

Case study

Large retailer

OBJECTIVE: A large retailer was experiencing unexplained declines in sales from a top area and wanted to understand both, why and how to adapt their strategy

SOLUTION: Experian's Custom Analytics team utilized historical ConsumerView data to study the changing demographic trends at within the retailer's footprint

- **Historical Trends:** Aggregated and trended ConsumerView data over time, beginning from 2016 through 2019
- **Fundamental Changes:** Identified how Mosaic segments grew and shrunk within their geographic footprint

RESULTS: Our analysis found key shifts within their customer base for Chicago's Gold Coast:

- **Young City Solos (-2%):** One of their highest purchasing Mosaic segment had declined
- **Power Elite (+5%):** A more established Mosaic segment with limited opportunity for sales growth, contributing to lower future sales
- **Expansion Opportunity:** Analysis uncovered a new market with growth opportunity in the key segment, **Young City Solos (+6%)**. This presents an market expansion opportunity that will offset changes in Chicago's performance

Gold Coast Chicago (2016 – 2019)



Arlington, VA (2016 – 2019)

