**Objective:** A large retail chain wanted help calculating each customer’s share of wallet as well as likely households for additional spend.

**Solution:** Experian’s Custom Analytics conducted an analysis to determine the top demographic drivers of spend. These drivers were combined into distinct groups using Experian’s household level demographics:

- **Regional Life Stage Group** – Combination of the top demographics driving customer spend within last year:
  - Client Region, Household Composition, Age, Income

Once customers were segmented into distinct behavioral groups, spend distributions within each group were evaluated to calculate:

- **Potential Spend** – Amount of money spent if a customer meets their potential within a year. Defined as the 80th percentile of spend within a customer’s Life Stage Group.
- **Share of Wallet** – A customer’s percentile spend within their Life Stage group. This key metric was calculated as a customer’s current spend divided by their potential.

**Results:** Customers with a total of $1.6 billion in unfulfilled potential were identified along with ways to understand and influence each customer’s spending behavior.