

CBP — MobileScapes Trend — 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**. The **Customer Level** and **Category** 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.
Category: The Consumer Buying Power variable category for the selected report.

Consumer Buying Power - MobileScapes Trend | Customers

Geofence: Sample
 Customer Level: Unique Visitors
 Category: Current Year Estimates: Food

	2020-01-01 - 2020-06-30		2019-01-01 - 2019-06-30		Trend	
	% Comp	\$ per Consumer Unit	% Comp	\$ per Consumer Unit	Absolute % Change	\$ per Consumer Unit % Change
Current Year Estimates: Food						
Food	100.00	8,654.00	100.00	8,590.98	0.00	0.73
Food at home	58.08	5,026.39	57.95	4,978.84	0.13	0.95
Cereals and bakery products	7.53	651.24	7.50	644.27	0.03	1.08

Here, **7.53%** represents the estimated proportion of total category dollars spent by those who visited (between January 1—June 30th, 2020) the geofence and consumed **Cereals and bakery products**. In the same time period for the previous year (January 1—June 30th, 2019), **7.50%** of the estimated proportion of total category dollars was spent by those who visited the geofence and consumed **Cereals and bakery products**.

The **Absolute % Change** value of **0.03%** (calculated as $7.53 - 7.50 = 0.03$) represents an increase in the proportion of total category dollars spent by those who visited the geofence and consumed **Cereals and bakery products** between the two time periods.

The **\$ per Consumer Unit % Change** value of **1.08%** (calculated as $(651.24 - 644.27)/644.27 * 100 = 1.08$) represents a percent increase in dollars spent per household by those who visited the geofence and consumed **Cereals and bakery products** 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.

\$ per Consumer Unit: 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.

\$ per Consumer Unit % 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 \$ per Consumer Unit.