

WITH DATA AXLE, YOU HAVE THE DATA TO RESEARCH AND ANALYZE COMMUNITY GROWTH AND MARKET TRENDS

WHY DATA AXLE HISTORICAL DATA?

Residential Historical Data

- Analyze community growth and general population differences
- Access household income, home value, years in residence and location
- Expose shifts in overall household economic levels

▲ COVERAGE FROM 2006

Historic Business Data

- Analyze market trends, economic growth, or specific industries
- Access categories including Company Name, Geocodes, SIC/NAICS codes, Census TRACT and more

▲ COVERAGE FROM 1997

USE CASE SCENARIOS CAN INCLUDE

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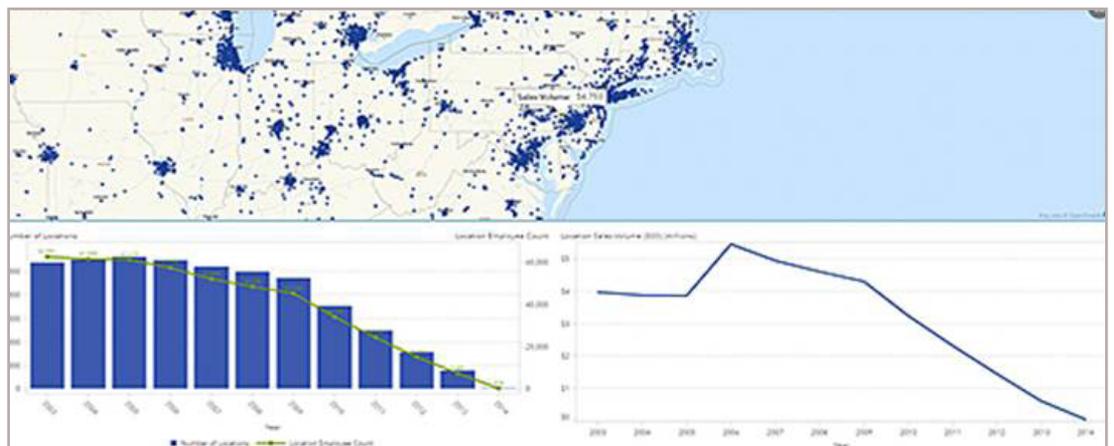
Traffic demand modeling using number of employees at businesses in a certain geographic area to determine the effects of road design and other construction projects that may negatively affect business operations and resident satisfaction.
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Analyze the presence of fast food chains in certain lower income areas within a town/city. Compare and contrast the presence of health food stores, city parks and fitness clubs in higher income areas within the same city.
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Understand business growth around rail lines and train stations. Does the presence of these rail lines/stations negatively or positively affect business growth, are more businesses closing due to the proximity of lines/stations or are they unaffected?

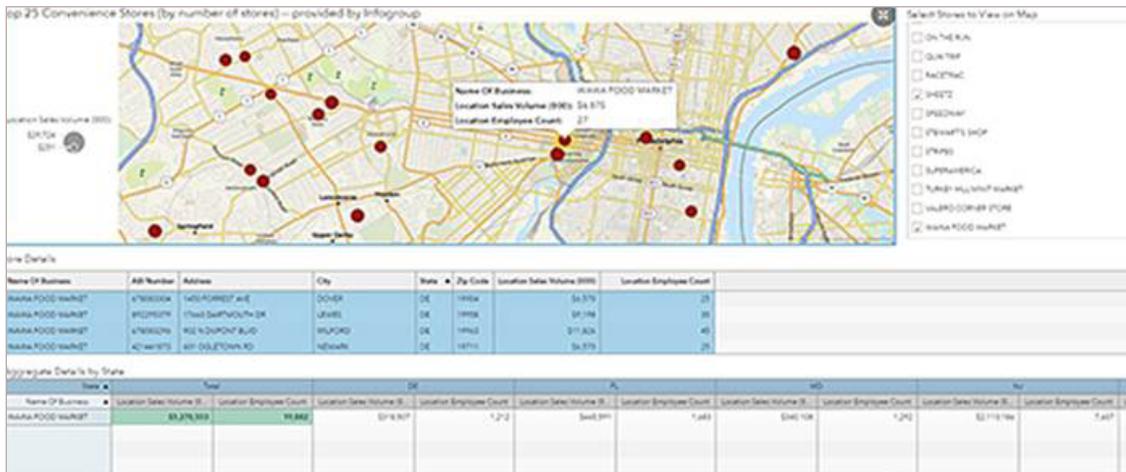
1 | View the rise and fall of a business or industry based on number of stores in existence.

Query: Blockbuster sales growth and decline.



2 | Track physical business locations over time, the amount of sales by a particular location, and the number of employees by location.

How do convenience stores dominate a particular regions?
QUERY: Wawa and Sheetz territory intersection.



ABOUT DATA AXLE

Data Axle is a leading provider of data, data-driven marketing and real-time business intelligence solutions for enterprise, small business, nonprofit and political organizations. The company’s solutions and award-winning Axle Agency enable clients to acquire and retain customers and enhance their user experiences through proprietary business and consumer data, artificial intelligence/machine learning models, innovative software applications and expert professional services. Data Axle’s cloud-based platform delivers data and data updates in real-time via APIs, CRM integrations, SaaS and managed services. Data Axle has 45+ years of experience helping organizations exceed their goals. For more information, visit www.data-axle.com.

ABOUT WRDS

Wharton Research Data Services (WRDS) provides the leading business intelligence, data analytics, and research platform to global institutions enabling comprehensive thought leadership, historical analysis, and insight into the latest innovations in research. WRDS democratizes data access so that all disciplines can easily search for concepts across the data repository. An array of unique, WRDS-developed products include [Classroom by WRDS](#), teaching toolkit designed to introduce business concepts through interactive simulations, [Learning Pathways](#), curated and guided resources, [Analytics](#) and Linking tools, Research Applications, and Sample Programs. Supporting over 75,000 commercial, academic, and government users at 500+ institutions in 35+ countries, WRDS is the global gold standard in data management, innovative tools, analytics, and research services — all backed by the credibility and leadership of the Wharton School. <http://whartonwrds.com>.

ABOUT THE WHARTON SCHOOL

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