Assignment 6

1. This map shows the best trade area in my target county of Bernalillo County, New Mexico, centered at Sunficent LLC, located at 2105 Vista Oeste NW, Albuquerque, NM 87120. The map displays the Tapestry lifestyle segments that dominate each block group within this trade area, using Esri’s enrichment layers. The trade area includes segments such as 7A, 7C, 8C, and 11C, which represent diverse lifestyles and income levels.

I have identified this Sunficent LLC location as a successful trade area for my project. By pinpointing the dominant lifestyle segments within this area, I can better understand my potential customers and tailor promotions, product kits, and outreach strategies to match their behaviors and preferences.

Additionally, identifying my top segments here will help me locate other areas with similar segment profiles for potential expansion. However, since this map only shows the dominant segment per block group, I will export full segment household counts and conduct further analysis in Alteryx to gain a complete picture of the customer base.

A screenshot of a map

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1. I just annotated my workflow to clearly show the purpose of each tool row in my analysis process.

The first row of tools cleaned up and standardized potential trade area addresses I gathered from the web. These tools are now containerized and disabled, as that step is complete.

The second row of tools inputs enriched trade area data (including product spend and user group demographics), which I used to calculate total users and target users and ultimately to select the best trade area—in this case, the area around Sunficent LLC.

The third row of tools will be used to identify the largest lifestyle segments present in the successful trade area. As the annotation notes, I begin this step by inputting the shapefile of my selected trade area with its enriched segment data.

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1. The households who live in my Sunficent LLC trade area fall into several key Tapestry lifestyle segments. The largest segment is 7A Up and Coming Families, which accounts for 3,178 households, or approximately 47% of the trade area. This is followed by 8C Bright Young Professionals with 1,080 households (~16%), 4A Workday Drive with 1,077 households (~16%), 4B Home Improvement with 718 households (~11%), and 8E Front Porch with 512 households (~8%). Based on these results, 7A Up and Coming Families clearly predominate, and I attribute much of the trade area’s success to them. These households are typically younger, growing families who are active consumers but value affordability, making them ideal targets for my skincare outreach initiative. Understanding these dominant lifestyle segments allows me to tailor messaging, promotions, and delivery strategies to match their behaviors and preferences. It will also guide me in identifying similar trade areas for future expansion.

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1. For my project, I aimed to identify a trade area where I could reach Hispanic women aged 15-44 to provide access to affordable skincare and cosmetics products. The trade area around Sunficent LLC in Albuquerque, NM proved successful, with strong spending potential and user group density. To better understand the community I am serving, and to identify similar trade areas for future expansion, I conducted a lifestyle segmentation analysis using Esri’s Tapestry data. My analysis shows that the dominant lifestyle segment in this trade area is 7A: Up and Coming Families, with 3,178 households accounting for 47% of the total.

Up and Coming Families are younger, ambitious households in a stage of life marked by growth, optimism, and transition. Their average age is 31.4, closely aligning with my target user group, and their median household income is $72,000. These families are tech-savvy, budget-conscious, and responsive to value-driven messaging. They live in newer, suburban neighborhoods, often balancing work and family while managing debt and seeking affordable products. They shop smart, often in discount or big-box retailers, and are open to influence from advertising, peers, and digital content. Most importantly, they are in the life stage where building routines around personal care is common, making them highly receptive to skincare and wellness messaging.

What I’ve learned is that this segment is not only a strong match for my project goals but also offers insight into how and where to reach them. For example, placing product samples or promotional brochures in family activity centers, schools, discount retailers, or gyms might be effective. I could also leverage digital channels, as this segment relies heavily on online tools for shopping and information. Understanding the habits, priorities, and aspirations of Up and Coming Families will guide my strategy, both in this trade area and in identifying others with similar lifestyle profiles.

A brochure with a group of people

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A close-up of a graph

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