

RETAIL TURNOVER

GLOBALLY
CONSISTENT
AND COMPARABLE

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



RETAIL TURNOVER

MB-International
Worldwide Geodata

USE CASES

Quantify regional sales opportunities / market potentials 📍

Evaluate areas for strengths and weaknesses 📍

Set realistic local economic forecasts 📍

Identify unused market potential 📍

Map marketing campaigns 📍

Develop expansion strategies 📍

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 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

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

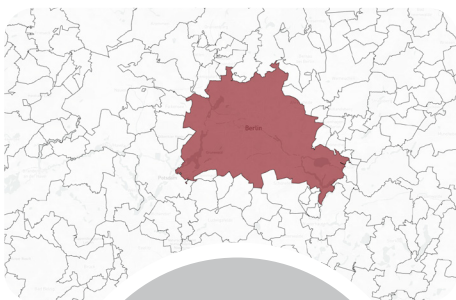
190 countries covered

RETAIL TURNOVER

MB-International
Worldwide Geodata



RETAIL TURNOVER 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

RETAIL TURNOVER

MB-International
Worldwide Geodata

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

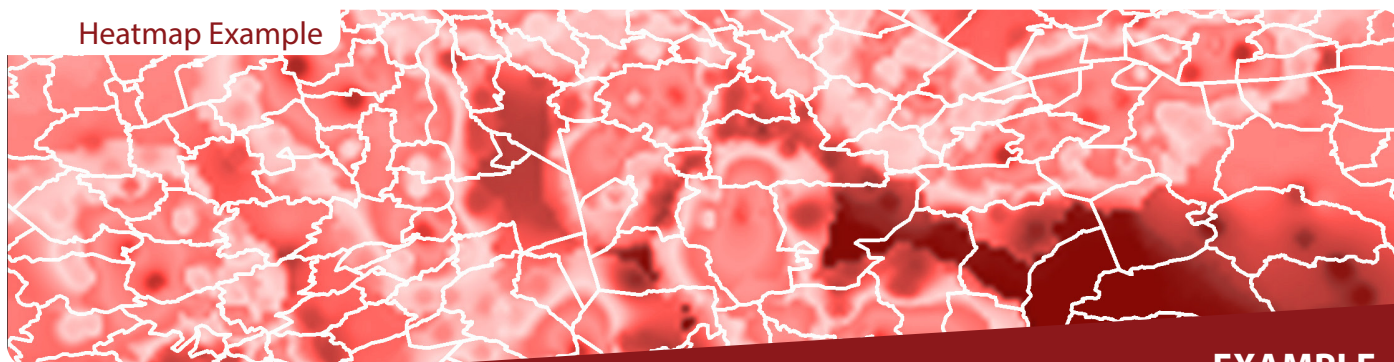
Attributes of the layers have the following design layout:

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 |
| 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) |

Heatmap Example



EXAMPLE

| Admin Code | Name | Population | Retail Spending | | | | |
|------------|--------------|------------|-----------------|--------|--------|---------|-------|
| | 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).

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

Created with ©HERE



CONTACT US

for more information on our worldwide comparable geodata offering!

Michael Bauer International GmbH

Greschbachstraße 12
76229 Karlsruhe
Germany



+49 (0)721-1618566



info@mbi-geodata.com



www.mbi-geodata.com

