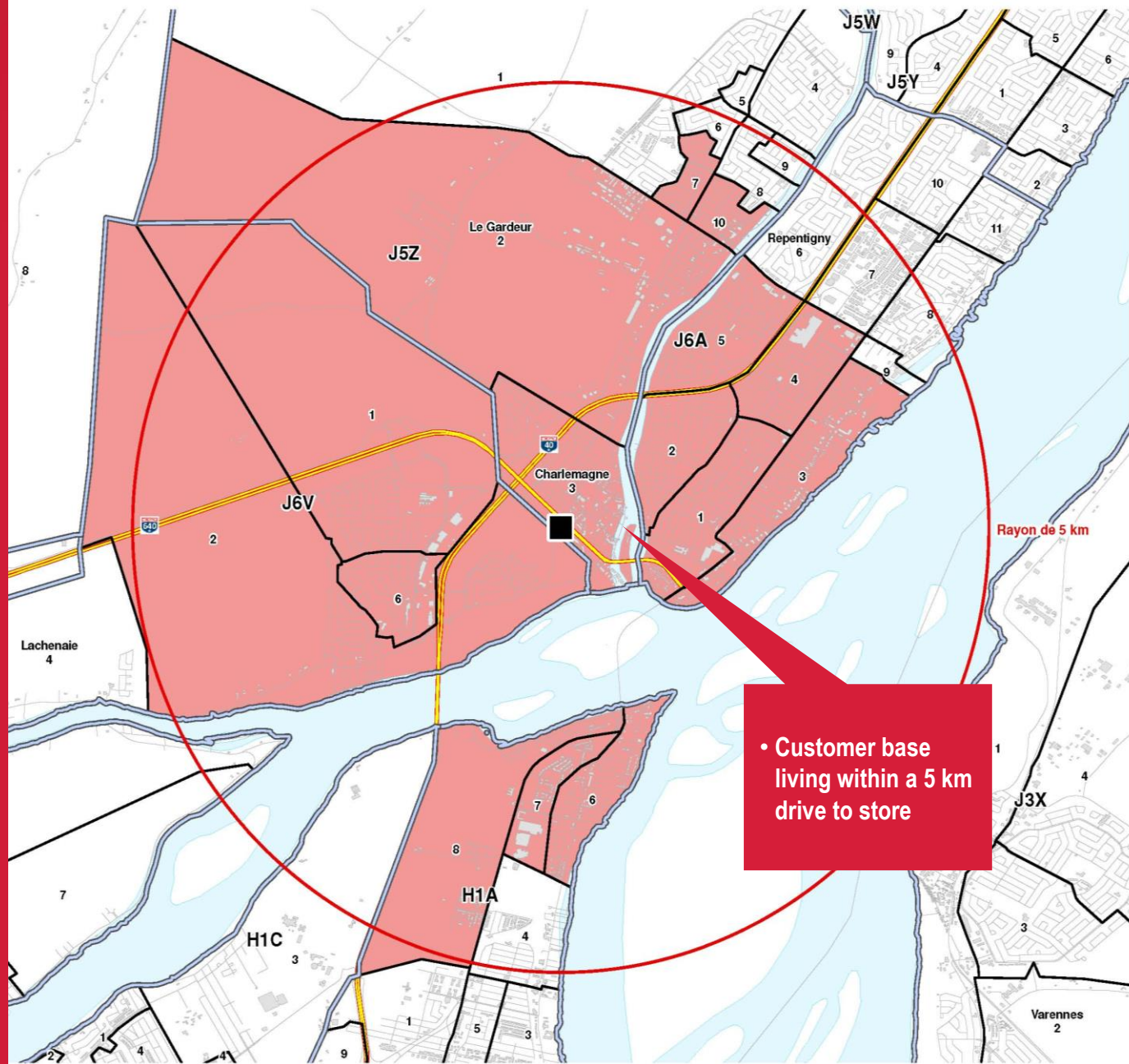**GEOGRAPHIC TARGETING**

- Customer base living within a 5 km drive to store

Marks off shopping areas, taking distance and physical obstacles into account.

GEOGRAPHIC TARGETING

THIS TYPE OF ANALYSIS HELPS DEFINE THE AREA WHERE MOST OF THE CUSTOMER BASE OF A BUSINESS LIVES.

Takes into account a variety of factors:

- Geographical distance
- Travel time by car
- Differences between urban and rural economic regions
- Economic hubs
- Location of competitors
- Etc.