

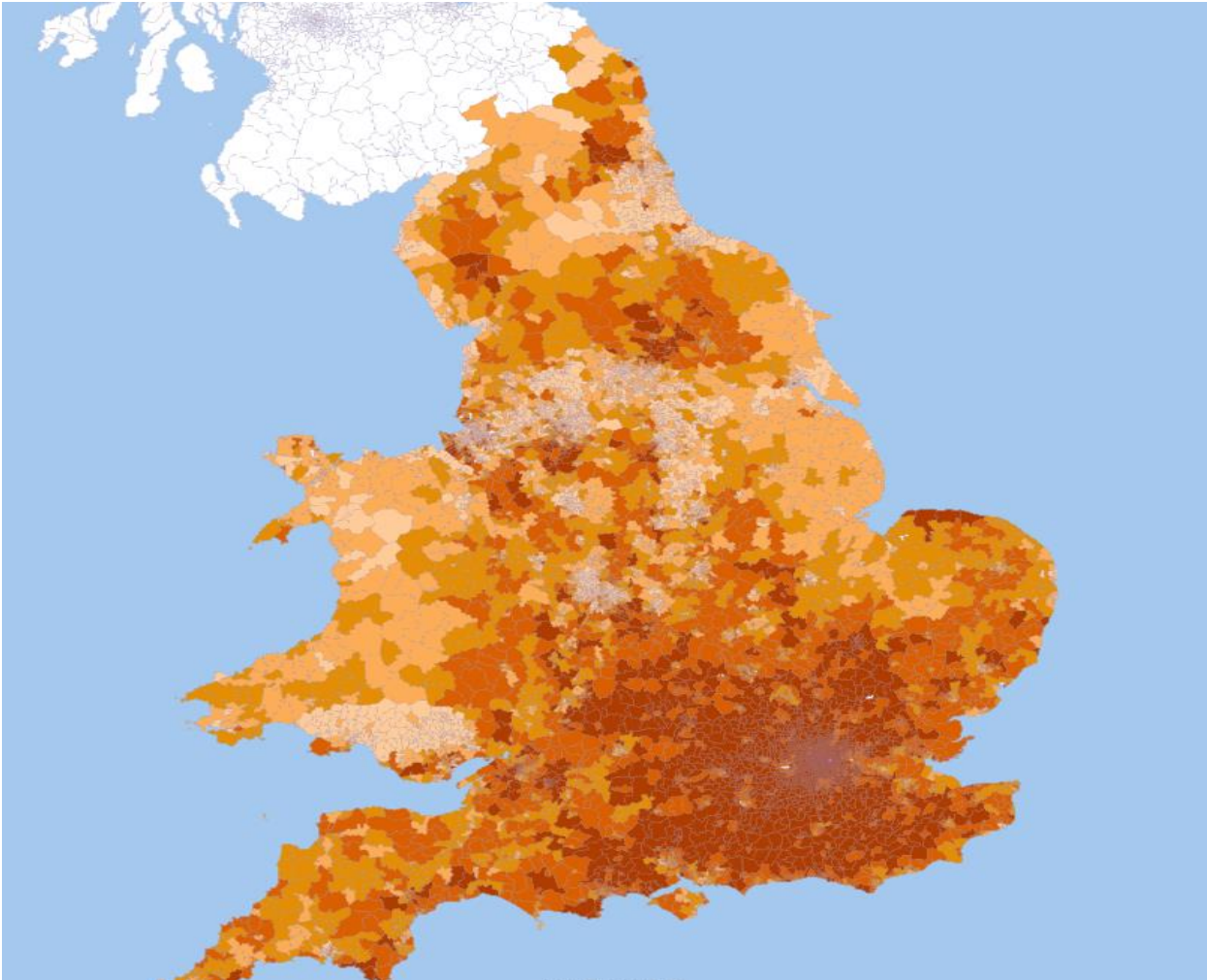
Mapping Data

Introduction

In recent years, data and business intelligence in general has become an important part of business success. More and more businesses are relying on data to make better decisions about customers, products, and systems. Mapping is a powerful and effective way of visualising and understanding geographic data and is widely used to improve planning and decision making. Geographic information can be mapped for a wide variety of geographic areas from address and postal geography through to census output areas. We offer a complete range of mapping services and the following maps, hopefully, illustrate this.

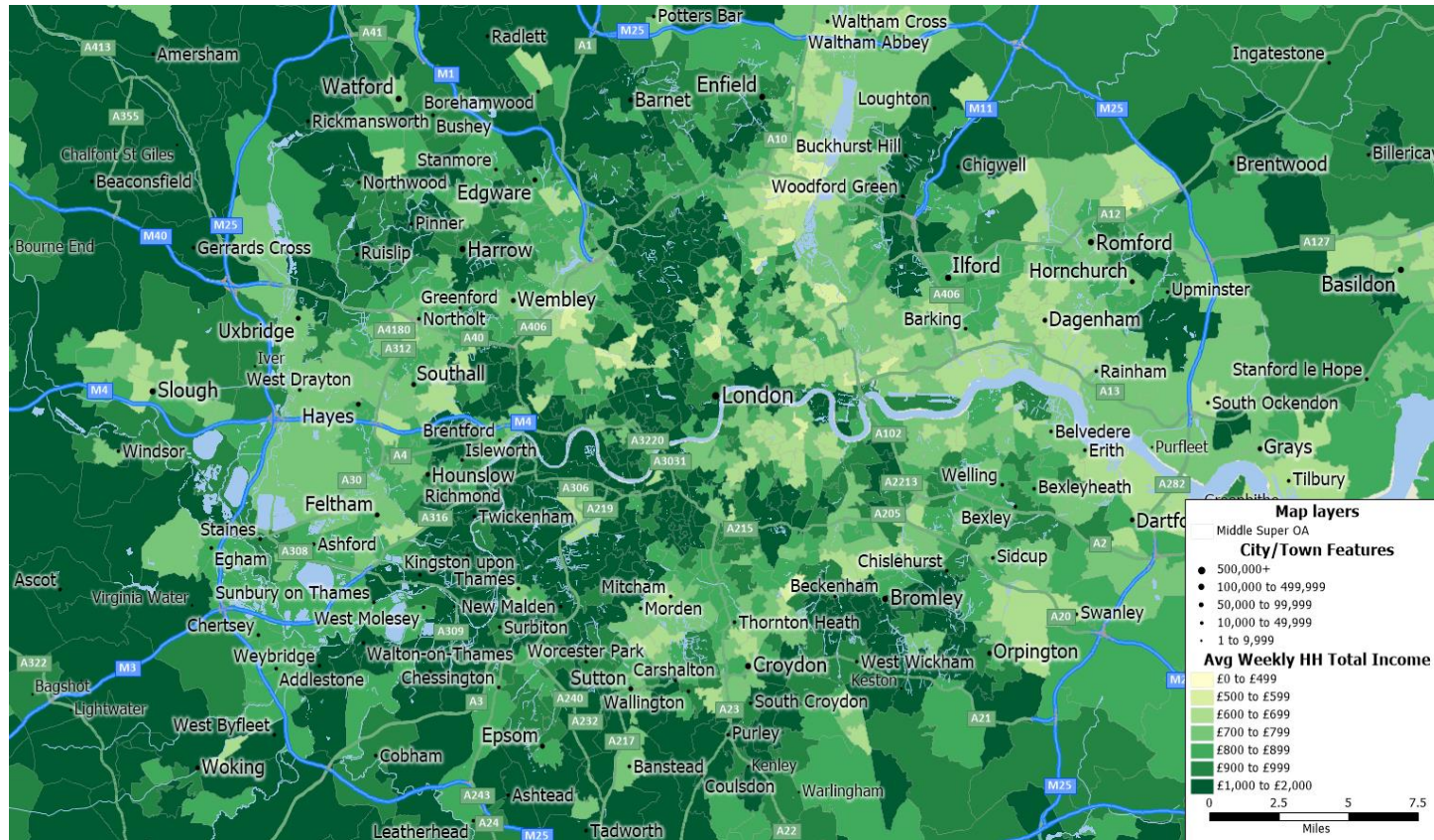
Map1

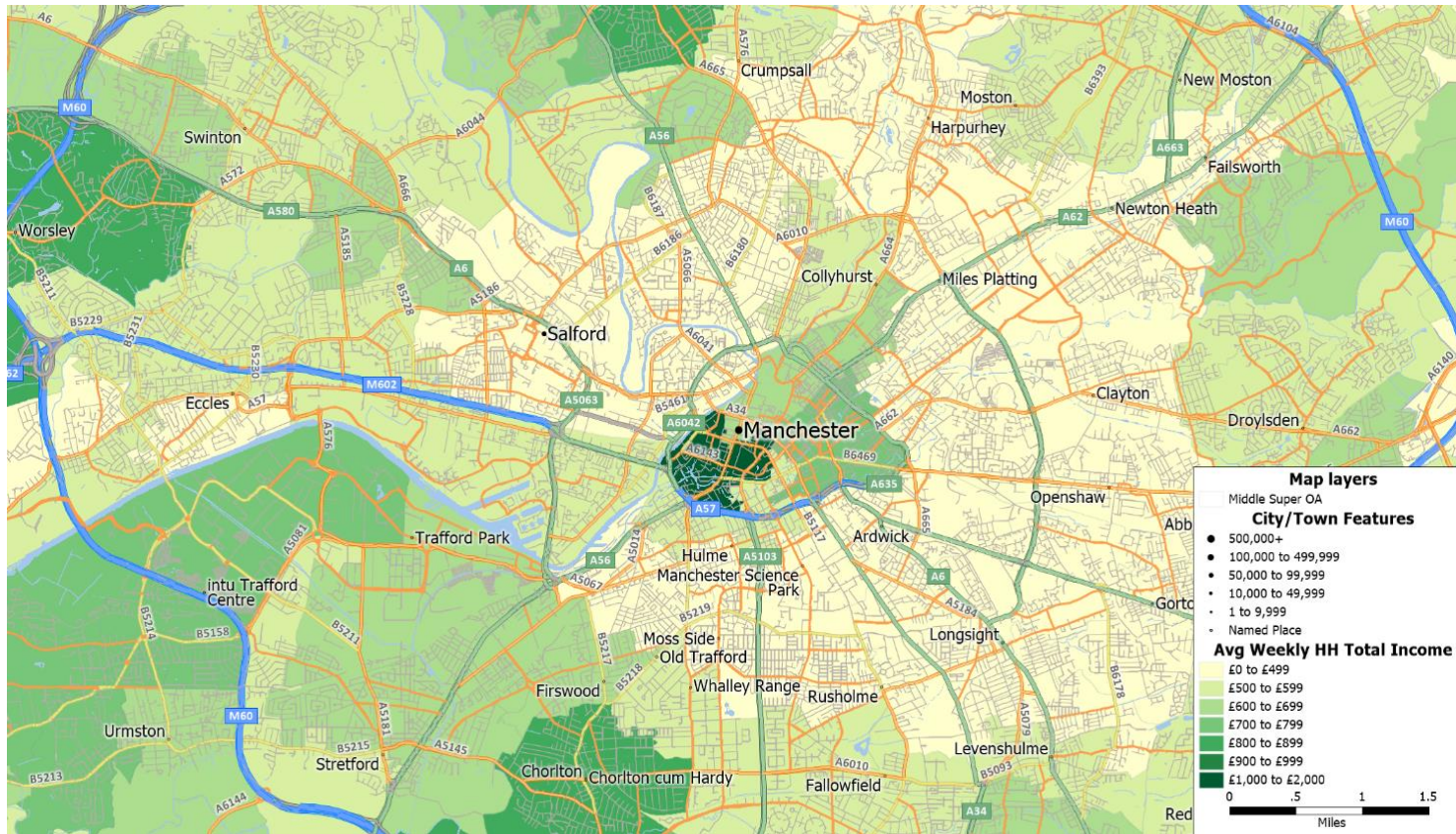
The map below shows Land Registry Residential Property data between January and September 2017 in England and Wales. For each postcode sector a median property sale price was calculated and sectors were divided into 5 equal sized groups going from areas where the most expensive properties were sold (shown as dark brown) through to least expensive (shown as light brown). The map powerfully illustrates the North South divide.



Maps 2 and 3

These maps show household income estimates derived by ONS and mapped for Middle Level Super Output Areas. This time place names have been added and map2 shows areas within the M25 whilst map3 drills down in a little more detail and shows the same data for the Manchester area.

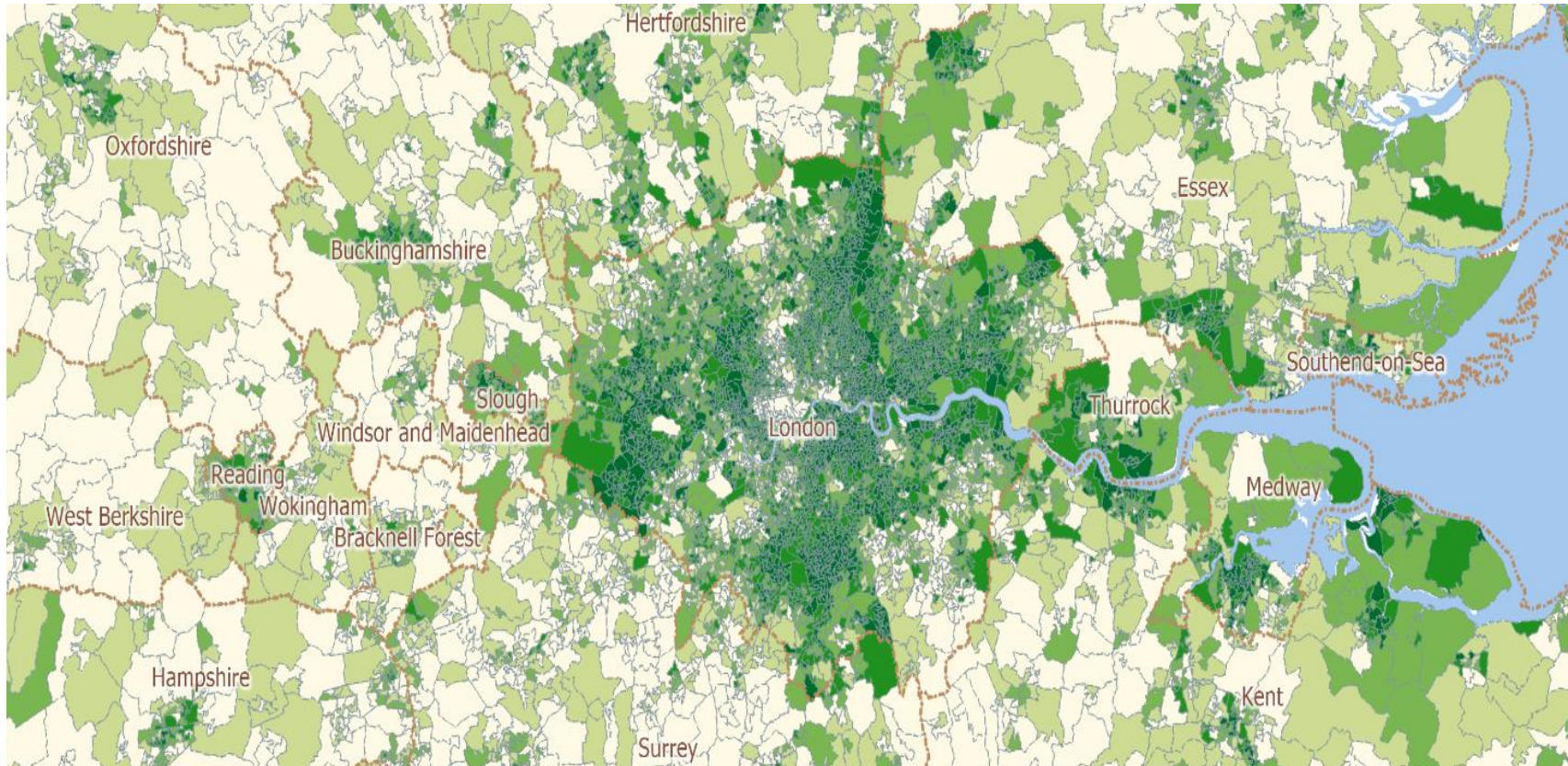




Onto these maps it would be possible to overlay customer data such as who was a good customer or who purchased a particular product so that you can see the relationship between income and customers.

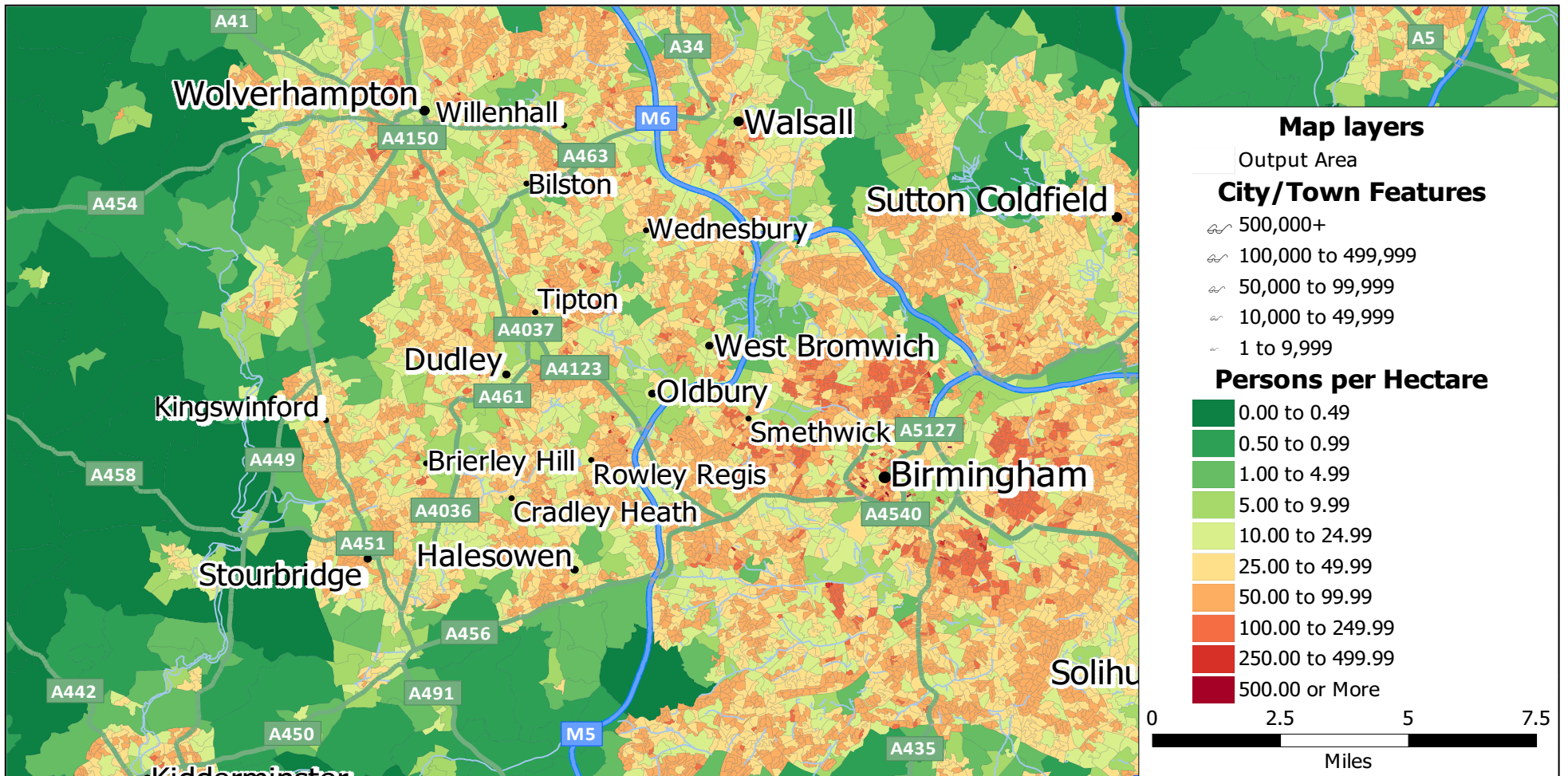
Map 4

Again, this is another thematic map which this time illustrates unemployment rates in October 2017 for lower level super output areas. A very detailed unit of geography with just over 41,000 areas nationally. Dark green are areas with the very highest unemployment rates whilst white areas are areas with the very lowest rates. The map powerfully illustrates that unemployment rates per 000 households are highest within the London area.



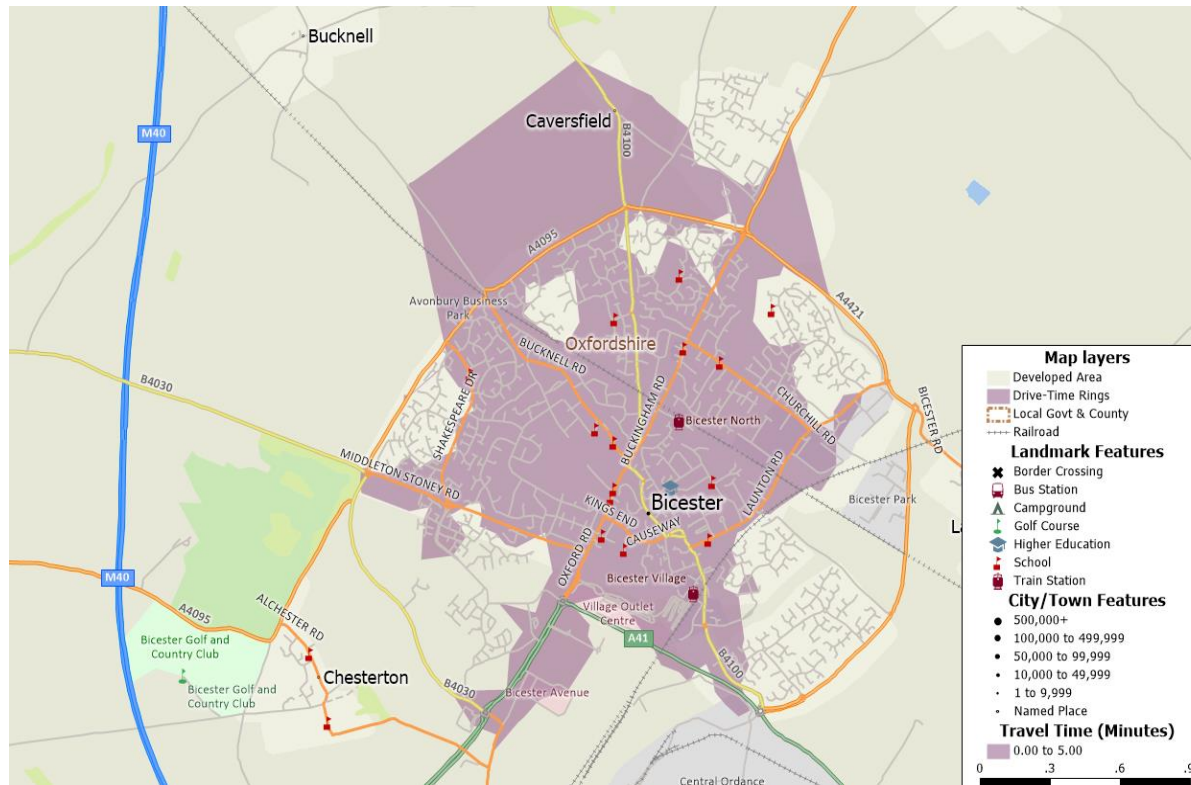
Map 5

Again, this is another thematic map which this time illustrates population density mapped as persons per hectare for each census output area within the Birmingham area. This is the most detailed level at which data can be mapped with around 220,000 different output areas. Red are areas with the most people per hectare.



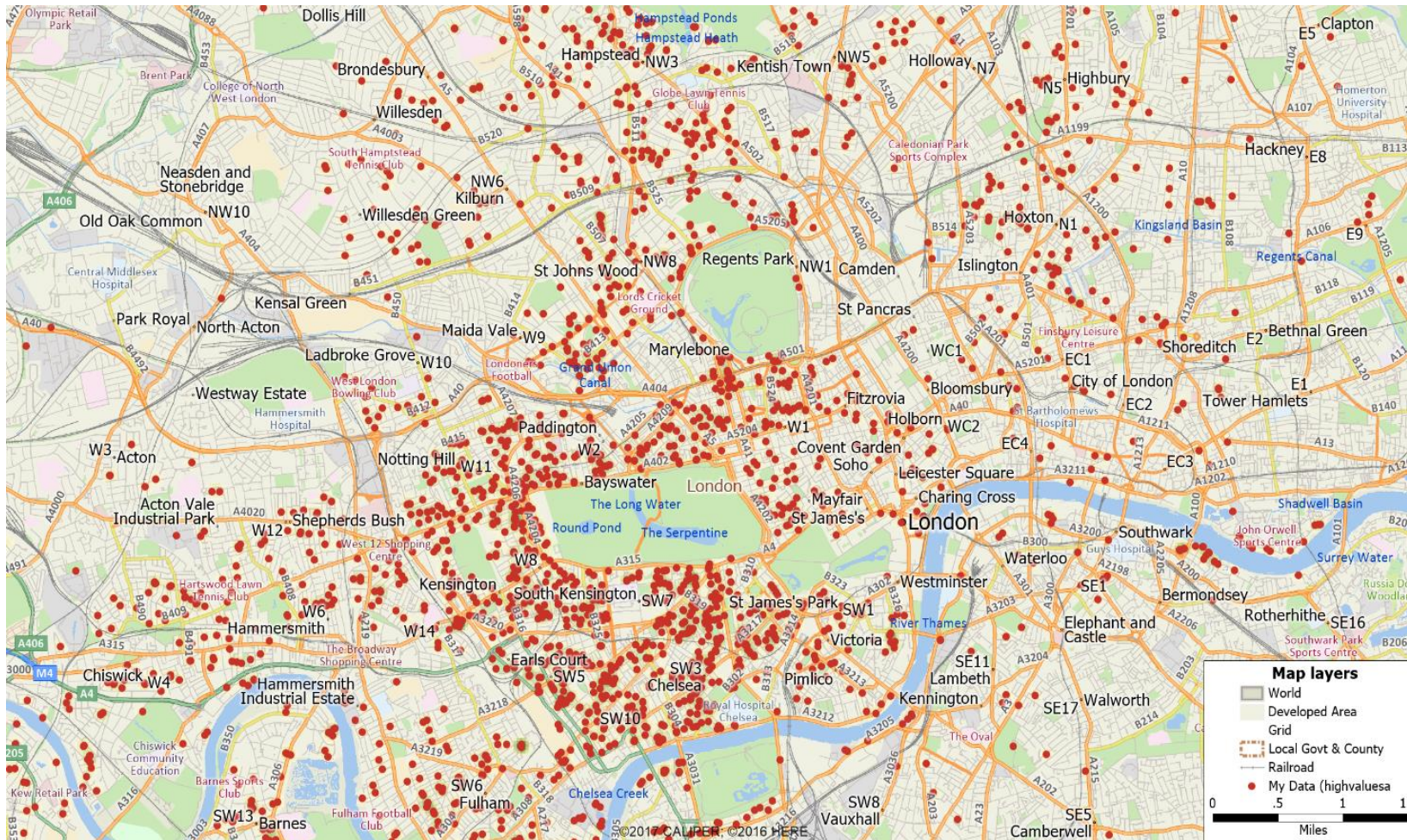
Map 6

This is a detailed map of Bicester with a 5 minute drive time drawn around the centre of the town. The area within the drive time can be easily identified and population, demographic, and socio-economic data derived to generate a profile of the population living within that drive time - catchment area analysis. This of course is widely done in deciding site location and it is possible to do this for both drive times and distances.



Map 6

This time the map is a push pin type where each pushpin represents a case. Using house price data all properties sold for more than £1,000,000 in January to September 2018 were identified and a random sample of them were plotted onto the map using the postcode of the property, but the full address could also have been used to provide and even more accurate location for the record. A disproportionate number of these are clustered within Inner London and in the Kensington and Chelsea area in particular, as the results below show.



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