

# 2016

## Switzerland's Purchase Power By MicroGIS

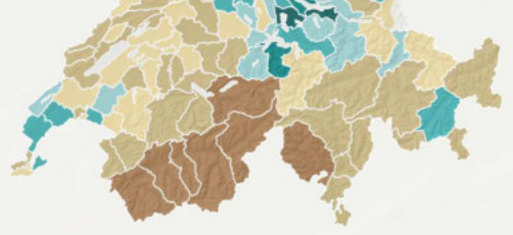


Mean disposable income

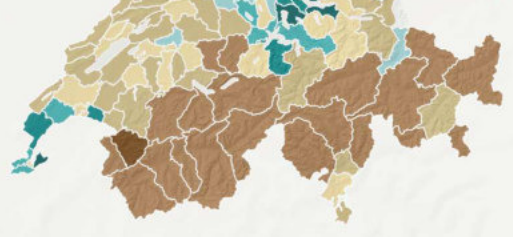
CH 39'600.-

DE 40'400.-  
FR 38'100.-  
IT 35'800.-  
by cultural region

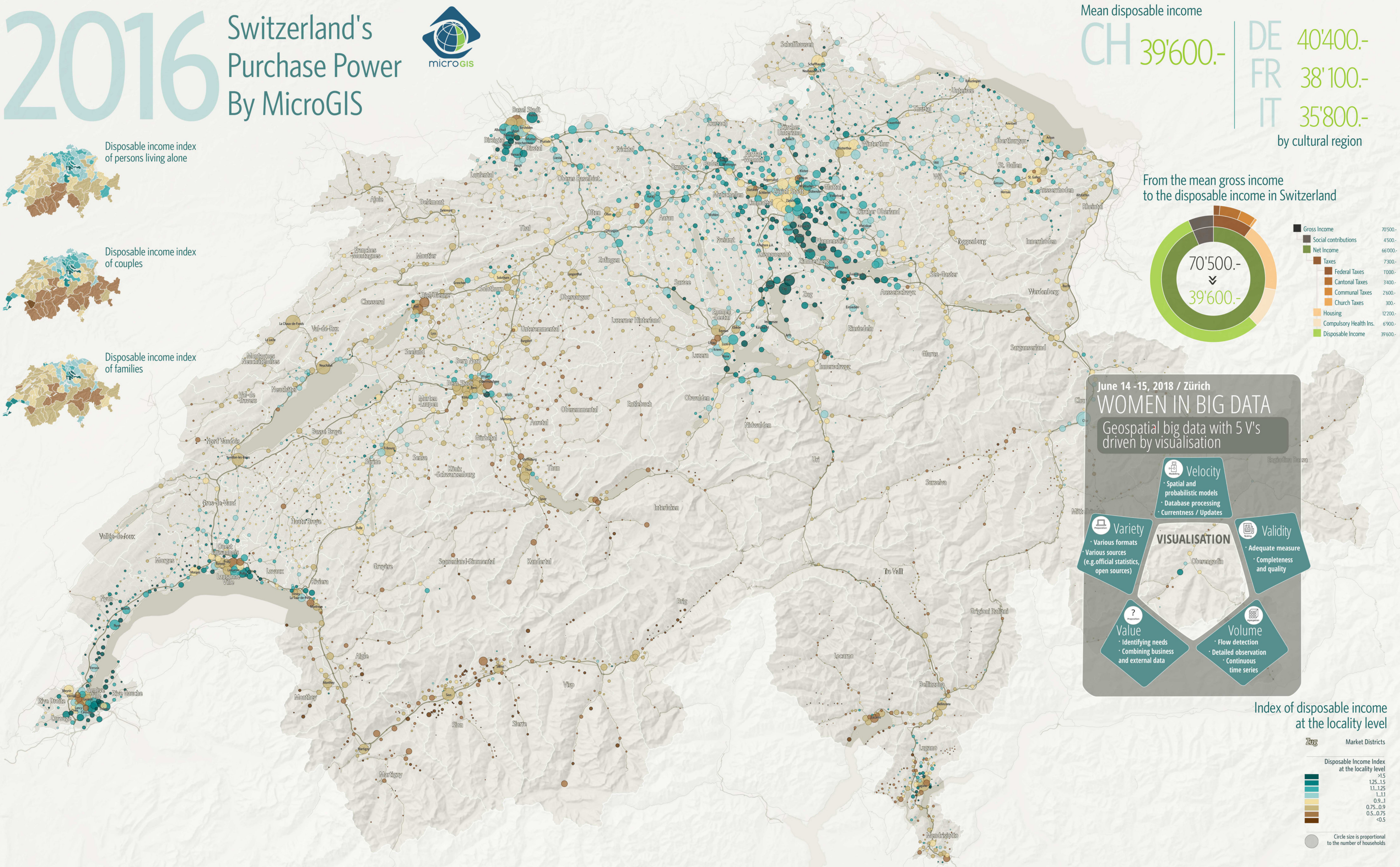
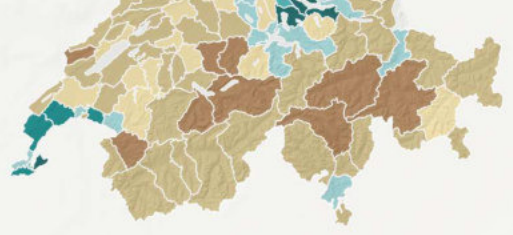
Disposable income index of persons living alone



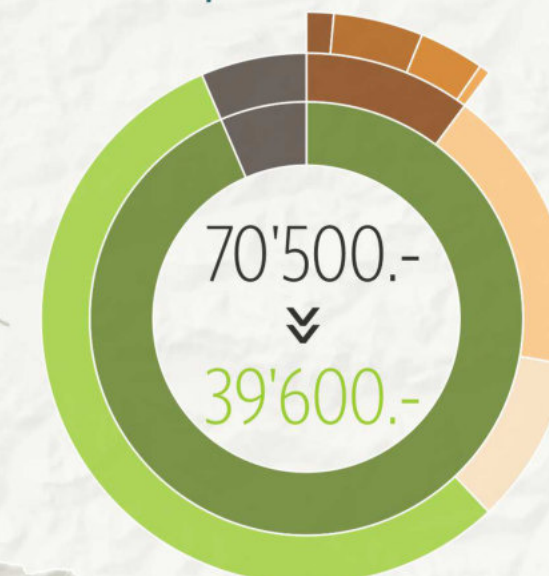
Disposable income index of couples



Disposable income index of families



From the mean gross income to the disposable income in Switzerland



|                        |          |
|------------------------|----------|
| Gross Income           | 70'500.- |
| Social contributions   | 4'500.-  |
| Net Income             | 66'000.- |
| Taxes                  | 7'300.-  |
| Federal Taxes          | 7'000.-  |
| Cantonal Taxes         | 3'400.-  |
| Communal Taxes         | 2'600.-  |
| Church Taxes           | 300.-    |
| Housing                | 12'200.- |
| Compulsory Health Ins. | 6'900.-  |
| Disposable Income      | 39'600.- |

June 14 - 15, 2018 / Zürich  
**WOMEN IN BIG DATA**  
Geospatial big data with 5 V's driven by visualisation

**Velocity**

- Spatial and probabilistic models
- Database processing
- Currentness / Updates

**Validity**

- Adequate measure
- Completeness and quality

**VISUALISATION**

**Variety**

- Various formats
- Various sources (e.g. official statistics, open sources)

**Value**

- Identifying needs
- Combining business and external data

**Volume**

- Flow detection
- Detailed observation
- Continuous time series

Index of disposable income at the locality level



**Our expertise in your business**

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### Geomarketing services

- Market analysis**
  - Client & Segment analysis
  - Positioning analysis
  - Business environment analysis
  - Market potential assessment
- Advertising**
  - Channel analysis
  - Board location analysis
  - Client & mailing targeting
  - Conversion & ROI analysis
- Sales Force**
  - Repr. strategy planning
  - Sales region optimization
  - Field force optimization
  - Sales route planning
- Business monitoring**
  - Sales monitoring & mapping
  - Penetration rate analysis
  - Business expansion planning
  - Sales forecasting
- Distribution**
  - Warehouse localization
  - Distribution strategy
  - Delivery & route planning
  - Economical context analysis
- Points of sale**
  - Context analysis
  - Potential assessment
  - Competition analysis
  - Retail network planning

### Geomarketing data

- Population data**
  - Population structures
  - Purchase power & expenses
  - Population housing & mobility
  - Population trends and forecast
- Activities data**
  - Establishment activities
  - Jobs typology
  - Jobs trends and forecast

### Geomarketing levels

