

Variable Short Name	Variable Long Name	Description
Geography	Geography	This filters geography for advanced analysis. The 1st Set and 2nd Set allows the selection of custom geography in each map.
Data Type	Data Type	This displays the data points on the maps. "Trade Area Points" display the trade area pins on a map. "Competitors" display pins for every competitor.
TA Type	Trade Area Type	The trade area type as T1 through T7 as defined above.
Trade Area/District Name	Trade Area/District Name	Name of trade area or district (i.e. shopping mall and nearby power centre)
Retail Brand	Retail Brand	This is the name of the retail brand that is being analyzed.
Exist Brand	Existing Brand	"In" or "Out" defines whether a trade area is inside or outside the network of the retail brand under analysis.
In/Out Network	Inside/Outside Network	Filters trade areas in relation to the Retail Brand under analysis: "Inside Network" where the retail brand has trade areas or "Outside Network", where it does not.
Adj Market Size \$	Adjusted Market Size \$	Demand: The market size of the trade area in dollars adjusted for consumers living in the trade area but purchasing goods in nearby larger trade areas.
Adj Market Size HH	Adjusted Market Size Households	Demand: The market size of the trade area in terms of households adjusted for consumers living in the trade area but purchasing goods in nearby larger trade areas.
Adj Market Size Score	Adjusted Market Size Score	Demand: A percentile score of 0 to 100 comparing the adjusted trade area market size (\$) across the Province/Canada.
Benchmark	Benchmark	Changes score benchmark from using the province of the trade area or Canada.
Brand Aware	Brand Awareness	The total number of Google reviews for a retail competitor
Brand Aware Level	Brand Awareness Level	Brand Awareness Score divided into top 1/3, mid 1/3 and bottom 1/3
Brand Aware Score	Brand Awareness Score	Brand Awareness scored with a percentile score benchmarked across the Province/Canada
Brand Sent	Brand Sentiment	The average Google review rating for a retail competitor
Brand Sent Level	Brand Sentiment Level	Brand Sentiment Score divided into top 1/3, mid 1/3 and bottom 1/3
Brand Sent Score	Brand Sentiment Score	Brand Sentiment scored with a percentile score benchmarked across the Province/Canada
Brand Sentiment & Awareness	Avg Sent Avg Aware	Trade areas with a mid 1/3 TA Brand Sentiment Score and mid 1/3 TA Brand Awareness Score
Brand Sentiment & Awareness	Avg Sent High Aware	Trade areas with a mid 1/3 TA Brand Sentiment Score and top 1/3 TA Brand Awareness Score
Brand Sentiment & Awareness	Avg Sent Low Aware	Trade areas with a mid 1/3 TA Brand Sentiment Score and bottom 1/3 TA Brand Awareness Score
Brand Sentiment & Awareness	High Sent Avg Aware	Trade areas with a top 1/3 TA Brand Sentiment Score and mid 1/3 TA Brand Awareness Score
Brand Sentiment & Awareness	High Sent High Aware	Trade areas with a top 1/3 TA Brand Sentiment Score and top 1/3 TA Brand Awareness Score
Brand Sentiment & Awareness	High Sent Low Aware	Trade areas with a top 1/3 TA Brand Sentiment Score and bottom 1/3 TA Brand Awareness Score
Brand Sentiment & Awareness	Low Sent Avg Aware	Trade areas with a low 1/3 TA Brand Sentiment Score and mid 1/3 TA Brand Awareness Score
Brand Sentiment & Awareness	Low Sent High Aware	Trade areas with a low 1/3 TA Brand Sentiment Score and high 1/3 TA Brand Awareness Score
Brand Sentiment & Awareness	Low Sent Low Aware	Trade areas with a low 1/3 TA Brand Sentiment Score and low 1/3 TA Brand Awareness Score
Comp Count	Competitor Count	The number of competitors. If the retailer has multiple sites in a single trade area the number larger than the TA count.
Comp Name	Competitor Name	The name of the retail competitor.
Comp Size Score	Competitor Size Score	Supply: A percentile score of 0 to 100 comparing the count of competitors (square ft for groceries) across the Province/Canada.
Competitive Level	High (5+)	Five or more competitors in the trade area.
Competitive Level	Low (1-2)	One-two competitors in the trade area.
Competitive Level	Medium (3-4)	Three-four competitors in the trade area.

Variable Short Name	Variable Long Name	Description
Demo Group	Demographic Group	A grouping of demographic variables (pop, income, family, visible minority, education, labour, and dwellings).
Demo Level	Demographic Level	Demo Score divided into top 1/3, mid 1/3 and bottom 1/3.
Demo Prov Values	Demographic Provincial Values	Actual trade area average demographic values for the province.
Demo Score	Demographic Score	A 0 to 100 percentile score comparing the value of the specific variable benchmarked against the provincial average. A score of 50 is average.
Demo Units	Demographic Units	The demographic unit being analyzed ie: age.
Demo Values	Demographic Values	Actual trade area average demographic value.
Demo Values % Change	Demo Values Percent Change	Demographic percentage change comparison between the trade area and its provincial average.
Demo Variables	Demographic Variables	Selected demographic variables.
Exclude TAs with Competitor	Exclude TAs with Competitor	This feature allows for the filtering of trade areas based on the competitor not being in the trade area.
Include TAs with Competitor	Include TAs with Competitor	This feature allows for the filtering of trade areas based on the competitor in the trade area.
Geo Demo Groups	Geo Demographic Groups	Panorama geo-demographic or consumer segments cover the US and Canada (26), created with our partner, Applied Geographic Solutions. See Panorma Groups for a documentation of the 26 groups.
Geo Demo Level	Geo Demographic Level	The Geo Demographic Score divided into three groups: top 1/3, mid 1/3 and bottom 1/3.
Geo Demo Score	Geo Demographic Score	The proportion of each of the 26 Panorama groups inside each trade area scored using percentile scores across Canada.
Net Rev Pot	Network Revenue Potential	Adjusted Market Size (\$) / Competitor Count
Net Rev Pot Score	Network Revenue Potential Score	Adjusted Market Size (\$) / Competitor Count scored with a percentile score benchmarked across the Province/Canada.
% of Network in Bottom Net Rev Pot Trade Areas	% of Network in Bottom Network Revenue Potential Trade Areas	Percent of a retail brand's sites that are in the bottom 1/3 of Network Revenue Potential Scores (0-33)
% of Network in Top Net Rev Pot Trade Areas	% of Network in Top Network Revenue Potential Trade Areas	Percent of a retail brand's sites that are in the top 1/3 of Network Revenue Potential Scores (67-100)
New Site Rev Pot	New Site Revenue Potential	$1 / \text{Competitor Count} + 1 \times \text{Adjusted Market Size} (\$)$
New Site Rev Pot Score	New Site Revenue Potential Score	$1 / \text{Competitor Count} + 1 \times \text{Adjusted Market Size} (\$)$ scored with a percentile score benchmarked across the Province/Canada.
Optimization Action	Best Expand Low Comp	Best sites for expansion. For existing sites with a Network Revenue Potential Score ≥ 85 and ≤ 2 competitors.
Optimization Action	Best New Site Avg Comp	Best potential new sites. For trade areas without an existing site with a New Site Revenue Potential Score ≥ 85 and 3-4 competitors.
Optimization Action	Best New Site High Comp	Best potential new sites. For trade areas without an existing site with a New Site Revenue Potential Score ≥ 85 and > 4 competitors.
Optimization Action	Best New Site Low Comp	Best potential new sites. For trade areas without an existing site with high a New Site Revenue Potential Score (score ≥ 85) and 2 or less competitors.
Optimization Action	Don't Build Balanced S/D	Don't build, supply similar to demand. For trade areas without an existing site with a New Site Revenue Potential Score < 67 and 2-3 competitors.
Optimization Action	Don't Build Cluster Trap	Don't build, cluster trap with supply $>$ demand. For trade areas without an existing site with a New Site Revenue Potential Score < 67 and > 4 competitors.
Optimization Action	Don't Build Low Demand	Don't build, low demand. For trade areas without an existing site with a New Site Revenue Potential Score between 66 and 85 and ≤ 2 competitors.
Optimization Action	Downsize Cluster Trap	Potential site to downside, cluster trap with supply $>$ demand. Potential For trade areas with an existing site with a Network Revenue Potential Score ≤ 33 and > 3 competitors.
Optimization Action	Downsize Low Pot	Potential site to downside, low demand. For trade areas with an existing site with a Network Revenue Potential Score ≤ 33 and ≤ 2 competitors.
Optimization Action	Good Expand Low Comp	Good site for potential expansion with low competition. For existing sites with a Network Revenue Potential Score between 67 and 85 and ≤ 2 competitors.

Variable Short Name	Variable Long Name	Description
Optimization Action	Good New Site Avg Comp	Good site for expansion with average competition. For trade areas without an existing site with a New Site Revenue Potential Score between 67 and 85 and 3-4 competitors.
Optimization Action	Good New Site High Comp	Good potential new site with high competition. For trade areas without an existing site with a New Site Revenue Potential Score between 66 and 85 and >4 competitors.
Optimization Action	Good New Site Low Comp	Good potential new site with low competition. For trade areas without an existing site with a New Site Revenue Potential Score between 67 and 85 and 2 or less competitors.
Optimization Action	Keep Fresh Avg Comp	Sites that should be kept fresh with average competition. For existing sites a Network Revenue Potential Score ≥ 85 and 3-4 competitors.
Optimization Action	Keep Fresh High Comp	Sites that should be kept fresh with high competition. For existing sites with a Network Revenue Potential Score ≥ 85 and >4 competitors.
Optimization Action	Maintain Avg Comp	Sites that should be maintained with average competition. For trade areas with an existing site with a Network Revenue Potential Score between 33 and 67 and 3-4 competitors.
Optimization Action	Maintain High Comp	Sites that should be maintained with high competition. For trade areas with an existing site with a Network Revenue Potential Score between 33 and 67 and >4 competitors.
Optimization Action	Maintain Low Comp	Sites that should be maintained with low competition. For trade areas with an existing site with a Network Revenue Potential Score between 33 and 67 and ≤ 2 competitors.
Retail Category	Retail Category	This sets the model retail category (1st) for all data and metrics including Network and New Site Revenue Potential.
Retail Category (2nd)	Retail Category (2nd)	The second retail category is selected and included in the 2nd Network Revenue Potential Score (Inside Network) and 2nd New Site Revenue Potential Score (Outside Network).
Rev Pot & Comp Level	Avg Pot Avg Comp	Trade areas in the mid 1/3 of Revenue Potential Score and 3-4 competitors.
Rev Pot & Comp Level	Avg Pot High Comp	Trade areas in mid 1/3 of Revenue Potential Score and 5+ competitors.
Rev Pot & Comp Level	Avg Pot Low Comp	Trade areas in the mid 1/3 of Revenue Potential Score and 2 or less competitors.
Rev Pot & Comp Level	High Pot Avg Comp	Trade areas in top 1/3 of Revenue Potential Score and 3-4 competitors.
Rev Pot & Comp Level	High Pot High Comp	Trade areas in top 1/3 of Revenue Potential Score and 5+ competitors.
Rev Pot & Comp Level	High Pot Low Comp	Trade areas in top 1/3 of Revenue Potential Score and 2 or less competitors.
Rev Pot & Comp Level	Low Pot Avg Comp	Trade areas in the bottom 1/3 of Revenue Potential Score and 3-4 competitors.
Rev Pot & Comp Level	Low Pot High Comp	Trade areas in the bottom 1/3 of Revenue Potential Score and 5+ competitors.
Rev Pot & Comp Level	Low Pot Low Comp	Trade areas in the bottom 1/3 of Revenue Potential Score and 2 or less competitors.
Rev Pot Score	Revenue Potential Score	Network Revenue Potential Score when "In/Out Network" is set to "Inside Network" and New Site Revenue Potential Score when set to "Outside Network".
Reviews Count	Reveiw Count	The total number of Google reviews of the competitor.
Reviews Rating	Reviews Rating	The average review rating of the competitor.
T1	Super Regional Shopping Centre or Trade Area	The largest retail centres with multiple anchors and gross leasable area (GLA) over 1.2 million square feet. Typically act as a district with an enclosed mall in one location and a power centre nearby. Shopping is oriented to all consumer needs.
T2	Regional Shopping Centre or Trade Area	The next largest retail centre with a GLA of over 0.8 million square feet with both an enclosed mall and power centre. Shopping is oriented to all consumer needs.

Variable Short Name	Variable Long Name	Description
T3	Large Community Shopping Centre or Trade Area	The next largest retail centre with a GLA of 0.4 - 0.8 million square feet, typically with an enclosed mall and power centre. Centres are anchored with a full sized supermarket and often have multiple big box stores. Shopping is oriented to weekly and daily needs.
T4	Small Community Shopping Centre or Trade Area	The next largest retail centre with a GLA of 0.25 - 0.4 million square feet. Centres are anchored with a full sized supermarket and at least one other big box store. Shopping is oriented to weekly and daily needs.
T5	Large Neighbourhood Shopping Centre or Trade Area	The next largest retail centre with a GLA of 0.1 - 0.25 million square feet. Centres are anchored by a full sized supermarket. Shopping is oriented towards daily needs.
T6	Medium Neighbourhood Shopping Centre or Trade Area	The next largest retail centre with a GLA of <0.1 million square feet. Anchored by a mid sized grocery store. Shopping is oriented towards daily needs.
T7	Small Neighbourhood Shopping Centre or Trade Area	The smallest retail centre anchored by a small grocery store and restaurants. Shopping is oriented towards daily needs.
TA Brand Aware	Trade Area Brand Awareness	The total number of Google reviews for all retail competitors in a trade area.
TA Brand Aware Score	Trade Area Brand Awareness Score	TA Brand Awareness scored with a percentile score benchmarked across the Province/Canada
TA Brand Sent	Trade Area Brand Sentiment	The average Google review rating for all retail competitor in a trade area.
TA Brand Sent Score	Trade Area Brand Sentiment Score	TA Brand Sentiment scored with a percentile score benchmarked across the Province/Canada
TA Count	Trade Area Count	The number of trade areas with the competitor. If the retailer has multiple sites in a single trade area the number is smaller than Comp Count.
TA Visibility Level	Trade Area Visibility Level	Trade area visibility scores divided into top 1/3 (67-100), mid 1/3 (33-67), and bottom 1/3 (0-33).
TA Visibility Score	Trade Area Visibility Score	Percentile scores similar to Adj Mkt Size Scores except it includes all households living in a trade area, even if they purchase goods & services outside the trade area.