

INDIANAPOLIS – Site Selection

PROVIDED BY CLIENT

1. Demographic Profile
 - a. Households with an income of \$45,000 and greater
 - b. Households with children
2. Client believes that their customers are willing to drive on average 10 miles from their residence.
3. Seven available commercial locations
4. Name of primary competitor

OUR RECOMMENDATION

Given commercial sites ranked and mapped



TARGET HOUSEHOLDS IN REACH

1. 8602 N Allisonville Rd.....	52,702
2. 151 W Ohio St.....	44,086
3. 4650 E Southport Rd.....	32,054
4. 14471 - 14560 Bergen Blvd.....	29,614
5. 8850 S Emerson Ave.....	29,213
6. 7508 Beechwood Center Rd.....	26,555
7. 749 Commerce Parkway.....	25,800

SUPPORTING OUR RECOMMENDATION

Before taking into account the willingness to drive 10 miles, here are the top 10 locations.

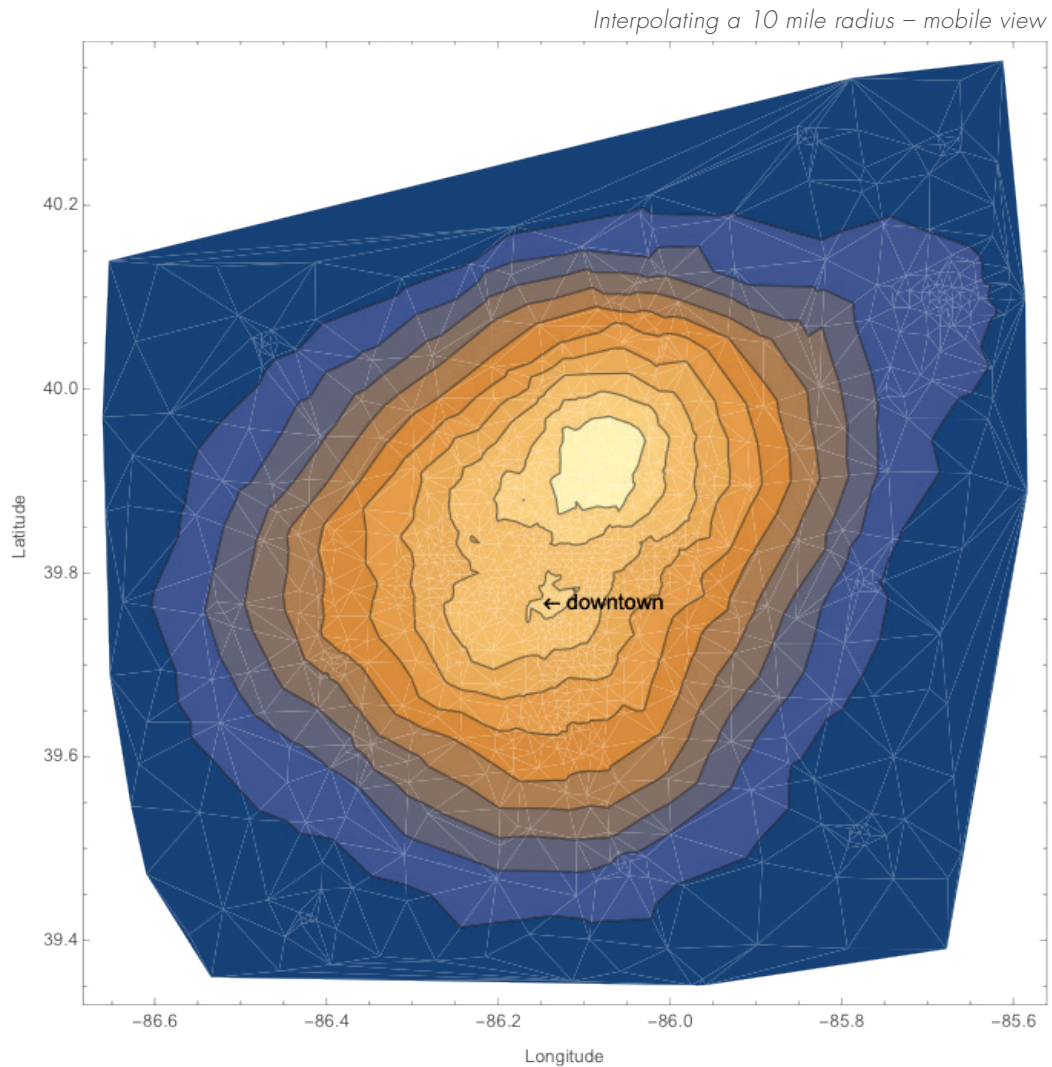
The circles represent a 10 mile radius centered on each location. *Notice the overlapping areas.*

Top 10 locations each with a 10 mile radius – static view



Most site selection studies would stop at this point and report that the best location is located just to the northeast of Fishers. However, this *static view* shows the individually strong locations while not taking into account the strength or weakness of their surrounding areas. Our *mobile view* takes the analysis to the next step and reveals the importance of those overlapping areas.

We transform the *static view* data by taking into account the customer's willingness to drive 10 miles. The result is a contour plot where the higher altitude represents the greater number of households. The peak of the "data mountain" is the mathematically optimal location. Our rankings on the first page are compiled using this perspective.



This perspective on the population reduces the importance of individually strong but isolated locations and allows you make a data-driven location decision.

INTERPRETATION

If you do not take into account the mobility factor (10 miles), you would be misled into thinking that the best location is far in the northeast past Fishers along Interstate 69 (*refer to the static view map*). However, once you consider the willingness to drive 10 miles, the optimal location becomes a balance between Carmel and Fishers. This is the peak of the "Data Mountain". This *mobile view* also reveals a strong area in the southeast along Interstate 65 that is far from any competition and actually outperforms the individually strong neighborhoods that are northeast of Fishers. Page two contains the final ranking.