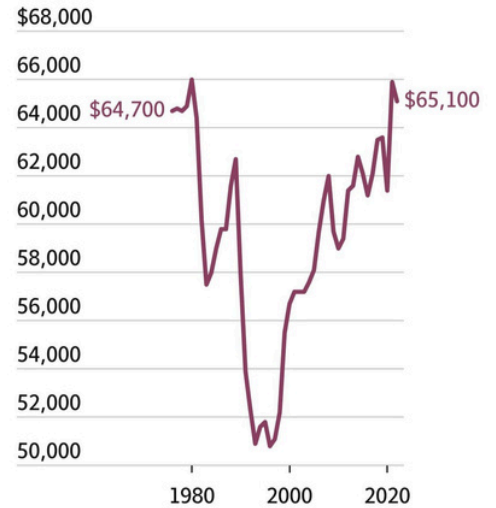**If your team understands this graph...**

Where time adjusted real incomes have not increased in almost 50 years...

Then your team needs a predictive model something like:

Canadian median family income has barely changed from 1976 levels
In 2022 constant dollars

$68,000
66,000
64,000 $64,700
62,000
60,000
58,000
56,000
54,000
52,000
50,000

$65,100

1980   2000   2020

THE GLOBE AND MAIL, SOURCE: STATISTICS CANADA

$$(FS)\_t = [\{b\_0 + (b\_wrk * CspndVar\_MSA) + (b\_yro * Yr\_Open)\} * LqAstF] * ProvAdj\_FacS$$

So Your Company Can:

▶ **Build insightful geo-demographic profiles, spatial information graphics, and econometric models.**

▶ **Create** detailed reports to better understand projected sales revenue, and the market influences that impact sales.

▶ **Performance Test** stores and store networks.

▶ **Optimize** networks for existing or new stores relative to opportunities.

▶ **Know the market, the customer, the opportunity, and the right store size.**

▶ **MAKE MORE MONEY.**

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