



ATLAS
MAPPING®



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Anonymised Report

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Here are some explanations of the key terms and analysis methods used in this report.

Market Penetration

Market Penetration measures how many customers use a product or service compared to the total estimated market for that product or service. In this project, this is identified by the number of customers in your territory in the target demographic of **XXX**.

Drive Time

Drive time identifies the time it's taken for all your customers to get to the venue(s) they attend. This helps to identify potential areas that can be serviced or marketed to and gives an understanding of how your customers act.

Heatmapping

Heatmapping is a colour-coded system that identifies the low to high values in your territory. These can be demographics or private business data. This report will show a mixture of images that heatmap your territory on current sales values, target demographic and potential sales values.

Super Sectors

These Postcode Sectors are deemed to contain the highest levels of unused opportunity in your area. This has been found by looking at the potential in the Postcode Sector minus what is being achieved. The higher the value in the super sector, the more it should be targeted.

* Potential market penetration and sales are estimates based on a combination of data provided by you and appropriate market data sourced by us and/or you. No guarantees are provided on data accuracy. The results you achieve may vary.

The aim of this project is to show how you are currently trading in your territory and where the highest areas of untapped potential growth are located.

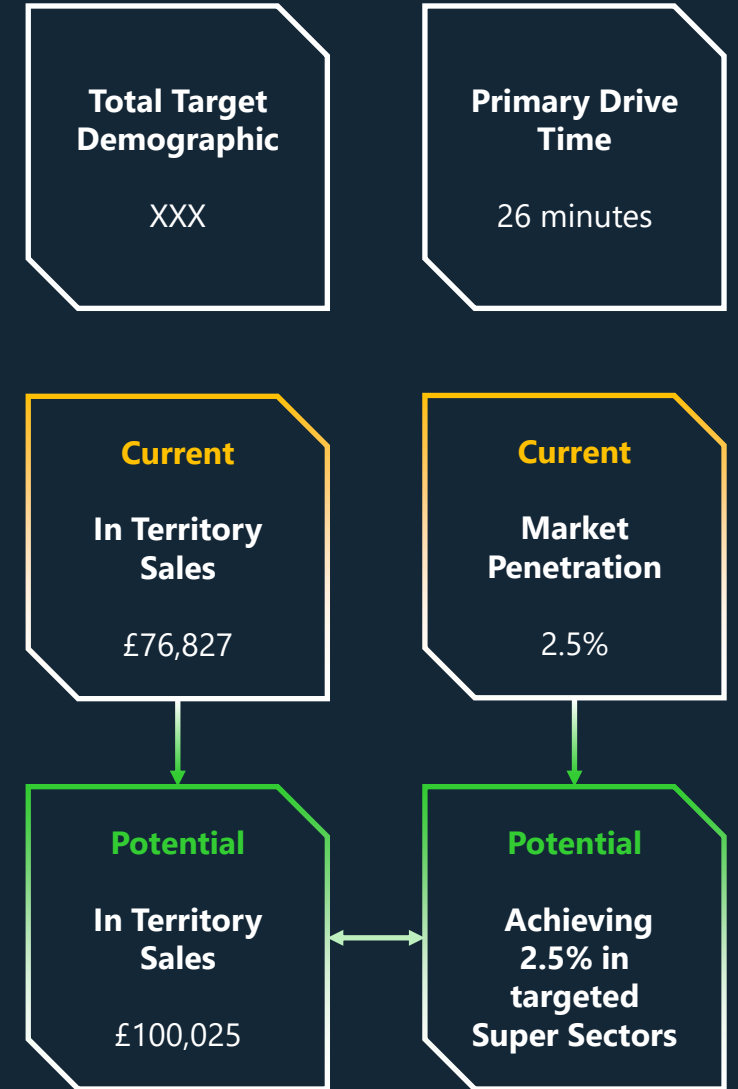
To achieve this, we've looked at all your customer and venue data for **12 months** and then focused on what's located in your territory. **73.5%** of your revenue and **68.6%** of your customers are contained within your territory.

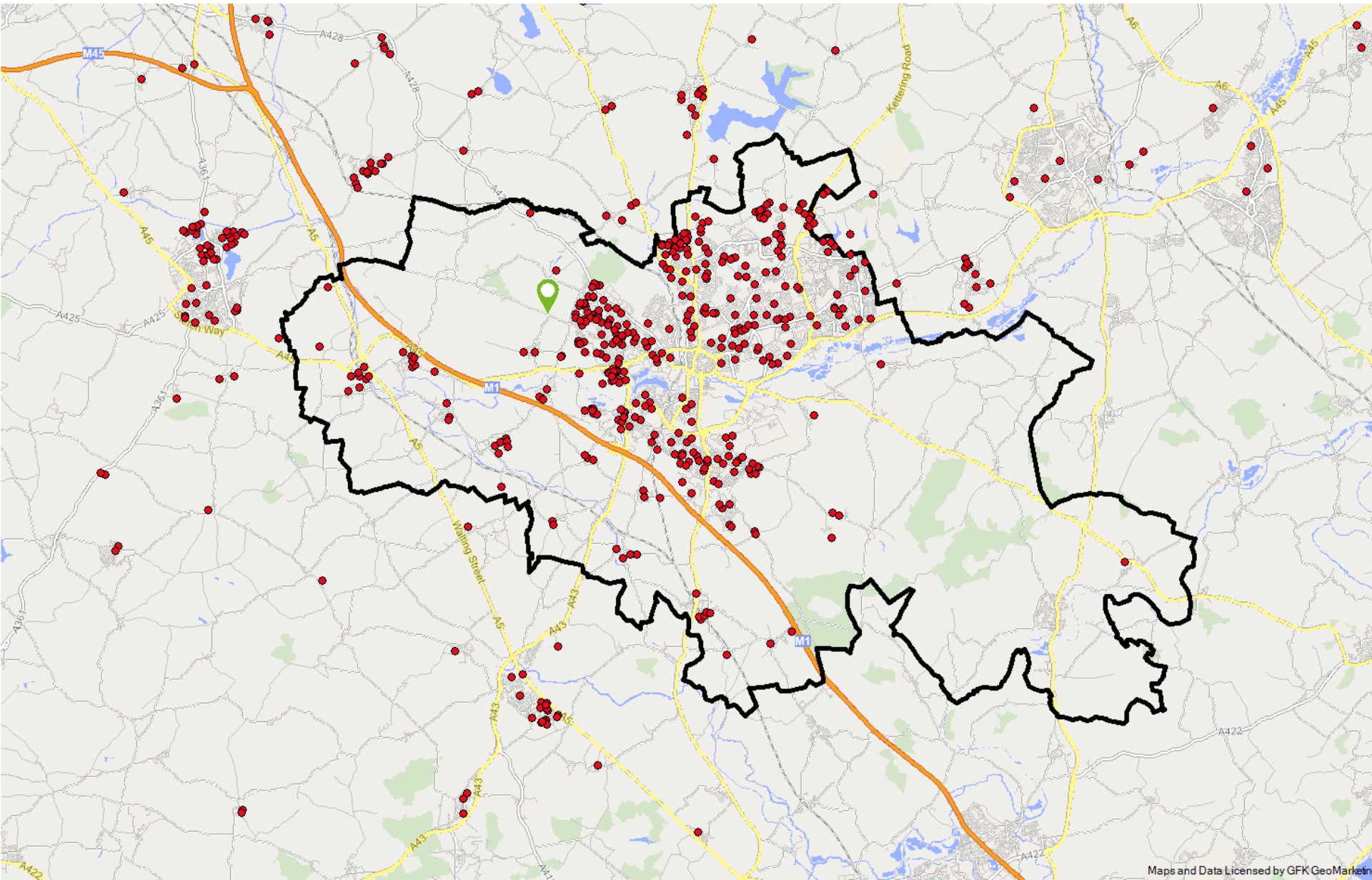
Your customers' average drive time is **13 minutes**, and just over **90%** live within a **26-minute** drive time from one of your venues.

We've highlighted 10 Super Sectors in your territory. These 10 sectors contain approximately **XXX** of your target age group of **XXX**, which equates to a potential additional revenue of **£23.2k** based on your current market penetration of **2.5%**.

Achieving **2.5%** in the Super Sectors would drive the territory market penetration up to an incredible **3.3%**.

We have highlighted the key takeaways and possible next steps for how to best harness this report's findings.





Here are your Customers and Venue.

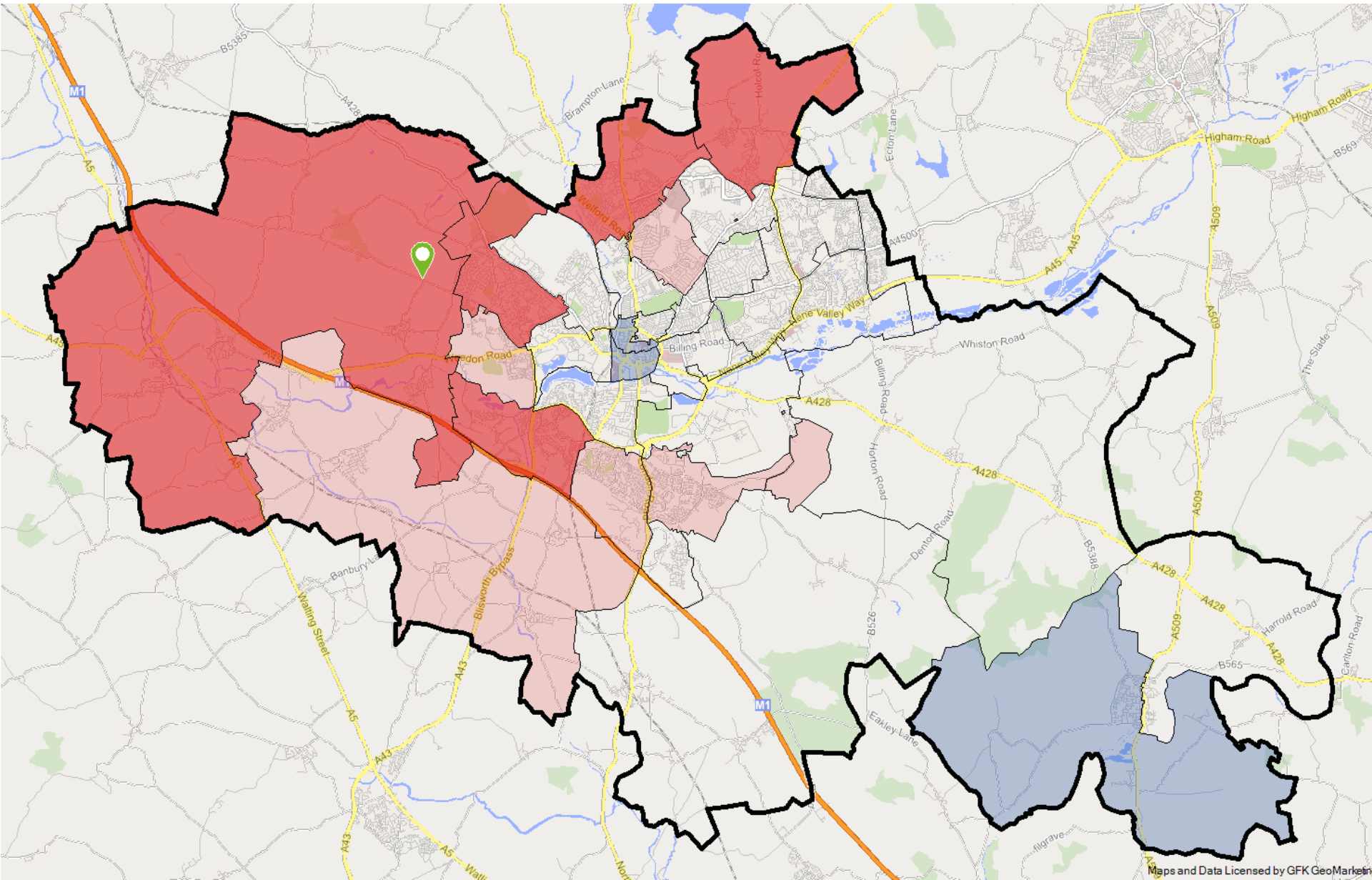
As you can see, a reasonable number of customers come from outside of the territory. The data shows that **31.4%** of your customers and **26.5%** of your revenue aren't in your territory.



Customers



Venues



This image shows the zero, average, above average and top sales values in your territory. The venue(s) have also been provided as a reference. The following colour code applies:

Blue

A sales value of £0

Transparent

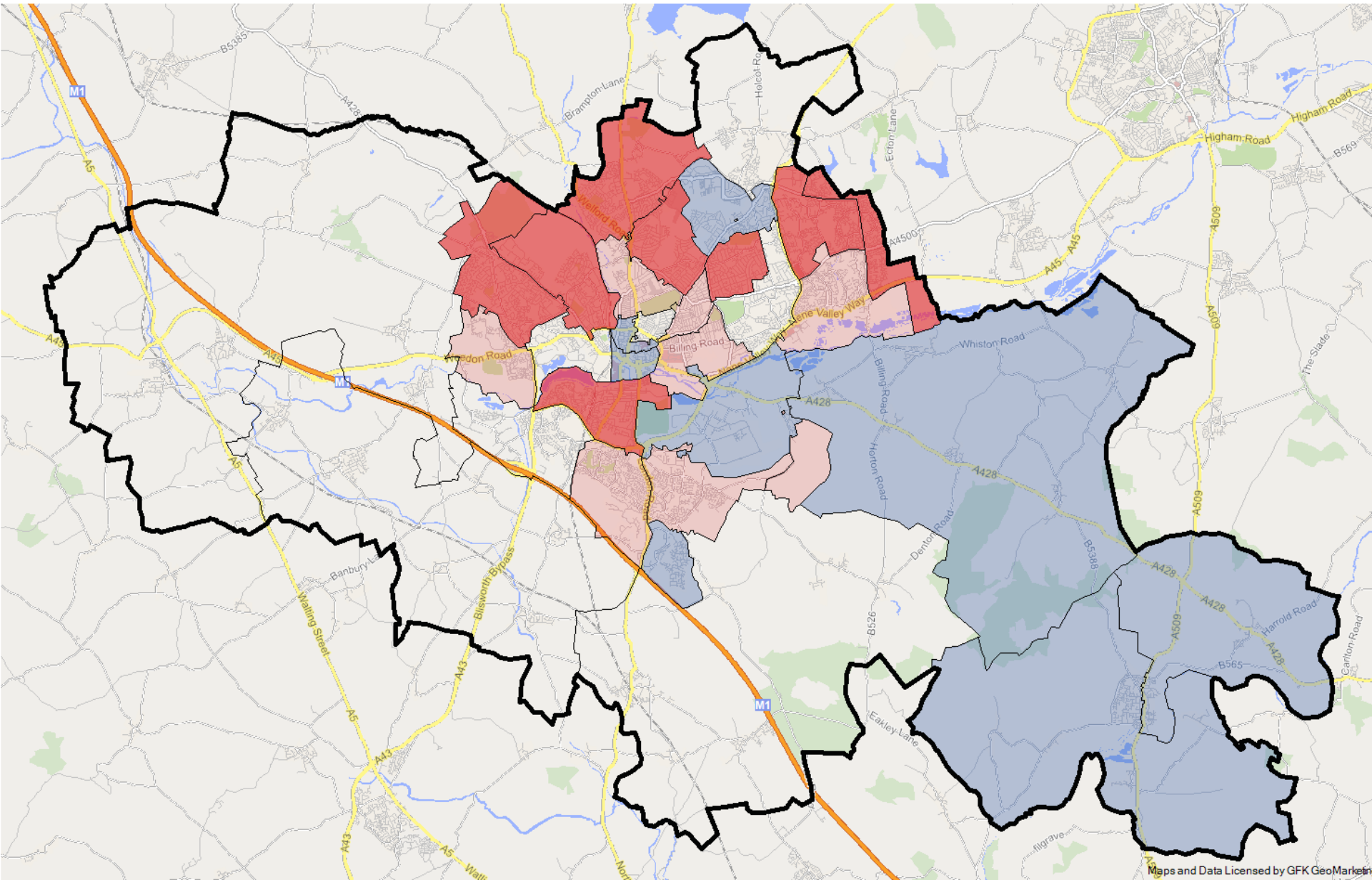
A sales value above £0 but less than the Postcode Sector sales average of **£2,478.28**

Light Red

A sales value above the average of **£2,478.28**

Dark Red

The highest sales values, which has been driven from any Postcode Sector that is achieving over **£5k**



This image shows how your target demographic is distributed across your territory.

The colour code is blue to red, representing the lowest to highest target demographic values in the postcode sectors.

Blue
Lowest

Transparent
Low to mid

Light Red
Mid to high

Dark Red
Highest

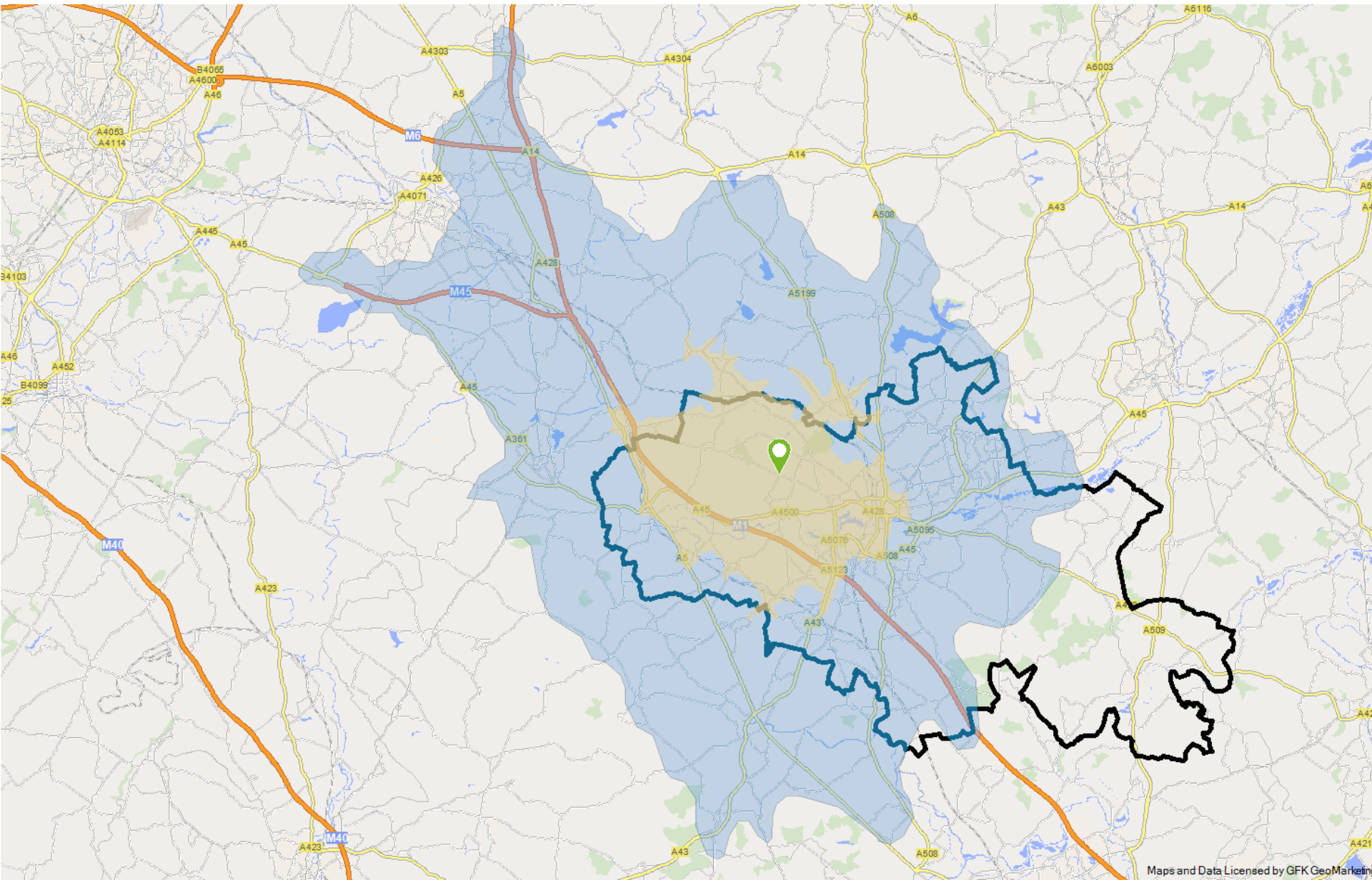
Customer Results	Customers	In Territory	% in Territory
Total Customer Value	£104,554	£76,827	73.5%
Total Customers	XXX	XXX	68.6%
			% Difference
Average Customer Value	£251.33	£269.25	7.1%
Average Customer Drivetime (Minutes)	16.5	13.3	-16.9%

Customers
In Territory
% In Territory

Shows the value of all customer data provided

Shows the value of the data that is within the territory boundary

Provides a percentage of the data that is within the territory



The average drive time for your customers is **13.3 minutes**.

Here is an image of your Venue with a **26-minute** and a **13-minute** drive time zone.

Just over **90%** of your customers are contained within the **26-minute** drive time zone, and **33%** are within the **13-minute** drive time.



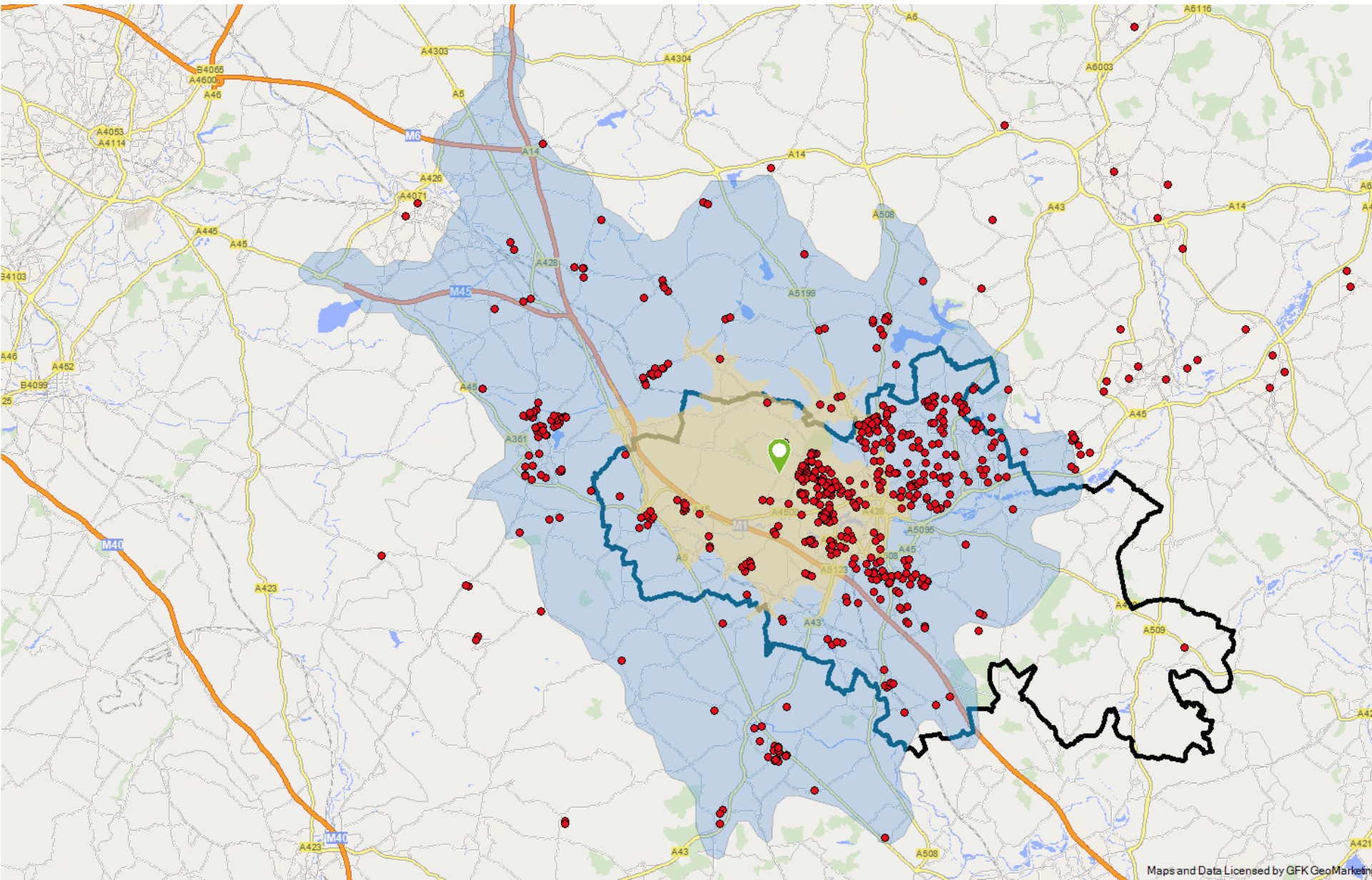
13-minute drive time







26-minute drive time

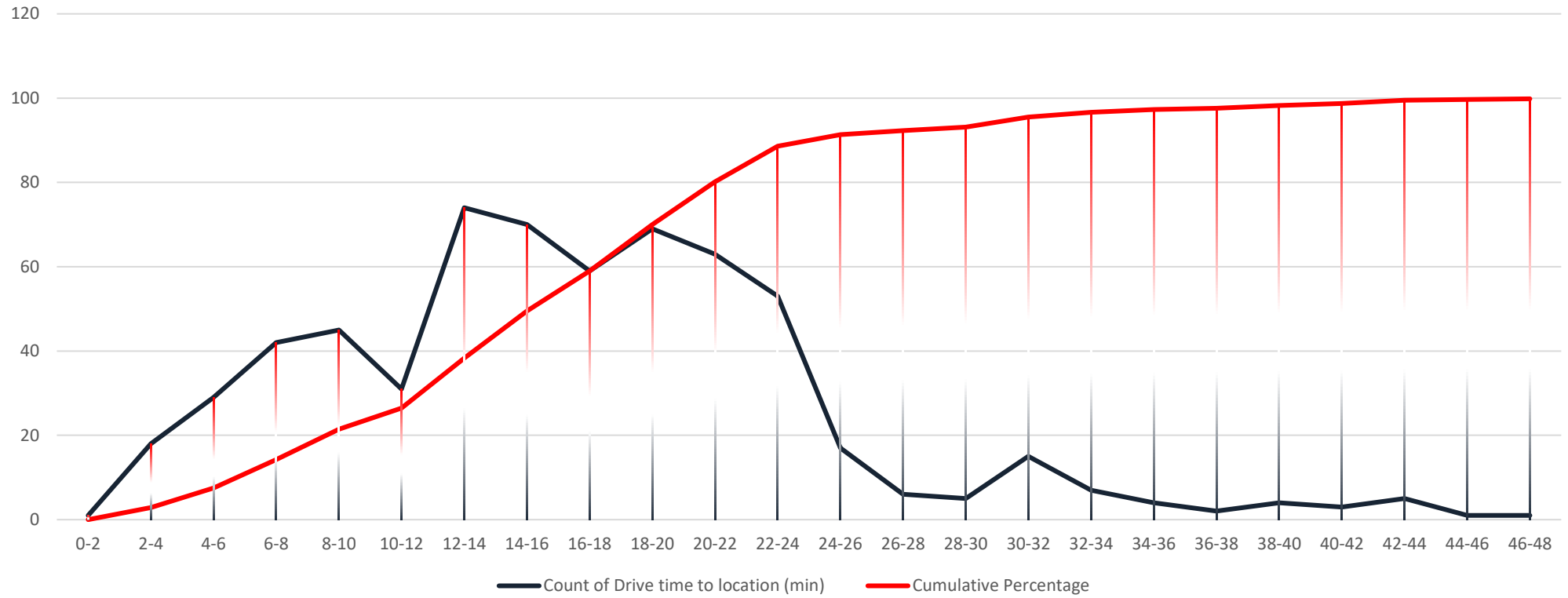


Venues



Adding your customer locations, you can see the spread outside of the territory.

-  13-minute drive time
-  26-minute drive time
-  Customers
-  Venues



Drive Time	
% of Customers in a 10-minute Drive Time	21.5%
% of Customers in a 20-minute Drive Time	70.0%
% of Customers in a 30-minute Drive Time	93.1%

Market Potential			
Target Demographic	In Territory		
Number of Customers	XXX		
Total Sales	£104,554		
Your market penetration	2.5%		
Potential Market Penetration	New Total Sales	Value Increase	Required Additional Customers
2.60%	£79,956	£3,129	17
2.70%	£83,031	£6,204	35
2.80%	£86,106	£9,280	52
2.90%	£89,182	£12,355	69
3.00%	£92,257	£15,430	86
3.30% Targeted Super Sector Improvement	£100,025	£23,199	129

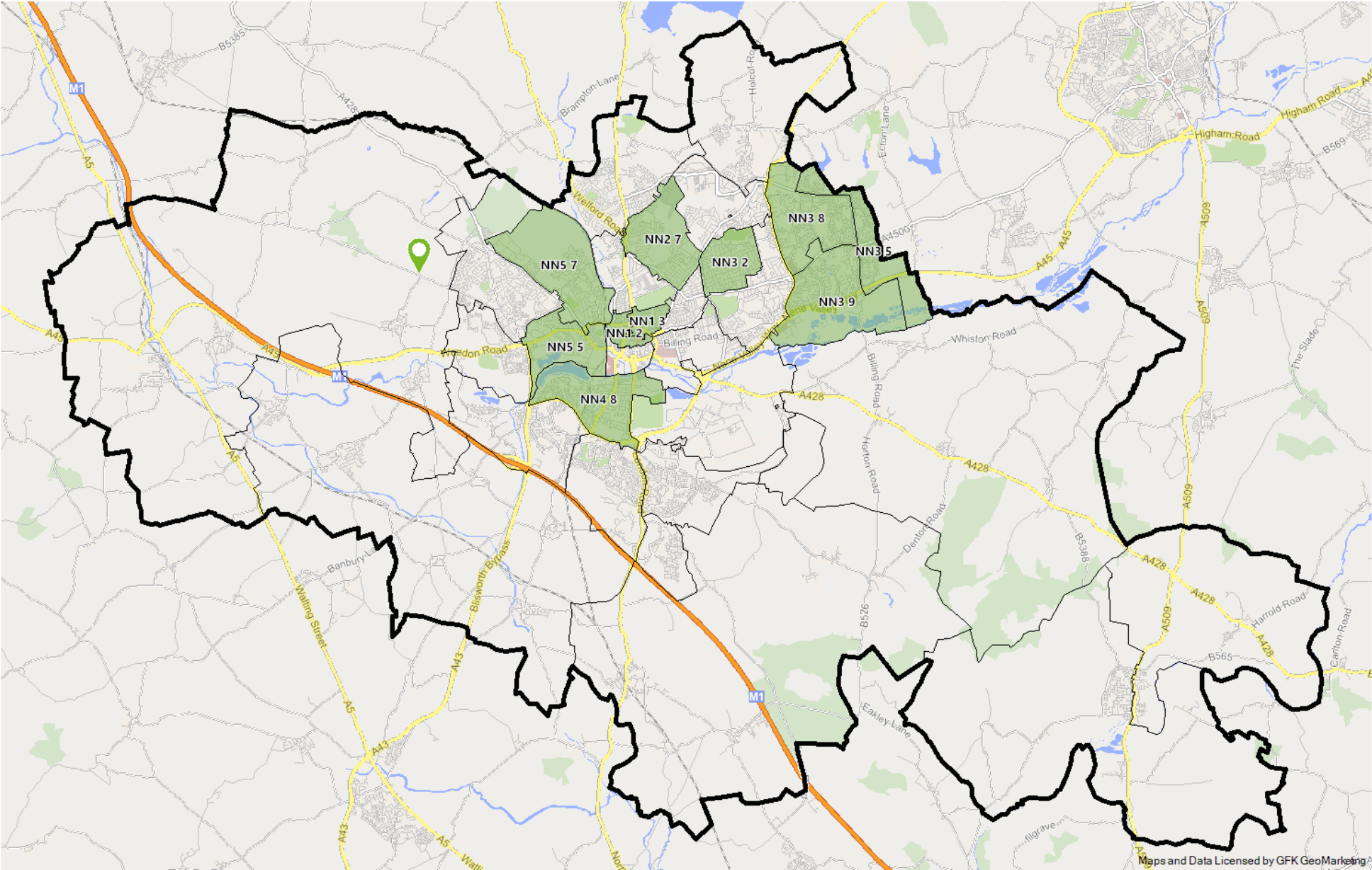
Postcode Sector	Target Demographic	Current Revenue	Potential Sales on Existing Market Penetration	Potential vs Current Revenue Difference	Super Sector Ranking
NN3 8		£455	£3,812	£3,356	1
NN4 8		£599	£3,070	£2,471	2
NN5 7		£669	£2,401	£1,731	3
NN1 3		£277	£1,543	£1,266	4
NN5 5		£342	£1,558	£1,216	5
NN3 5		£1,846	£3,037	£1,191	6
NN2 7		£830	£2,021	£1,191	7
NN3 9		£795	£1,869	£1,074	8
NN1 2		£1,207	£2,212	£1,005	9
NN3 2		£0	£963	£963	10
TOTAL		£7,019	£22,485	£15,466	

The full breakdown of the Super Sectors is in the Excel Report in the Territory Data worksheet. You can also see the top 10 in the Super Sectors worksheet.

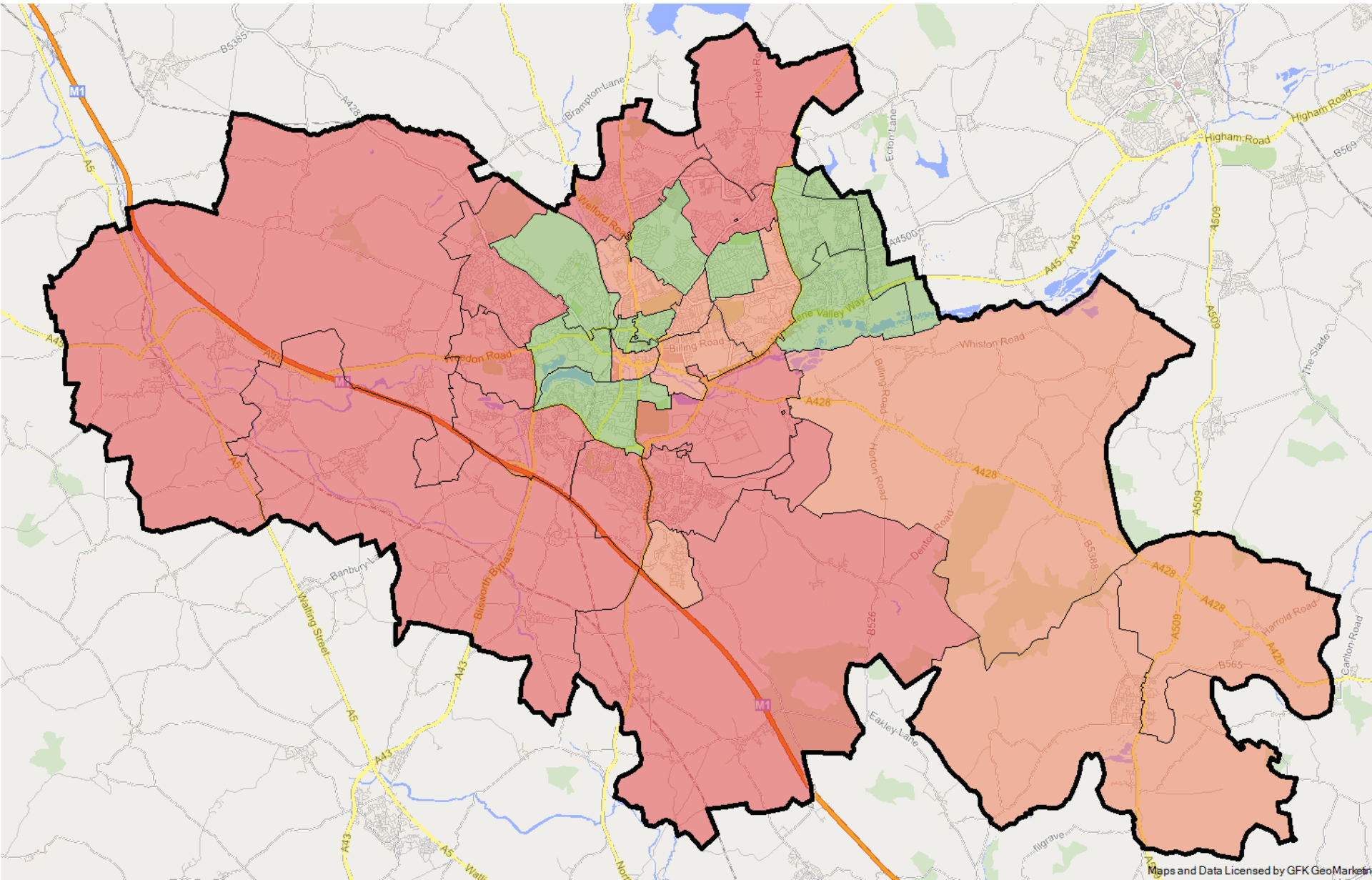
The **Potential Sales on Existing Market Penetration** looks at the sales that can be generated in the postcode sectors if your average market penetration of **2.5%** is achieved.

The **Potential vs Current Revenue difference** looks at the untapped revenue in the postcode sectors. This is the foundation for the Super Sectors.

If you achieve **2.5%** market penetration in your Super Sectors, your entire territory market penetration would improve to **3.3%**.



This shows your Super Sectors alongside your venue.

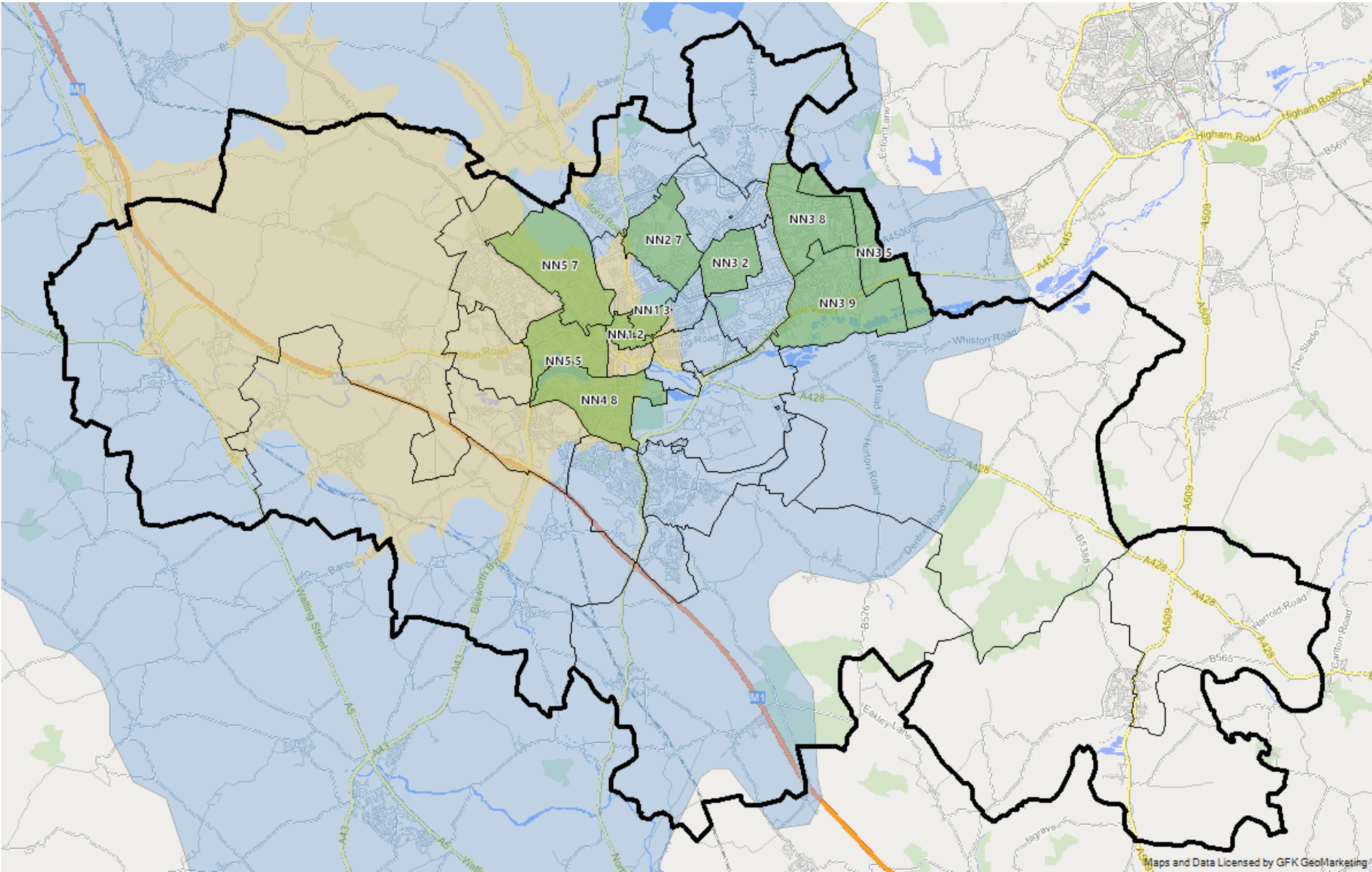


This shows where you're working best and where you need to be target.

Red
Postcode sectors where sales exceed potential

Amber
Postcode sectors where there is greater potential than sales, but lower than the top 10

Green
Top 10 Super Sectors



This shows your hotspots of the top 10 Super Sectors against the **13-minute** and **26-minute** drive time zone.

Now that you know how this territory operates and where the potential is located, we've included some considerations below on how to harness this knowledge.

The key piece of information from this report can be utilised to make a large improvement by simply increasing the market penetration in your 10 Super Sectors to the current penetration of **2.5%**. This will mean that you achieve a market penetration of **3.3%** and hopefully keep more of the sales secure within the territory and increase them by potentially **£23.2k**.

The average customer value of the customers within the territory is **7.1%** higher than the total customer average value. If the average customer value can be increased, this will in turn increase the revenue.

Next Steps

With the data and metrics showing you the territory's potential, you can now make data-driven decisions on operations, marketing and location planning or hunting. Alongside this, you know how much that opportunity is worth as a pound value so can put this to use for budgeting moving forward.

We recommend resupplying this data in the future to identify the performance improvements. We would love to hear how you use the report for your operational or marketing efforts. Let us know and let's refresh the data to see if the goals have been achieved and any other changes in performance.

If you have any additional analysis requirements, please let us know.

On the following page, we've provided some key suppliers and friends to help you get the most from this project's findings.

How can you make the best use of what we've found?

We might be the experts on data and territories, but we are not experts in sales and marketing, or leadership coaching and advice. However, we have some friends who are! Our trusted and renowned friends would love to chat and help you make the most of this project's findings and more. If you're interested, please reach out to them by clicking on their company logos below.

Our friends!

We're lucky enough to have so many friends we can't fit them on one page. [Click here to see them all.](#)



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