Customer Data Insights

Planning offline service and marketing activities – insights from spatial data

A B2C eCommerce player in a commoditized market wants to better understand its regional market shares to plan offline marketing and service activities.

Challenge

The client is a **B2C eCommerce company** operating in a highly commoditized market environment. Competition is extensive with a plethora of players active in the market and first signs of consolidation of companies. Even though sales take place online, there is offline service and advertisement to reach regional customers. Currently, the client has no understanding of regional market shares, which would be useful to better plan its offline activities.

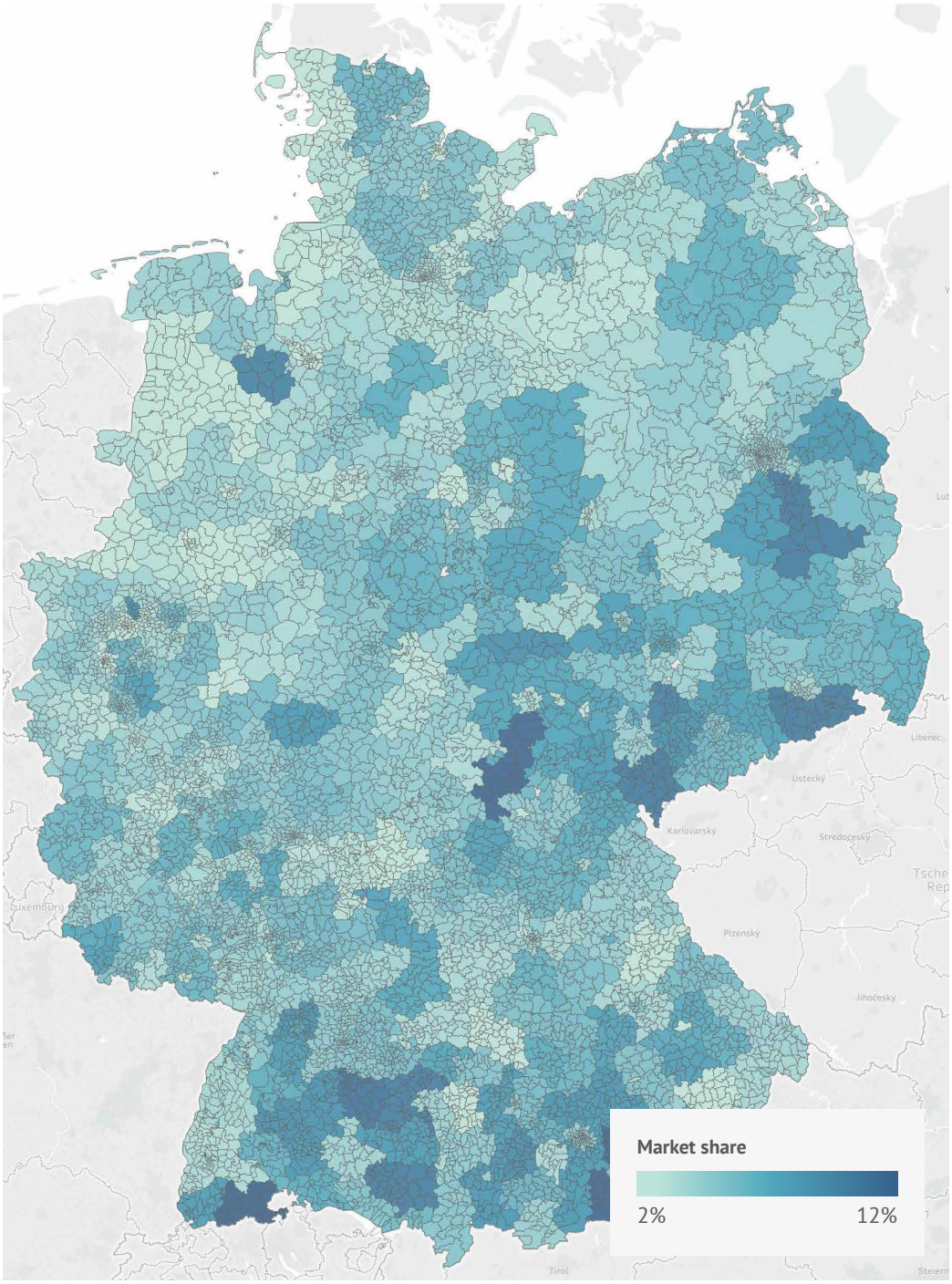
Solution

In order to estimate **regional market shares** we combined spatial data from various sources. On the one hand, client data was aggregated at a regional level to analyze sales on zip code level. On the other hand, publicly available data was used to **estimate regional market sizes.** This step has to be tailored to the specific market conditions.

Some examples include:

- **Tires:** Estimate by publicly available car registrations (Kraftfahrt-Bundesamt).
- **Consumer products:** Estimate with disposable income as proxy for consumer purchasing power (Statistisches Bundesamt).
- **Health insurance:** Estimed by using total population as proxy (Statistisches Bundesamt).

The data was then matched using a conversion table. Resulting market shares were analyzed at the segment level and **visualized in a map** (see example below).



Results

The insights from various spatial analyses can now be employed directly to **plan offline activities** and easily **connected to other public datasets** (e.g., socio-economic data) to better understand drivers of regional market shares.

Contact

Prof. Dr. Andreas Engelen
Heinrich-Heine-Universität Düsseldorf
engelen@customer-data-insights.de

Dr. Bastian Winkenbach
Venimeco Consulting GmbH
winkenbach@customer-data-insights.de