

DISTANCE DECAY

Within ENVISION5, you can create a Distance Decay analysis. Distance Decay is a geographical term which describes the effect of distance on spatial interactions. The Distance Decay shows the distribution of your customers around a location and can be used to help determine whether creating a new custom Trade Area is warranted for conducting customer analysis. It helps answer the following types of questions:

- What percentage of my customers live within 5 miles of my store location?
- What size should my trade area be for this location, based on where my customers live?
- How far do my customers travel to get to my store?

The Distance Decay counts customers within 50 bands, or rings, around a location. By default, the rings are measured in 1 mile increments, but that can be changed at either the Account or Workspace level. You can also set the Distance Decay to be measured in increments of time.

The Distance Decay can be run on all your customers or just on specific customers that are associated with a specific location. In order to perform the latter, you must have an ID field in the location file that matches an ID field your customer file. This field is referred to as Location ID in ENVISION5. The Location ID fields in both files must contain the same data and be in the

same format in order for ENVISION5 to join the two files together to do the analysis properly. The Location ID field must be specified for both the customer file and location file when you are importing them for the first time. The Location ID field cannot be chosen after the fact. (For more information about importing files, please see the appropriate QuickStart documents in the Help/Support section in ENVISION5.)

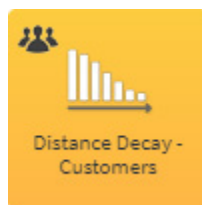
You can run the Distance Decay using a customer file and a single location or series of locations. Without a Location ID, this will assume all the customers are associated with all locations.

Note: If your customer file does have a location ID, but your location file DOES NOT, the Distance Decay analysis will fail.

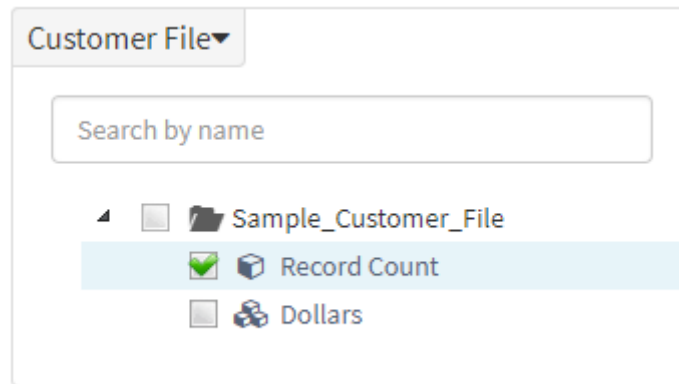
To subset your list of customers, you can use a customer filter. For more information on this, please see the QuickStart document about Customer Filters in the Help/Support section in ENVISION5.

The steps are the same whether you have a Location ID specified or not.

1. Click the Distance Decay tool.



2. Select the customer file by clicking the box next to its **Record Count**.



3. Select a location, or more than one location, by clicking the check mark next to it.



These locations will be used as the starting point in the distance measurement to each customer.

4. Select a Benchmark for the analysis by clicking the check mark next to it.

The benchmark will serve as a filter of sorts and only factor in the customers found within that benchmark. For example, if you select a city as your benchmark, only the customers found within the boundaries of that city will be used for the Distance Decay analysis.

5. Click Create Dashboard.

Create Dashboard

The Distance Decay results are now available in the Results list in ENVISION. For more information on how to interpret the results, please see the How to Read document about Distance Decay in the Help/Support section in ENVISION5.

