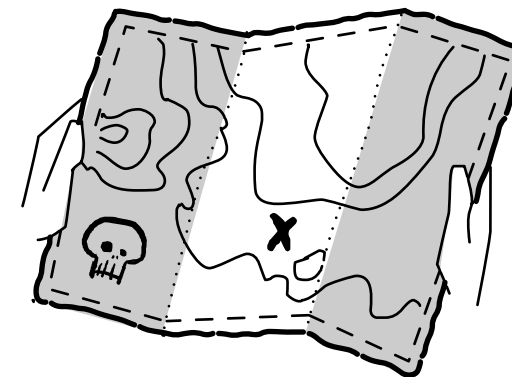**You've collected a ton of data. Are you making the most of it?**

Large sets of data can be filtered and sorted to start answering some basic questions, like which employees sold the most phones in July – but they rarely tell a meaningful, non-intuitive story on their own.

234. John Doe
235. Mary Anne Smit
236. Jo McGuiness
237. Maria Kite
238. Perry Tuckleen
239. Carolyn Francis
240. Sarah Doyle

CUSTOMERS

LOCATIONS

COMPETITORS

When you said you had experience with data and maps...

... were you talking about treasure maps?
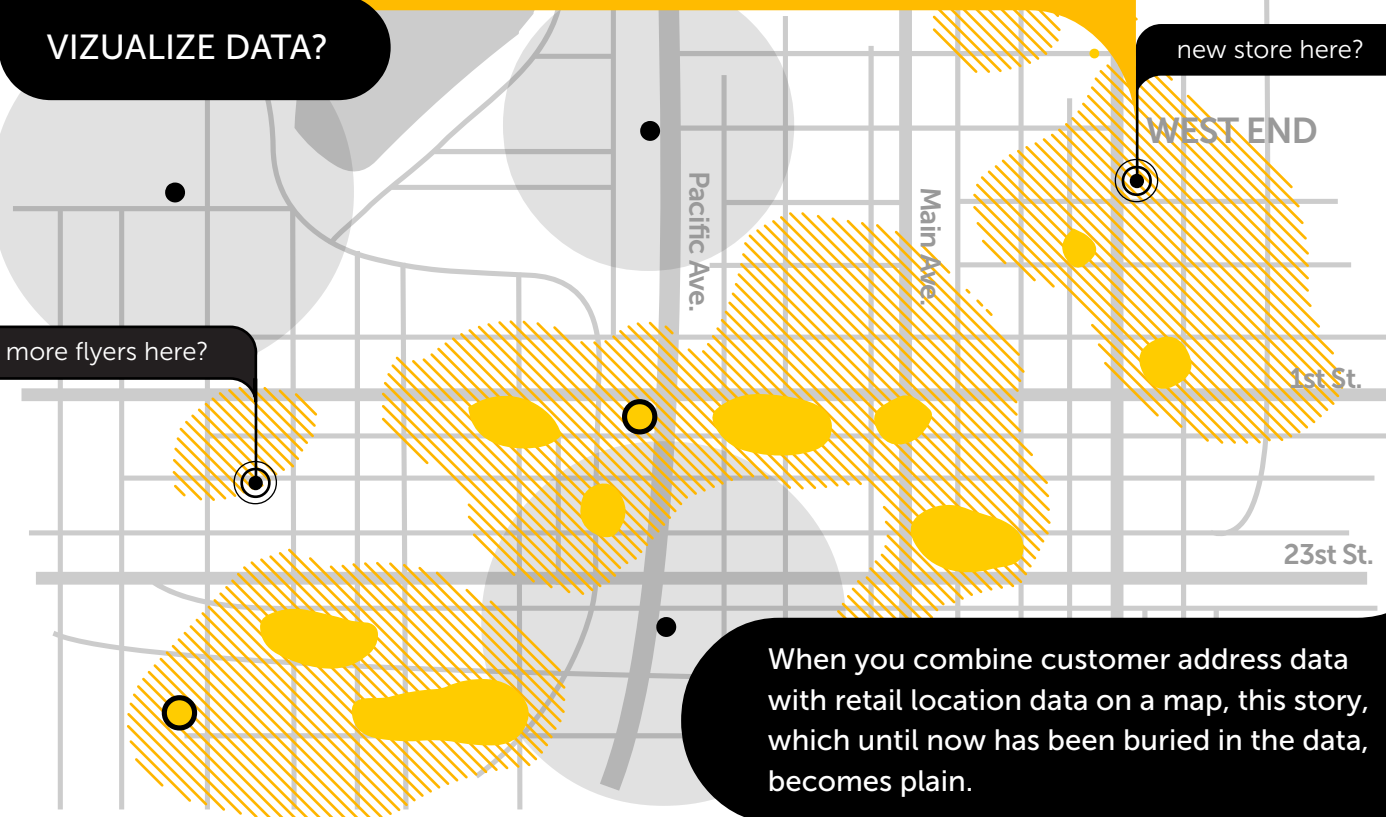
It's not quite what we had in mind.

Did know that a significant portion of your customers in the West End were traveling miles to get to your store because there are no wireless retailers in their area?

VIZUALIZE DATA?

new store here?

WEST END

more flyers here?

Pacific Ave.

Main Ave.

1st St.

23st St.

When you combine customer address data with retail location data on a map, this story, which until now has been buried in the data, becomes plain.

Our Stores   Customer Density   Competitors' Infuence