

# Retail Turnover

MB-International  
Worldwide Geodata

Retail Turnover measures the turnover of local retail trade at point of sale



**Data** - Globally consistent and comparable

## Retail Turnover

Retail Turnover measures the turnover of local retail trade. In contrast to the Purchasing Power and Retail Spending, Retail Turnover **quantifies the purchases at the consumers' place of expenditure**.

As this refers to the retail turnover available within an area it does not necessary mean that this reflects the retail spending available within the respective areas. Therefore showing the retail turnover / money spent on retail of a given area.

## Advantages of the MB-International Retail Turnover

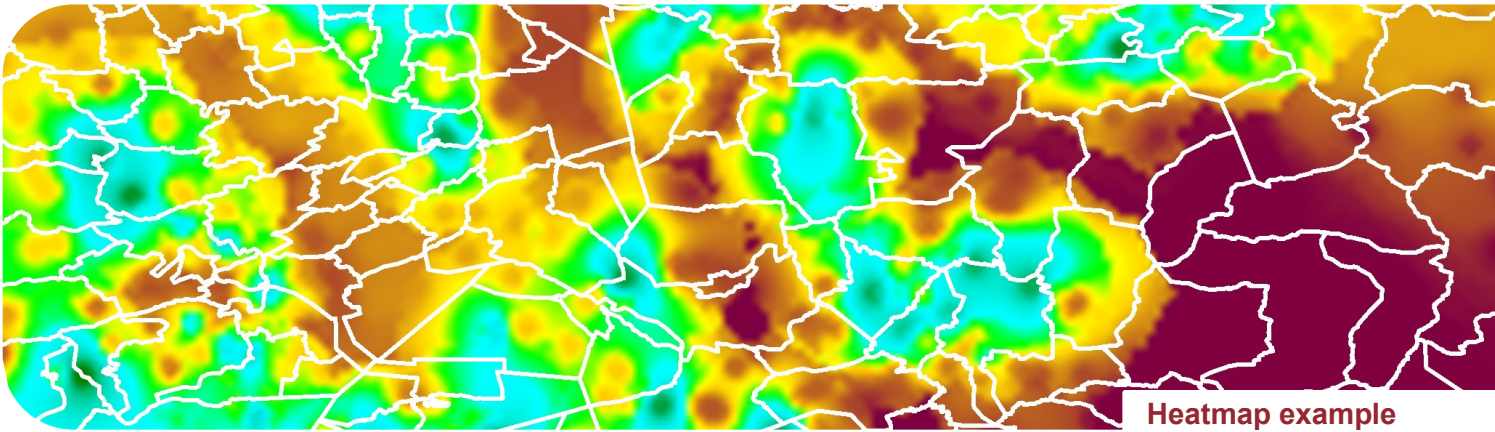
- Globally consistent and comparable
- For identifying highly frequented areas
- Ideal for benchmarking and forecasting based on current local conditions
- Our data is subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house statistical & geographical department
- The Retail Turnover allows companies to zero in on their regional markets with increased precision and accuracy
- Using our postcode or administrative boundary maps for the geographic visualization of the Retail Turnover allows for an even more effective and efficient decision-making.



**Contact us for more information on our worldwide comparable geodata offering!**

Michael Bauer International GmbH  
Greschbachstr. 12  
76229 Karlsruhe  
Germany

+49 (0)721-1618566  
info@mbi-geodata.com  
www.mbi-geodata.com



Heatmap example

#### By using MBI Retail Turnover Data you are able to:

- Quantify regional sales opportunities / market potentials
- Evaluate areas for strengths and weaknesses
- Identify unused market potential
- Set realistic local economic forecasts
- Focus locally on marketing activities
- Formulate quantified and realistic objectives
- Restructure and optimize market and sales areas

#### Global Data Levels

##### Postcode (zip) Level

Worldwide postal areas are geographic boundaries that define the geographic area for each postcode

##### Administrative Area Level

Municipality boundaries plus the higher levels like provinces and state boundaries

##### Small Area Levels

Could be subdivisions of the postcode or administrative boundaries like census areas

#### Standard Formats

##### Standard data formats

- Tab delimited file (TXT)
- KML
- Access database (MDB)
- Excel (xls)

##### Standard GIS formats for our vector boundaries

- Esri Shape file (.shp)
- Esri Geodatabase (.gdb)
- MapInfo (.tab)
- MapInfo MIF/MID

#### Accessible by API

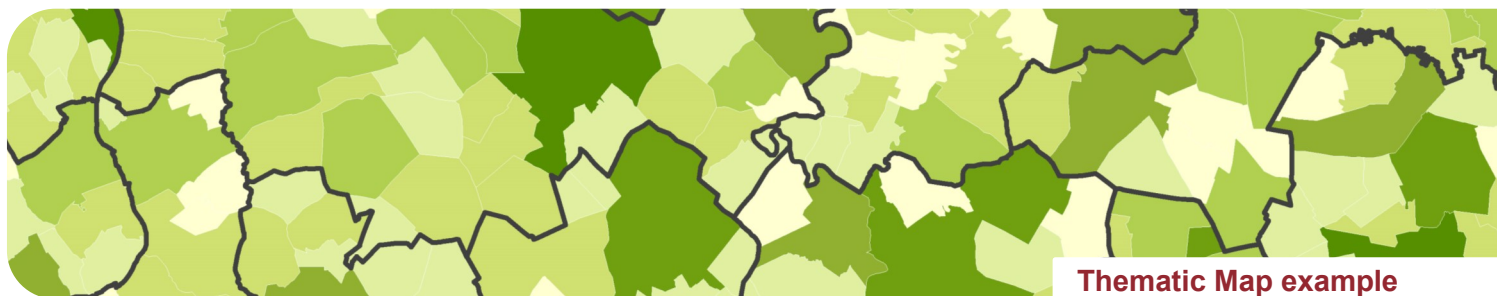
**DATA LINK Rest APIs & Platform Extensions Formats:** Use simple HTTP GET methods providing maps, sociodemographics and socio-economic data, routing, geocoding, places, positioning, traffic, transit and weather information. Platform Extensions add capabilities to the service results received from our REST APIs.



Contact us for more information on our worldwide comparable geodata offering!

Michael Bauer International GmbH  
Greschbachstr. 12  
76229 Karlsruhe  
Germany

+49 (0)721-1618566  
info@mbi-geodata.com  
www.mbi-geodata.com



**Thematic Map example**

## Layer attributes structure

Attributes of the layers have the following design layout:

CTRYCODE	Two digit country code by ISO 3166
ADMINCODE / POSTCODE / MICROCODE	Administrative code / Postal code / Micro-code
NAME	Name of area or the next higher level
P_T	Population year average: total number
P_PRM	Population year average: per mill of country
RT_MIO	Retail Turnover: million Euro
RT_PRM	Retail Turnover: per mill of country
RT_EURO	Retail Turnover: Euro per capita
RT_CI	Retail Turnover: index (country eq.100)

## Example

Admin code	Name	Population	Retail Turnover				
	Municipality	P_T	P_PRM	RT_MIO	RT_PRM	RT_EURO	RT_CI
505188	Šternberk	13.709	1,303	30,60	0,989	2.216	75,1
505587	Uničov	11.964	1,137	25,70	0,831	2.127	72,1
505927	Opava	58.294	5,542	217,98	7,047	3.715	125,9
507016	Hlučín	14.216	1,352	28,18	0,911	1.976	66,9
511382	Přerov	46.148	4,387	165,08	5,337	3.566	120,8

## Methodological Notes

To safeguard users from methodological challenges by typical work with regional data from different sources, the regional raw data (on bases of research at the national statistical offices, in some countries also regional statistical offices) were adjusted to national figures from internationally comparable data sources (UN, ILO, EUROSTAT and other international organisations).



**Contact us for more information on our worldwide comparable geodata offering!**

Michael Bauer International GmbH  
Greschbachstr. 12  
76229 Karlsruhe  
Germany

+49 (0)721-1618566

info@mbi-geodata.com

www.mbi-geodata.com