**Geographic Analysis using Tableau**

Background & Summary

Search Engine Marketing has the capability to target geographic areas/ addresses, the map below is an illustration of all store locations for an ecommerce client. Using open source Tableau Map API connections, I was able to identify each store by address based on Long and Lat coordinates. The end results of this geographic analysis were

1. Identifying stores that over indexed in sales to implement a radius bid modifier to increase ad delivery in those areas
2. Understand the characteristics of these over indexing stores and attempting to understand what sets them apart from other stores

