



RETAIL CENTRALITY

**GLOBALLY
CONSISTENT
AND COMPARABLE**

$$\frac{\text{Retail Turnover in \%}}{\text{Retail Spending in \%}} \times 100$$

The Retail Centrality Index describes the ability of an area to pin the Retail Spending of its population and of other areas' population down to the local retail trade. Cities having a large shopping appeal show a Centrality Index of more than 100, because they tie more Retail Spending of surrounding areas to themselves than they emit to those areas.



RETAIL CENTRALITY

MB-International
Worldwide Geodata

USE CASES

- 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



WHY MBI?

- 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 Centrality 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 Centrality allows for an even more effective and efficient decision-making.

MBI

Worldwide
Geodata

Globally consistent and comparable
Trusted partner and preferred data provider to global companies
100% GDPR conform
Uniform database - same formats, structure and developing methodology
190 countries covered

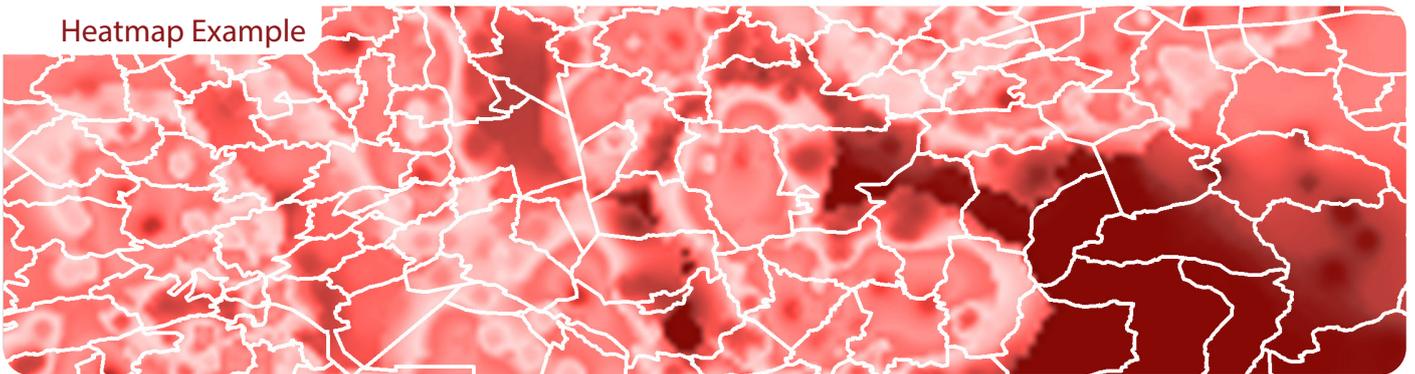
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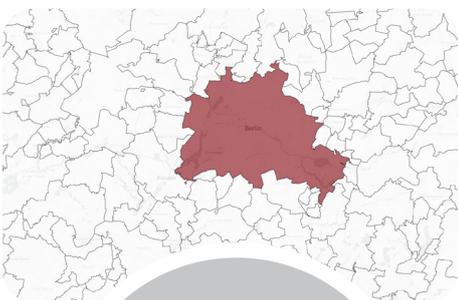
RETAIL CENTRALITY DATA SUPPORTS YOU WITH

- 📍 Valid data bases for your regional analysis
- 📍 Fast identification of economically advantageous sales areas with value figures and indices
- 📍 Identification of consumer flows (purchasing power inflow or purchasing power outflow)
- 📍 Professional planning of new locations based on their prospects of success
- 📍 Comparison of the potential of external sales territories and the objective assessment of sales performances
- 📍 Reclassification of external sales force regions according to their sales opportunities

Heatmap Example



RETAIL CENTRALITY DATA IS AVAILABLE ON THE FOLLOWING LEVELS



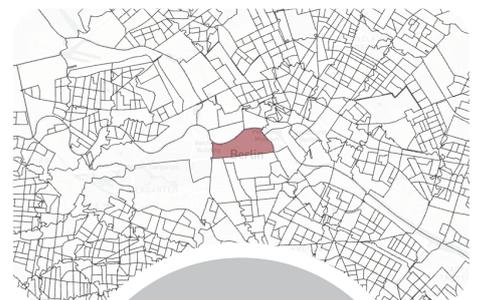
Administrative Area Level

Municipality boundaries plus the higher levels like provinces and state boundaries



Postcode Level

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



Small Area Level

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

CONSISTENT DATA AND AREA VINTAGE

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DATA FORMATS

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



GIS FORMATS

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

ACCESSIBLE
BY API



DATALINK Rest APIs & Platform Extensions Formats
Use simple HTTP GET methods providing maps, socio-demographics 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.

DATA 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
RS_MIO	Retail Spending: million Euro
RS_PRM	Retail Spending: per mill of country
RS_EURO	Retail Spending: Euro per capita
RS_CI	Retail Spending: index (country eq.100)
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)
CENTRA	Retail Centrality: index (country eq.100)

EXAMPLE

CTRY	Post-Code	Name	P_T	P_PRM	RS_MIO	RS_PRM	RS_EURO	RS_CI	RT_MIO	RT_PRM	RT_EURO	RT_CI	CEN-TRA
DE	76549	Hügelsheim	5.035	0,062	30,42	0,058	6.042	93,5	15,54	0,033	3.087	53,6	57,3
DE	76571	Gaggenau, Stadt	28.614	0,352	192,84	0,368	6.740	104,4	135,16	0,289	4.723	82,0	78,6
DE	76593	Gernsbach, Stadt	13.900	0,171	92,29	0,176	6.640	102,8	44,49	0,095	3.200	55,5	54,0
DE	76596	Forbach	4.769	0,059	30,42	0,058	6.378	98,8	11,46	0,024	2.403	41,7	42,2
DE	76597	Loffenau	2.499	0,031	16,33	0,031	6.536	101,2	8,17	0,017	3.270	56,7	56,1
DE	76599	Weisenbach	2.462	0,030	15,81	0,030	6.421	99,4	9,79	0,021	3.978	69,0	69,4
DE	76646	Bruchsal, Stadt	43.288	0,533	284,2	0,542	6.567	101,7	343,38	0,734	7.932	137,7	135,4
DE	76661	Philippsburg, Stadt	12.675	0,156	78,72	0,150	6.210	96,2	37,98	0,081	2.997	52,0	54,1
DE	76669	Bad Schönborn	12.589	0,155	83,28	0,159	6.616	102,4	52,92	0,113	4.204	73,0	71,2
DE	76676	Graben-Neudorf	11.648	0,143	76,41	0,146	6.560	101,6	45,94	0,098	3.944	68,4	67,4

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).

ABOUT MBI

MBI Office 

- 📍 Leading global data provider
- 📍 Preferred data provider & partner to leading IT & GIS companies
- 📍 One of the first global HERE Technologies Distributors
- 📍 Standardized data sets, consistent and comparable with a seamless global coverage
- 📍 Over 20 years experience in geodata and location intelligence through various industries
- 📍 MBI unites passion and scientific know-how to provide globally consistent and comparable geodata
- 📍 GDPR compliant
- 📍 Part of Michael Bauer Group, market leader for state-of-the-art and innovative market data

Karlsruhe

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CONTACT US

for more information on our worldwide comparable geodata offering!

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