INFOGROUP

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

WHY INFOGROUP 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

1. 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.

2. 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.

3. 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.

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The Global Standard for Business Research

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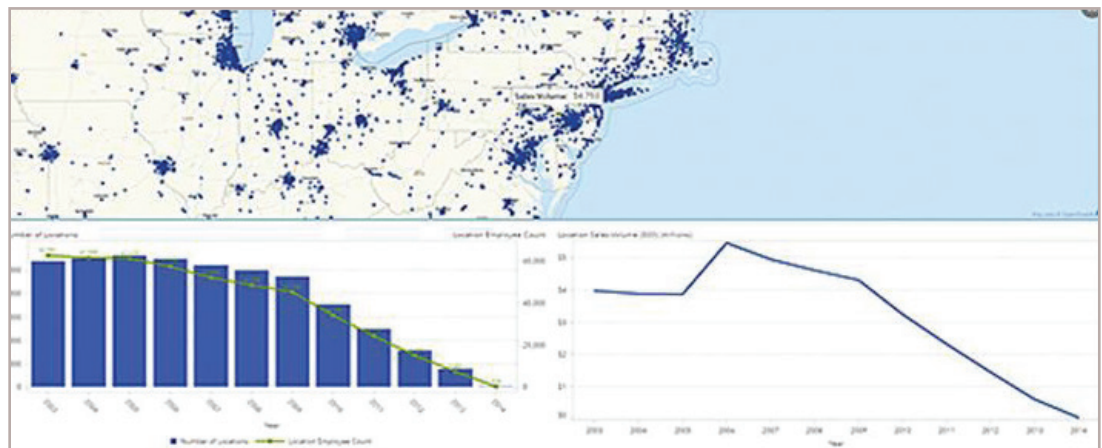
2 | **Track physical business locations over time, the amount of sales by a particular location, and the number of employees by location.**

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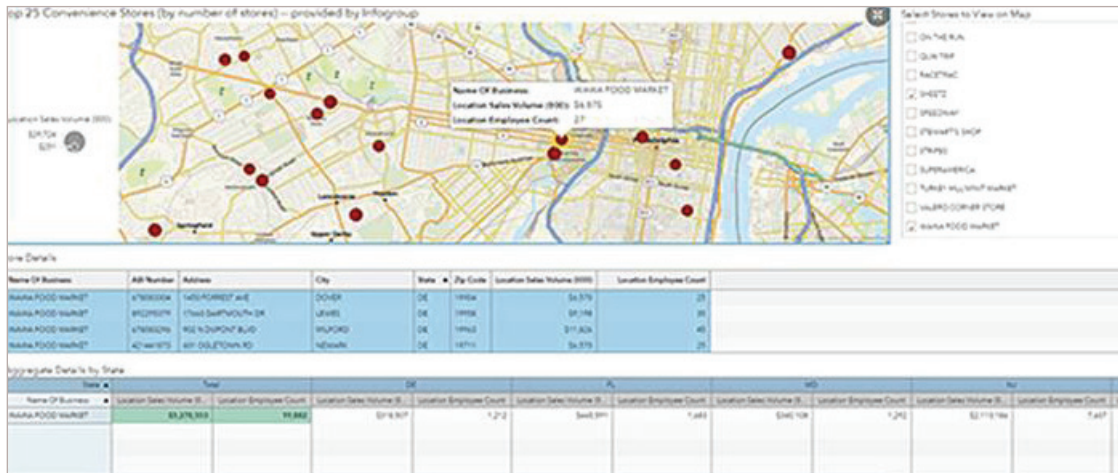
ABOUT INFOGROUP

Infogroup is a big data, analytics and marketing services provider that delivers best in class data-driven, customer-centric technology solutions. Our data and software-as-a-service (DaaS & SaaS) offerings help clients of all sizes, from small companies to FORTUNE 100TM enterprises, increase their sales and customer loyalty. Infogroup provides both digital and traditional marketing channel expertise that is enhanced by access to our proprietary data on 245MM individuals and 25MM businesses, which is distributed real-time to our clients. For more information, visit: www.infogroup.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.

ABOUT THE WHARTON SCHOOL

Founded in 1881 as the world's first collegiate business school, the Wharton School of the University of Pennsylvania is shaping the future of business by incubating ideas, driving insights, and creating leaders who change the world. With a faculty of more than 235 renowned professors, Wharton has 5,000 undergraduate, MBA, executive MBA and doctoral students. Each year 13,000 professionals from around the world advance their careers through Wharton Executive Education's individual, company-customized, and online programs. More than 100,000 Wharton alumni form a powerful global network of leaders who transform business every day. For more information, visit www.wharton.upenn.edu.

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