Penetration Map

What is penetration rate?

The definition of penetration rate I used at work is the numbers of member divides households’ number given specific area and period.

We could easy to use four-quadrant diagram whose x and y are households’ number and penetration rate to set our developing strategies.

High households – High penetration: it is mean that our products are very competitive in this area and the residents love our brand. Our target is keeping them from switching to other brands.

High households – Low penetration: we could put more resource to develop it. It could bring high growth for our company.

The function of maps of penetration rate.

Virtualize

Contain else information road river mountain ect.