Retail Centrality

Retail Centrality shows shopping appeal of an area

Data - Globally consistent and comparable

Retail Centrality Index

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.

$$\text{Centrality Index} = \left(\frac{\text{Retail Turnover in ‰}}{\text{Retail Spending in ‰}}\right) \times 100$$

Advantages of the MB-International Retail Centrality

- **Globally consistent and comparable**

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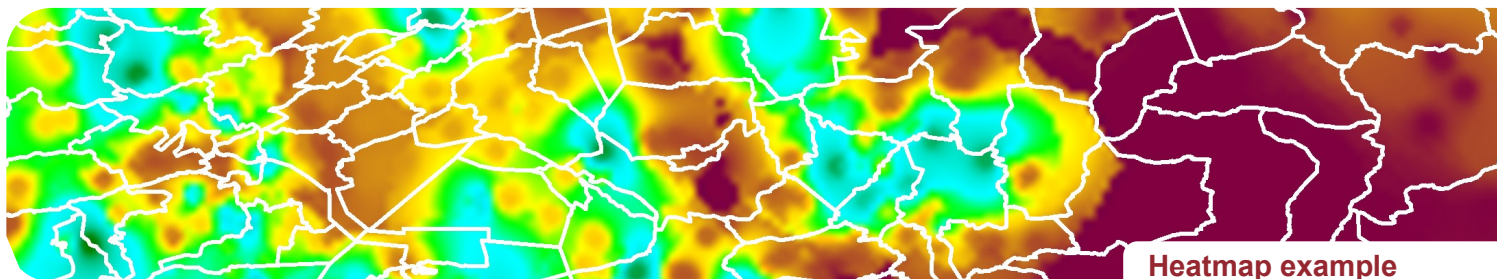
Contact us for more information on our worldwide comparable geodata offering!

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Heatmap example

By using MBI Retail Centrality 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

Vast variety of uses in many different aspects of business applications

Retail Centrality data helps 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

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

Accessable by API

DATALINK 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.

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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

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	Population Name of are 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)

CTRY	POST-	NAME	P_T	P_PRM	RS_MIO	RS_PRM	RS_EURO	RS_CI	RT_MIO	RT_PRM	RT_EURO	RT_CI	CENTRA
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	284,26	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	**Example**	

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).