

WealthScapes — 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 financial 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.

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Geofence: Sample

Customer Level: Visits

	2020-08-09 - 2020-08-16		2019-08-09 - 2019-08-16		Trend	
	% Comp	\$ per Household	% Comp	\$ per Household	Absolute % Change	\$ per Household % Change
Assets - Savings						
Total Savings - Balance	95.94	96,419.91	96.42	105,003.94	-0.48	-8.17
Total Savings - RSP - Balance	20.16	11,991.14	21.60	13,887.91	-1.43	-13.66
Total Savings - Non-RSP - Balance	95.75	84,428.77	96.18	91,116.03	-0.43	-7.34
Total Savings - TFSA - Balance	24.54	10,624.72	24.46	10,590.40	0.07	0.32

Here, **24.54%** represents the estimated proportion of those who visited (between August 9th –16th, 2020) the geofence and who are likely to hold a **TFSA (Total Savings-TFSA-Balance)**. In the same time period in the previous year (August 9th–16th, 2019), **24.46%** of the estimated proportion of those who visited the geofence were likely to have a **TFSA (Total Savings-TFSA-Balance)**.

The **Absolute % Change** value of **0.07%** (calculated as $24.54 - 24.46 = 0.07$) represents a slight increase in the proportion of those who have a **TFSA (Total Savings-TFSA-Balance)** and visited the geofence between the two time periods.

The **\$ per Household % Change** value of **0.32%** (calculated as $(10,624.72 - 10,590.40)/10,590.40 * 100 = 0.32$) represents a slight increase in **TFSA (Total Savings-TFSA-Balance)** dollars per household who visited the geofence between the two time periods.

% Comp: The proportion of total visits to the geofence that represents the variable during a specified time period.

\$ per Household: Average dollars for the variable for the households who visited the geofence during a specified time period.

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

\$ per Household % Change: The percent difference in the average dollars for the variable for the households who visited the geofence between the 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 % Comp and \$ per household.