

HouseholdSpend — MobileScapes Trend — Canada

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**. The **Customer Level** can be represented by either **Visits** or **Visitors**.

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

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

Household

Geofence: Sample
Customer Level: Visits

	2020-08-09 - 2020-08-16		2019-08-09 - 2019-08-16		Trend	
	% Comp	Expenditure per Household, \$	% Comp	Expenditure per Household, \$	Absolute % Change	Expenditure per Household % Change
Real Estate						
Total non-current consumption	100.00	5,965.93	100.00	8,088.17	0.00	-26.24
Improvements and alterations to owned principal residence	52.93	3,157.59	45.45	3,675.97	7.48	-14.10
Exterior additions or extensions	4.16	247.89	3.31	267.69	0.85	-7.40
Interior additions or extensions	1.62	96.76	1.64	132.49	-0.02	-26.97
Renovating/remodelling of rooms	23.88	1,424.79	19.87	1,606.83	4.02	-11.33
Finishing the basement						
Concrete basement floor						
Insulation						
Fences, driveways, patios, swimming pools, hot tubs and major landscaping projects						
Complete re-roofing						
Eavestroughing						
Exterior walls, siding, soffits, fascia, chimneys and foundations						
Windows and exterior doors						
Interior windows and doors						
Hard surface flooring						
Plumbing fixtures and equipment						
Septic systems and wells						
Heating and/or air conditioning equipment						
Home Security Devices						
Central vacuums						
Other						

Here, **23.88%** represents the estimated proportion of total category dollars spent by those who visited (between August 9th –16th, 2020) the geofence and engaged in **Renovating/remodelling of rooms**. In the same time period for the previous year (August 9th–16th, 2019), **19.87%** of the estimated proportion of total category dollars was spent by those who visited the geofence and engaged in **Renovating/remodelling of rooms**.

The **Absolute % Change** value of **4.02%** (calculated as $23.88 - 19.87 = 4.02$) represents an increase in the proportion of total category dollars spent by those who visited the geofence and engaged in **Renovating/remodelling of rooms** between the two time periods.

The **Expenditure per Household % Change** value of **-11.33%** (calculated as $(1,424.79 - 1,606.83)/1,606.83$) represents a percent decrease in dollars spent per household by those who visited the geofence and engaged in **Renovating/remodelling of rooms** between the two time periods.

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

Expenditure per Household, \$: The dollars spent on the variable for the households who visited the geofence during a specified time period.

Absolute % Change: The percent difference in the estimated proportion of total category dollars spent by those who visited the geofence between the time periods by variable. Red cells indicate a positive change while blue cells a negative change.

Expenditure per Household % Change: The percent difference between the dollars spent on the variables by those who visited the geofence between the two time periods. Red cells indicate a positive change while blue cells a negative change.

Note: The time period being analyzed can be found in the row above the Expenditure per Household, \$.