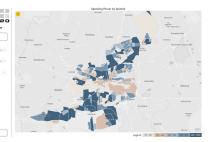
Eighty20 Suburb Profiler



The Suburb Profiler is a powerful geospatial dataset providing deep insights into the demographics and profile of consumers by South African sub-place. The Suburb Profiler maps each suburb to South Africa's most comprehensive view of all South African adults, the Eighty20 National Segmentation (ENS).

The Suburb Profiler can be consumed as a set of dynamic online dashboards or flat files. Clients are also able to map their own customer data as attributes to give an even richer view of location-based insights.

Online Map View



Online Table View

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Why is the Suburb Profiler so valuable?



Easy-to-use Location Insights

Obtain South Africa's richest view of consumers mapped to sub-place, with over 200 profiling variables ranging from demographics and asset ownership to retail, financial, credit, digital and media consumption



Data Enrichment

Augment your existing internal data by matching sub-place profiling variables to your stores' catchment areas or your customers, using address data or imputed residential location



Find Growth in Current Locations

Understand your customer penetration in areas where you have an existing presence and use insights to increase market share, guide product ranging and servicing to meet customer needs and preferences



Find Growth in New Locations

Identify and size underserved areas were your target market lives or where competitor brands have a higher penetration

How does it work?

The ENS is updated quarterly and geo-coded to a sub-place level. Clients can also overlay internal data, such as customer address and store location. The dataset is made available through an online dashboard or flat files.

Online Dashboard



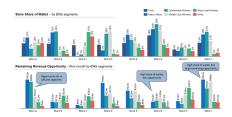
Flat File

sp_code	sp_name	mp_name	mn_name	pr_name	Income_R0	R2k	_R5k	R10k
160001001	Riprand SP	Riprand	Matzikama	Western Cape	64.88	131.49	0	
160002001	Matzikama NU	Matzikama NU	Matzikama	Western Cape	1894.67	7265.96	2736.51	1176.2
160003001	Rietpoort SP	Rietpoort	Matzikama	Western Cape	189.91	428.42	193.19	68.2
160004001	Bitterfontein SP	Bitterfontein	Matzikama	Western Cape	173.89	335.84	263.86	64.4
160005001	Numerus SP	Nuwerus	Matzikama	Western Cape	68.25	134.32	116.23	83.2
180006001	Koekenaap SP	Koekenaap	Matzikama	Western Cape	323.66	586.95	226.72	113.6
160007001	Uitkyk	Lutzville	Matzikama	Western Cape	642.27	1443	942.19	470.3
160007002	Lutzville SP	Lutzville	Matzikama	Western Cape	127.29	60.62	222.26	213.8
160008001	Ebenhaesar SP	Ebenheaser	Matzikama	Western Cape	266.88	383.28	287.43	199.5
160009001	Maskamsig	Vanityrisdorp	Matzikama	Western Cape	518.65	1625.05	1021.94	426.5
160009002	Vanrhynsdorp SP	Vanrhynsdorp	Matzikama	Western Cape	132.66	181.67	401.72	300.1
190010001	Vredendal Noord	Vredendal	Matzikama	Western Cape	2028.95	4334.7	3194.25	1234.3
160010002	Vredendal SP	Vredendal	Matzikama	Western Cape	561.38	997.88	1008.9	770.7
160011001	Strandfontein SP	Strandfontein	Matzikama	Western Cape	122.82	192.27	307.81	173.6
160012001	Klawer SP	Nawer	Matzikama	Western Cape	708.02	2269.01	1291.82	550.8
160013001	Doringbaai SP	Doringbaai	Matzikama	Western Cape	216.47	387.3	360.59	196.2
161001001	Lamberts Bay SP	Lamberts Bay	Cederberg	Western Cape	963.87	1702.35	1700.6	640.8
161001002	Malkopbaai	Lamberts Bay	Cederberg	Western Cape	42.98	60.03	88.7	82.7
161002001	Cederberg NU	Cederberg NU	Cederberg	Western Cape	1774.29	10498.67	2883.21	953.6
161003001	Graaffwater North	Graatwater	Cederberg	Western Cape	131.27	300.12	166	108.0
161003002	Graaffwater South	Graafwater	Cederberg	Western Cape	230.15	624.43	363.95	122.5
161004001	Hopland	Clanwilliam	Cederberg	Western Cape	103.77	373.65	208.95	70.8
161004002	Clarrwitiam SP	Clanwilliam	Cederberg	Western Cape	1303.11	3095.84	2004.09	986.2
161005001	Leipoldtville SP	Leipoldtville	Cederberg	Western Cape	11.95	227.7	11.73	19.9
161006001	Elands Bay SP	Elands Bay	Cederberg	Western Cape	425.28	650.8	299.24	133.0
161007001	Citrusdal SP	Citnusdal	Cederherd	Western Cane	1137.6	2920.03	2162.89	765.7

Case studies - Finding Growth using the Suburb Profiler

The Suburb Profiler has been used by numerous clients to identify and size revenue growth opportunities. Examples include the following:

1. Grow your share of wallet from existing customers



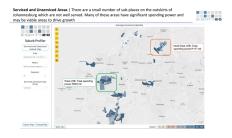
- Understand who your customers are and what they look
 like
- Determine how much of their spending power is spent with you
- Target segments that are under spending with you

2. Grow your customer base in existing stores



- · Find out where your customers are coming from
- Understand how many customers live in those catchment areas
- Identify which areas have high growth potential and the profile of shoppers in these areas

3. Grow your footprint in the right areas



- Find out which areas have customers who match your target market
- Determine how well they are serviced by your current footprint
- Identify the white space, and prioritise new location opportunities based on their potential spending power

4. Execute effective location based strategies



- Identify existing or new areas of potential growth
- Develop detailed portraits of these catchment areas
- Execute location based strategies that allow for the characteristics and behaviours of customers living in those areas



Eighty20 uses a combination of strategy, data science, research and technology to help leading brands execute customer centric strategies that are loved by customers and profitable for business.