

OPENING
SOON

How a QSR used Near's mobile location data to select a new location





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Background

A QSR with multiple locations across the US wanted to analyze customers at a prospective site to determine if that would be a good location for their business.

Who are the customers of the Westport QSR? What are their behavioral patterns?

-  **Background** This QSR is looking at a prospective site in Westport, CT and wants to see what UberMedia data can tell them about it.
-  **Study Site** The study location was a Westport area Chipotle located on U.S. Route 1. The location is adjacent to a number of shopping centers.
-  **Audience** All visitors to the prospective site in the final year before it closed.
-  **Insights**
1. Where do customers spend their evenings?
 2. Where are customers during the daytime?
 3. What is the study location's trade area?
 4. Where are customers coming from?
 5. What are the customers' demographics?
 6. What are customers' affinities to other locations?



Reports used:

- [Common Evening Location](#) [Common Daytime Location](#) [Distance Report](#)
- [Optimal GeoSpace Report](#)
- [Pathing X Report](#)
- [Demographics Report](#)
- [Location Affinity Report](#)

Where do Customers to this Study Location Live and Work?

The home locations (as derived from our Common Evening Common Daytime Report) for visitors to this location lie along the two major highways in the area. There is a high density of visitors from the city of Bridgeport.

COMMON EVENING LOCATION

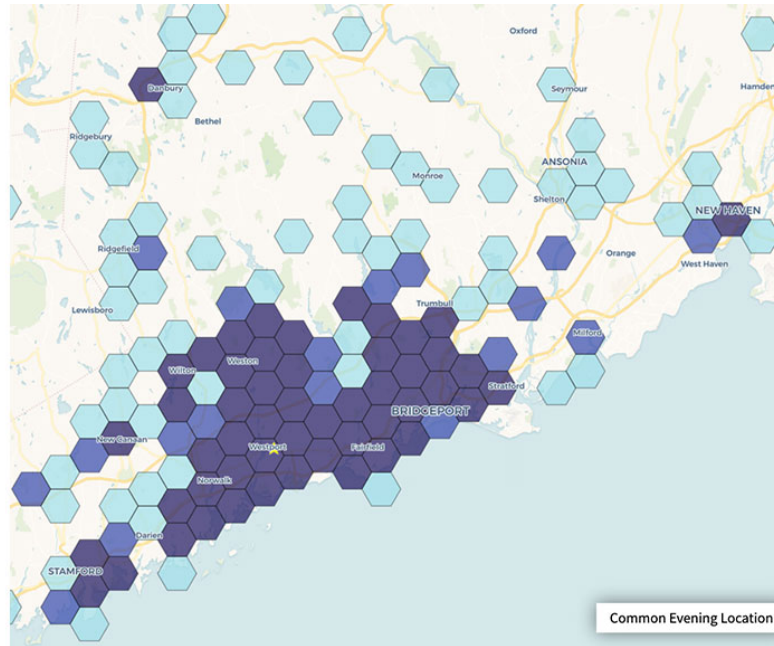
Where do customers spend their evenings?

Median Distance from CEL

7.26 miles

Distance of CELs to Study Site

Lives within 1 mile of location	6.48%
Lives between 1 and 2 miles	10.90%
Lives between 2 and 3 miles	8.84%
Lives between 3 and 5 miles	12.81%
Lives 5+ miles	60.97%



The smaller median CDL (common daytime, ie likely work location) distance indicates customers work closer than they live to the study site.

COMMON DAYTIME LOCATION

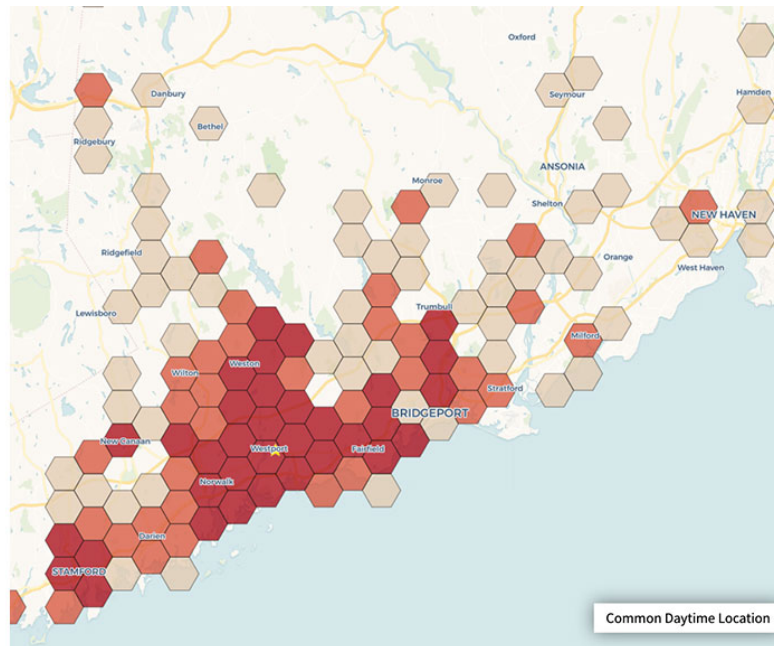
Where do customers spend their days?

Median Distance from CDL

6.92 miles

Distance of CDLs to Study Site

Lives within 1 mile of location	9.44%
Lives between 1 and 2 miles	10.24%
Lives between 2 and 3 miles	8.00%
Lives between 3 and 5 miles	13.76%
Lives 5+ miles	58.56%



Where are Customers Coming From and What is the Study Location’s Trade Area?

The pathing data shows that customers are predominantly using State Route 15 and U.S. Route 1 in traveling to and from the study site. This, coupled with the CEL/CDL data suggests that customers travel a good distance to reach this location.

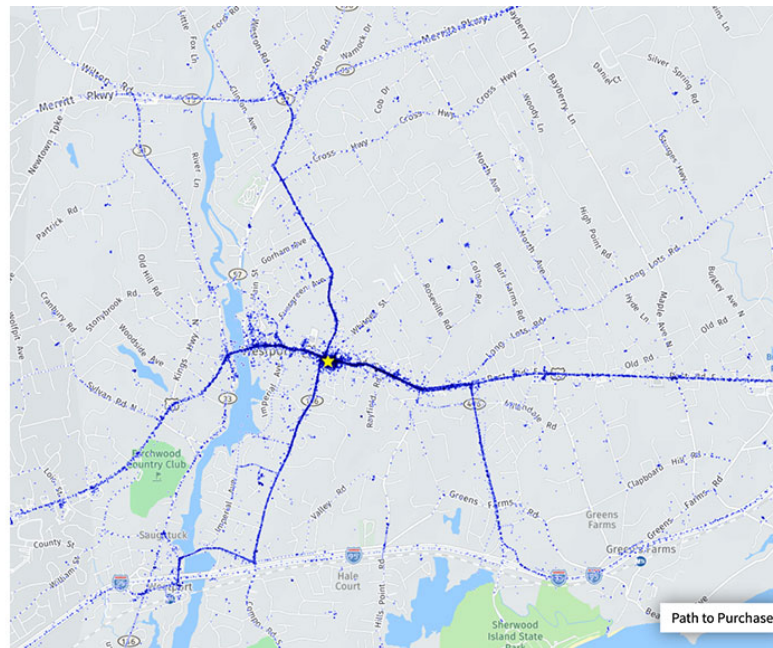
PATH TO PURCHASE



What paths did visitors take to the location?



20 min before/after visit



The Optimal GeoSpace for this location sits on the same roads, but gives a more definition to the range from which this location draws most of its customers.

OPTIMAL GEOSPACE



What is the study location's trade area?



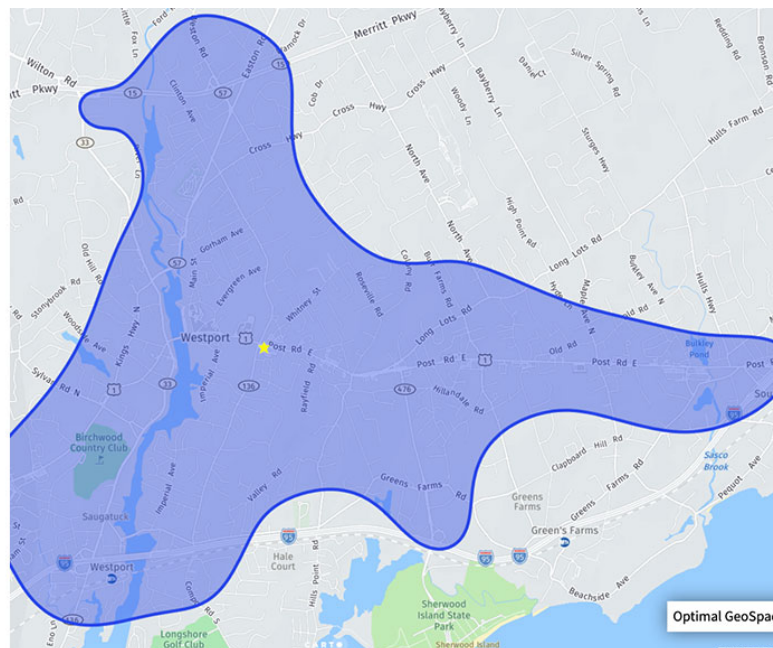
Optimal GeoSpace

Uses mobile data to determine single-variable trade areas.



Data Inputs

Common Evening Location,
Common Daytime Location
Path to Purchase, 20 min before/after



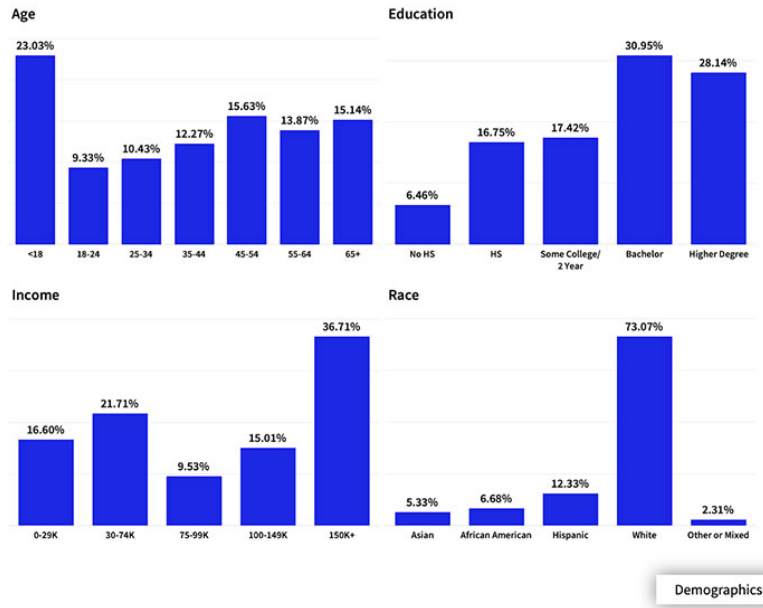
What are the Customers' Demographics?

Customers are probably white families with children. They come from areas of high income and hold advanced degrees.

DEMOGRAPHICS

What are the customer demographics?

Median HH Income: \$127,453
Median Home Value: \$700,492



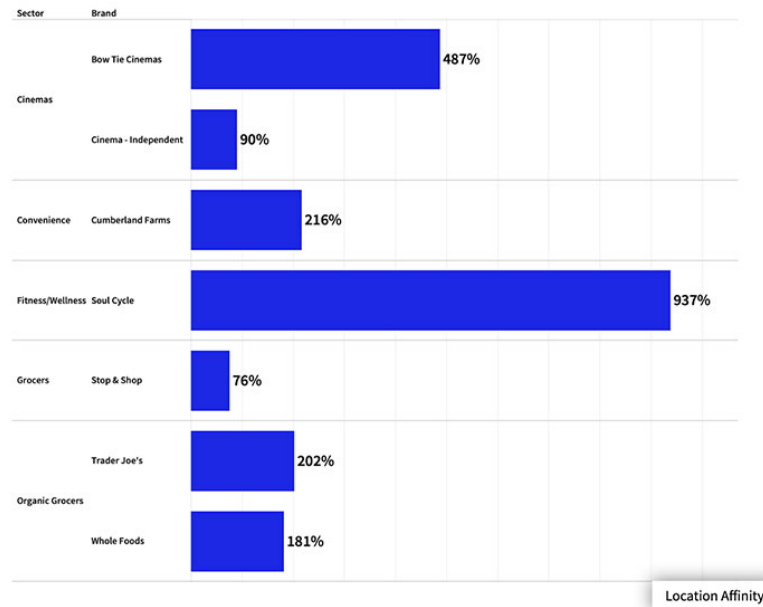
Demographics

What are the Customers' Affinities to Other Locations?

The customers generally have high affinities to upscale brands like Whole Foods, Soul Cycle and Bow Tie Cinemas.

LOCATION AFFINITY

What are customers' affinities to other locations?



Location Affinity

The client learned from this study that this prospective location reaches a broad swath of southwest Connecticut. This location in particular sees customers with families that are white, educated and wealthy. The client may find that this is a demographic suited to their business. Mobile location data is key for the client to be able to gather these insights and this is just one example in a variety of use cases.

What Actionable Insights Did the Client Gather from this Case study?

The client learned from this study that this prospective location reaches a broad swath of southwest Connecticut. This location in particular sees customers with families that are white, educated and wealthy. The client may find that this is a demographic suited to their business. Mobile location data is key for the client to be able to gather these insights and this is just one example in a variety of use cases.

About Near

Near, the world's largest source of intelligence on people and places, is the global leader in Data Intelligence empowering organizations of all sizes to make smart, strategic decisions delivering optimal business performance. Our platform unites the marketers and operational data leaders by providing the most accurate, reliable source of data. Our transparent, privacy-led approach means you will never doubt our authenticity.

We are determined to provide actionable insights as we work relentlessly to shape, build and maintain the world's largest source of intelligence on people and places in both the physical and digital space.

Ultimately, our vision is to inspire the world to make better decisions. And, to inspire ourselves to deliver the most trusted, privacy led source of intelligence on people, places and products.

Visit www.near.com to find out more.