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Sample Customer Analysis

Prepared as an Example for Dean's Mailing
Customers

January 2010

Example for Dean's Mailing Customers

Customer Analysis

Data Review

498 names supplied

Work Performed

Customer Addresses Standardized

Research Home Purchase Month, Year and Price for 218 of the Customer Names

Analyzed Home Purchase Information

Zip Code Summary Counts

Map Views by Location of Existing Customers

Sample Demographic Information for 3 Suggested Target Zip Codes.

Summary and Conclusions

We suggest that you focus your marketing efforts in the northwest area of the Greater Phoenix area. 85379, 85374, 85383 were the top three zip codes with the greatest concentration of existing customers.

Most of your customers have purchased their homes in the last three years. Targeting homeowners in their homes 15 years or less may be a good strategy to narrow your defined market.

The average month of purchase was June. Targeting new buyers of homes, especially in the summer months, may also be a good strategy.

\$264,000.00 was the average purchase price of the home you service. However home values were widely disbursed. Unless you have a strong feeling about the home value or approximate income of your most desired customers, this may not be a good factor to use to select other prospective customers.

Purchase Year Distribution

Purchase Year	Number of Homes Purchased
1995	3
1996	3
1997	5
1998	6
1999	10
2000	6
2001	9
2002	11
2003	14
2004	32
2005	24
2006	28
2007	27
2008	26
2009	10

Table: Number of Homes Purchased Per Year.

Purchase Price Distribution

Purchase Price	Number of Homes Purchased
\$52K-\$125K	25
\$126K-\$140K	14
\$141K-\$160K	13
\$161K-\$189K	26
\$190K-\$225K	28
\$226K-\$275K	33
\$276K-\$350K	32
\$351K-\$500K	28
\$501K+	15

Table: Purchase Price of Homes.

Statistical Analysis

	Purchase Price	Month of Purchase	Year Purchase
Count	221	218	218
Largest Value	\$1,400,000.00		2009
Minimum Value	\$52,000.00		1995
Arithmetic Mean	\$263,873.30	6.66	2004.28
Median (Middle Value)	\$228,000.00		2005
Mode (Most Occurring Value)	\$180,000.00		2004
Standard Deviation	\$157,776.06		

Table: Statistical summary of purchase price and purchase date information.

Arizona Only Customer List of 491 Zip Code Distribution

Zip Code	Quantity	Zip Code	Quantity	Zip Code	Quantity
85003	1	85035	1	85213	2
85004	1	85036	1	85222	2
85006	2	85040	1	85224	2
85007	3	85041	6	85225	2
85009	1	85042	2	85226	2
85012	2	85043	6	85233	3
85013	2	85044	5	85234	3
85014	1	85045	2	85235	1
85015	3	85048	1	85236	1
85016	2	85050	3	85238	1
85017	1	85051	8	85239	1
85018	2	85053	4	85242	4
85019	7	85054	1	85243	1
85020	4	85068	2	85248	1
85021	5	85082	1	85249	3
85022	4	85083	2	85250	1
85023	3	85085	1	85251	4
85024	4	85086	5	85253	1
85027	5	85202	2	85254	6
85028	2	85203	1	85255	2
85029	6	85204	1	85259	1
85031	2	85205	1	85260	3
85032	3	85208	2	85262	1
85033	1	85209	1	85268	1

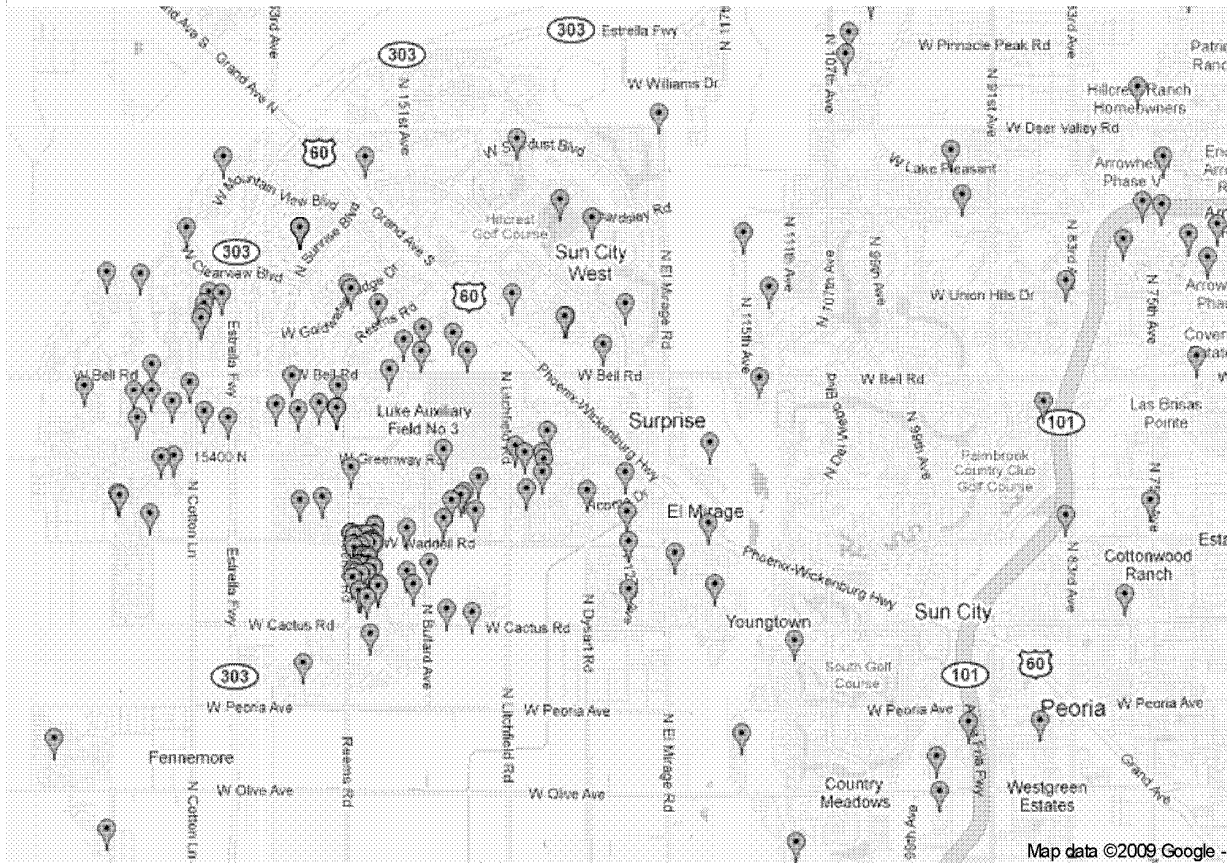
Zip Code	Quantity	Zip Code	Quantity	Zip Code	Quantity
85278	1	85310	3	85373	1
85281	4	85323	17	85374	30
85282	2	85326	6	85375	9
85283	2	85331	1	85377	2
85284	1	85335	8	85379	67
85286	1	85338	7	85381	3
85295	1	85339	3	85382	4
85296	5	85340	8	85383	19
85297	1	85341	1	85387	2
85301	2	85345	4	85388	11
85302	2	85351	1	85392	2
85304	9	85353	3	85395	11
85305	2	85354	3	85396	16
85306	5	85355	2	86046	2
85307	1	85361	1	86379	1
85308	12	85363	1	86387	1

Table: Distribution of Arizona zip codes.



Zoomed Map View of Northwest Greater Phoenix Area of Customer List

Deans 1



Map: Street view in zoomed detail showing a large concentration of existing customers.

Sample Demographics of Suggested Zip Code Targets

85379

Urban population: 793

Rural population: 360

Median resident age: 27.5 years

Average household size: 2.8 people

Percentage of family households: 75.7%

Estimated median household income in 2008: \$65,546

Estimated median house/condo value in 2008: \$225,424

Same home 5+ years: 16.5%

85374

Urban population: 28,012

Rural population: 151

Median resident age: 48.4 years

Average household size: 2.4 people

Percentage of family households: 78.0%

Estimated median household income in 2008: \$62,828

Estimated median house/condo value in 2008: \$253,372

Same home 5+ years: 22.2%

85383

Urban population: 43,999

Rural population: 0

Median resident age: 31 years

Average household size: 2.59 people

Other information not available for this zip code