

MobileScapes Trend — Consumption — USA

Provides the ability to select a single geofence and create a trend report for two separate time periods.

This report can be used to compare key expenditure variables for a time series analysis.

Note: Your current time period selection will always appear to the left of the comparison time period in the output.



The name of the **Geofence** and the **Customer Level**, and the database from which your **variables** are selected. The **Customer Level** can be represented by either **Visits** or **Visitors**.

Visitors: The number of distinct and unique devices that entered the geofence in the requested time range, regardless of how often they visit.

Visits: The number of times the device entered the geofence, no matter how many visitors make up those visits.

MobileScapes Trend - Consumption Variables | Customers

Geofence: Brooklyn 1

Customer Level: Unique Visitors

Variables: Consumer Buying Power™ - 843 variables

	2022-07-01 - 2022-08-31		2021-07-01 - 2021-08-31		Trend	
	Consumption Unit Average	% Comp	Consumption Unit Average	% Comp	Consumption Unit Average % Change	% Comp Point Change
Alcoholic Beverages						
Alcoholic beverages	745.44	100.00	757.49	100.00	-1.59	0.00
At home	452.41	60.69	459.41	60.65	-1.52	0.04
Beer and ale at home	191.83	25.73	194.63	25.69	-1.44	0.04
Whiskey	34.74	4.66	35.21	4.65	-1.33	0.01

Here, **34.74** represents the average dollars spent by those who visited (between July 1—August 31st, 2022) the geofence on **Whiskey products**. In the same time period for the previous year (July 1—August 31st, 2021), **35.21** was the average dollars spent by those who visited the geofence on **Whiskey products**.

The **Consumption Unit Average % Change** value of **-1.33%** (calculated as $34.74 - 35.21 = -1.33$) represents a decrease in the average dollars spent on **Whiskey** by those who visited the geofence between the two time periods.

The **% Comp Point Change** value of **0.01** (calculated as $4.66 - 4.65 = 0.01$) represents a slight increase in the proportion of total category dollars spent on **Whiskey** by those who visited the geofence between the two time periods.

Consumption Unit Average: The total dollars spent divided by visits/visitors to the geofence during the specified time period.

% Comp: The estimated proportion of total category dollars spent by those who visited the geofence during the specified time period.

Consumption Unit Average % Change: Percentage variance between the Consumption Unit Averages for your selected date ranges.

% Comp Point Change: The change of the proportion of the total category dollars spent between the two date ranges.

Note: The time period being analyzed can be found in the row above the Consumption Unit Average.