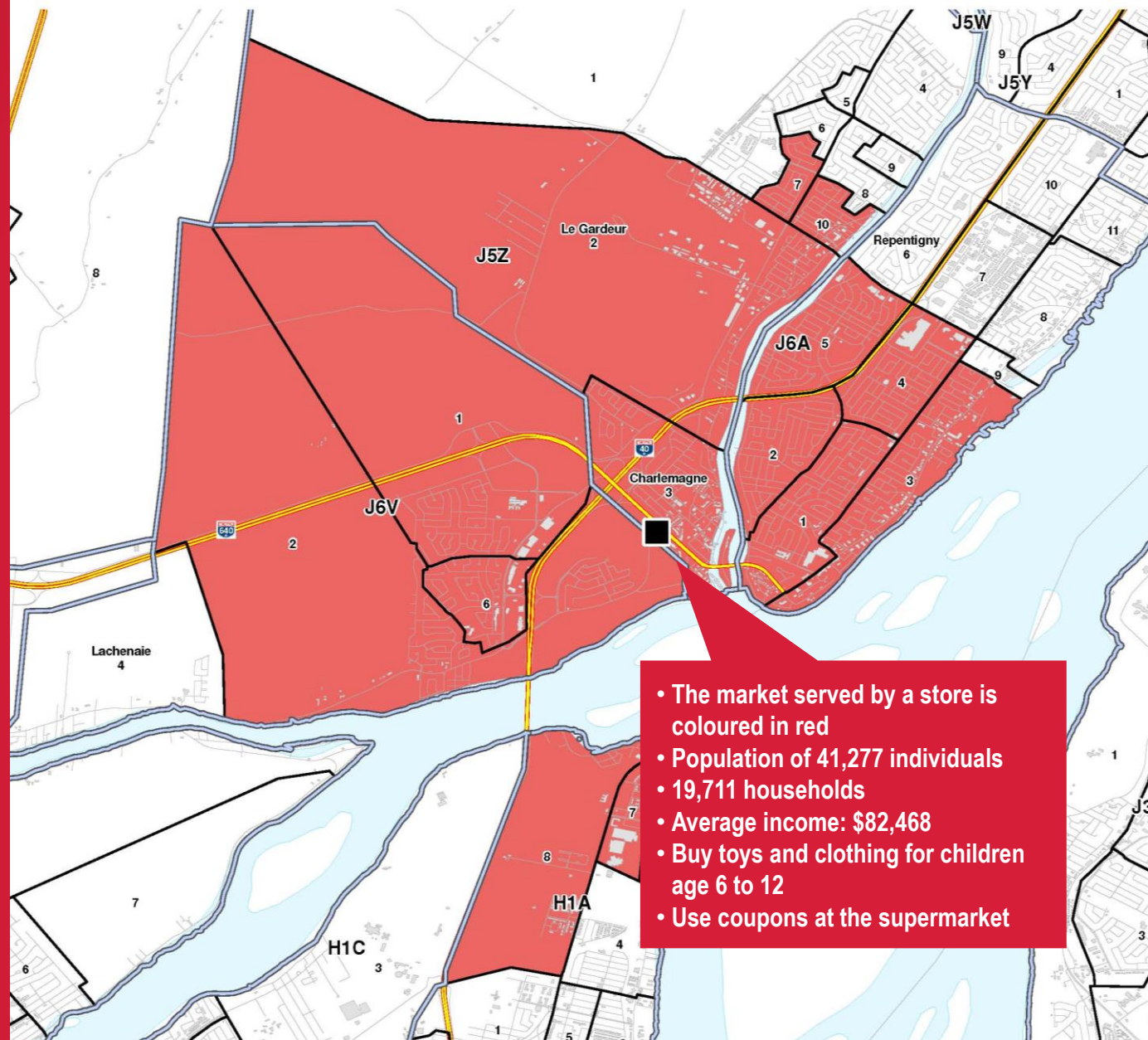


# AREA PROFILE



Enables you to find out the characteristics of consumers living in a market you wish to develop.

# AREA PROFILE

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**THIS TYPE OF ANALYSIS DRAWS A COMPREHENSIVE PORTRAIT OF THE CUSTOMER BASE IN ANY GIVEN TERRITORY BY COMPARING IT WITH REGIONAL OR NATIONAL AVERAGES.**

Data analysed includes:

- Socio-demographic characteristics (baseline analysis)
- Consumer habits
- Lifestyle
- Media profile
- Presence of competitors

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When you're looking to expand to a new market, performing this initial step helps you:

- Make an informed decision based on solid data
- Divide the market into territories (sales, stores, services, etc.)