

City of Busselton

Resident

Business

Events

Visitor

Leakage

| | |
|---|--|
| <div>Contents</div> <div><div>1.</div><div>Summary of data tables</div></div> <div><div>2.</div><div>Data dictionary</div></div> <div><div>2.1</div><div>Core data & Benchmark data</div></div> <div><div>2.2</div><div>Event data</div></div> <div><div>2.3</div><div>Leakage data</div></div> | <div>Purpose</div> <div>This document defines all tables, fields, and metrics in Council iQ data extracts. Use it to understand data structure, field meanings, and proper metric interpretation for accurate custom analysis of Council iQ data</div> |
|---|--|

1. Summary of data tables

| Tab name | Description |
|--|---|
| CORE DATA (Previously 'OTHER DATA') | This comprehensive dataset provides key insights about residents, businesses, and visitors in your area. It includes information about resident and local business spend, category spend and preferences, brand preferences, visitation and demographic information. You can analyse this data across different regions, time periods, customer types, and market segments. |
| BENCHMARK DATA | This comparison dataset helps you understand how your region is performing relative to a benchmark area. It shows year-over-year changes in consumer spending, broken down by a benchmark region, time period, customer type, and category. This allows you to gauge your areas spend growth against the given benchmark region. Note that this table has the same table structure as CORE DATA. |
| EVENT DATA | This detailed daily spending tracker shows purchasing patterns by day in your region and subregions. It breaks down spending by: <div><div>- Time of day and day of week</div><div>- Customer type</div><div>- Categories and sub-categories</div></div> |
| LEAKAGE DATA | <div>This dataset tracks spending by your residents that occurs outside your LGA, with spend and year-on-year change in spend metrics broken down by:<div><div>- Category and sub-category (e.g., Supermarkets, Department Stores, Private Transport)</div><div>- Crowds iQ customer segments (e.g., Countryside Elite, Metro High Flyers)</div><div>- Detailed location of where the spending occurred (neighboring regions, states, or online)</div></div></div> <div>This information helps identify which types of purchases your residents are making elsewhere, potentially because goods or services cannot be obtained locally. Understanding these patterns can help target economic development efforts and identify opportunities for new local businesses in your area.</div> |

2. Data dictionary

2.1. CORE DATA & BENCHMARK DATA

| Column name | Description | Example values |
|------------------------|--|---|
| Client | Your organisation name | |
| Region Type | The geographical classification level | LGA, sub-region |
| Target Location Name | The specific geographical area under analysis | Surf Coast, Lorne |
| Period Type | The temporal aggregation of data | ANNUAL, QUARTERLY, MONTHLY... |
| Period | Specific timeframe identifier - For ANNUAL/QUARTERLY/MONTHLY: Shown as YYYYMM - For WEEKLY: Shown as YYYYMMDD, representing the Monday of that week | 202501, 20250101 |
| Visitor Definition | Distinguishes different visitor classes based on CommBank iQ definitions - Visitors: Those spending outside their home LGA | VISITORS |
| Customer Type | Detailed customer categorisation | VISITORS, RESIDENTS |
| Detail Group | Primary analysis categories | CATEGORY/BRAND, DEMOGRAPHICS |
| Detail Type | Specific measurement dimensions | CATEGORY, BRAND, AFFLUENCE, LIFESTAGE, AGE |
| Detail | Actual values within each dimension | Cafes, WOOLWORTHS, 1, Young Families, 18-24 |
| Brand Category Mapping | Links brands to their CBaiQ category | WOOLWORTHS to 'Food Retailing' |
| Segment Filter | Defines the scope of customer segment analysis - TOTAL: Encompasses all customers within the specified parameters - CUSTOMER SEGMENT: Crowds iQ customer segments (age x lifestage categorisation) - SOURCE MARKET: Visitor home location (LGA) | TOTAL, CUSTOMER SEGMENT, SOURCE MARKET |
| Segment | The specific customer segment values | TOTAL, Up and Coming, Wagga Wagga |
| Metric Location | Metric Location: Geographical scope of transaction aggregation - TARGET REGION: In-store transactions within the specified region - NATIONAL: All transactions (in-store and online) by regional residents | TARGET REGION, NATIONAL |
| Metric Type | The base measurement unit of interest | SPEND, CUSTOMERS, TRIPS |
| Metric | The specific metric of interest | SPEND, SPEND_PERC_CHANGE, DAY_SPEND |
| Metric Value | Numerical value corresponding to all dimensional parameters | 1500000 |

Column Groups and Values

| Client and region columns | | |
|---------------------------|-------------|----------------------|
| Client | Region Type | Target Location Name |
| City of Busselton | LGA | <LGAs> |
| | Sub-region | <Sub-regions> |

| Time period columns | |
|---------------------|----------|
| Period Type | Period |
| ANNUAL | 202411 |
| MONTHLY | 202411 |
| | 202410 |
| | 202409 |
| WEEKLY | 20240805 |
| | 20240812 |
| | 20240819 |

| Customer type columns | |
|-----------------------|---------------------------|
| Visitor Definition | Customer Type |
| ALL CUSTOMERS | ALL CUSTOMERS |
| VISITOR | VISITORS |
| | RESIDENTS |
| TOURISTS_LEVEL_2 | DAY TRIP TOTAL |
| | OVERNIGHT TRIP TOTAL |
| | SHORT TRIP |
| | REGULAR/ROUTINE TRIPS |
| TOURISTS_LEVEL_3 | DAY TRIP INTRASTATE |
| | DAY TRIP INTERSTATE |
| | OVERNIGHT TRIP INTRASTATE |

| 'Detail' columns | | | |
|------------------|-------------|----------------|-------------------------|
| Detail Group | Detail Type | Detail | Brand Category Mapping |
| CATEGORY / BRAND | CATEGORY | Total (All) | |
| | | Food Retailing | |
| | | Supermarkets | |
| | | Cafes | |
| | BRAND | WOOLWORTHS | Food Retailing |
| | | UNITED PETROL | Private Transport |
| | | HUNGRY JACKS | Eating and Drinking Out |
| DEMOGRAPHICS | AFFLUENCE | 1 | |
| | | 2 | |
| | LIFESTAGE | YoungFamily | |

| | |
|--|---------------------------|
| | OVERNIGHT TRIP INTERSTATE |
|--|---------------------------|

| | | | |
|-----|-----|---------|-----|
| | | Retiree | |
| | AGE | 18-24 | |
| | | 45-54 | |
| ... | ... | ... | ... |

| Customer segment columns | |
|--------------------------|-------------------------|
| Segment Filter | Segment |
| TOTAL | TOTAL |
| CUSTOMER SEGMENT | <CROWD iQ levels> |
| SOURCE MARKET | <Source Markets (LGAs)> |

| Metric location |
|-----------------|
| Metric Location |
| TARGET REGION |
| NATIONAL |

| Metric columns | | |
|----------------------|----------------------------|--------------|
| Metric Type | Metric | Metric value |
| SPEND | SPEND | |
| SPEND | SPEND_PERC_CHANGE | |
| SPEND | DAY_SPEND | |
| SPEND | DAY_SPEND_PERC_CHANGE | |
| SPEND | NIGHT_SPEND | |
| SPEND | NIGHT_SPEND_PERC_CHANGE | |
| SPEND | WEEKEND_SPEND | |
| SPEND | WEEKEND_SPEND_PERC_CHANGE | |
| CUSTOMERS | CUSTOMERS | |
| CUSTOMERS | CUST_PERC_CHANGE | |
| SPEND_PER_CUST | SPEND_PER_CUST | |
| SPEND_PER_CUST | SPEND_PER_CUST_PERC_CHANGE | |
| TRIPS | TRIPS | |
| TRIPS | TRIPS_PERC_CHANGE | |
| SPEND_PER_TRIP | SPEND_PER_TRIP | |
| CUSTOMER PENETRATION | TARGET PENETRATION | |
| CUSTOMER PROPORTION | TARGET PROPORTION | |
| CUSTOMER PROPORTION | BENCHMARK_PROPORTION | |
| INDEX_METRIC | AFFINITY | |

2.2. EVENT DATA

| Column name | Description | Example values |
|----------------------|---|---------------------------------------|
| Client | Your organisation name | |
| Region Type | The geographical level of analysis | LGA, sub-region |
| Target Location Name | The specific geographical area of analysis | Surf Coast, Lorne |
| Tod | Time of Day: DAY - 6am to 6pm, NIGHT - 6pm to 6am, TOTAL - complete 24-hour period | TOTAL, DAY, NIGHT |
| Dow | Day of Week: The specific day of the week (Monday through Sunday) | Mon, Tues, Wed, ... |
| Period | The exact date (shown as YYYYMMDD) | 20241210, 20240621, ... |
| Previous Year Period | The corresponding date from last year, enabling year-on-year comparison | 20231212, 20230623, ... |
| Visitor Definition | Distinguishes different visitor classes based on CommBank iQ definitions - Visitors: Those spending outside their home LGA | VISITORS |
| Customer Type | Detailed customer categorisation | VISITORS, RESIDENTS |
| Detail | The category or sub-category of interest | Supermarkets, Restaurants, Cafes, ... |
| Total Spend | The dollar value of transactions for the specified period and parameters | 20000 |

Column Groups and Values

| Client and region columns | | |
|---------------------------|-------------|----------------------|
| Client | Region Type | Target Location Name |
| City of Busselton | LGA | <LGAs> |
| | Sub-region | <Sub-regions> |

| Time period columns | | | |
|---------------------|------|----------|----------------------|
| Tod | Dow | Period | Previous Year Period |
| TOTAL | Mon | 20241104 | 20231106 |
| TOTAL | Tues | 20241105 | 20231107 |
| DAY | Wed | 20241106 | 20231108 |
| DAY | Thu | 20241107 | 20231109 |
| NIGHT | Fri | 20241108 | 20231110 |
| NIGHT | Sat | 20241109 | 20231111 |
| ... | ... | ... | ... |

| Customer type columns | |
|-----------------------|---------------|
| Visitor Definition | Customer Type |
| ALL CUSTOMERS | ALL CUSTOMERS |
| VISITOR | VISITORS |
| | RESIDENTS |

| 'Detail' column - category/sub-category |
|---|
| Detail |
| Total (All) |
| Tourism and Entertainment |
| Food Retailing |
| Cafes |
| ... |

| Value column |
|--------------|
| Total Spend |
| |
| |
| |
| |
| |

2.3. LEAKAGE DATA

| Column name | Description | Example values |
|-------------------------|---|---|
| Client | Your organisation name | |
| Category | The category or sub-category of interest. 'Total (excl. Other)' represents combined spending excluding miscellaneous categories | Total (excl. Other), Restaurants, Cafes |
| Resident Sub Region | The home location of the residents of interest | Lorne, Anglesea, ... |
| Crowds | Crowds iQ customer segments (age x lifestyle categorisation) | Total, Countryside Elite, ... |
| Locality | The target spend locality (defined by ABS 'Suburbs And Localities' definition) | Geelong West, Colac |
| LGA | The target spend LGA | Greater Geelong, Colac Otway |
| Region | The target spend broader region - split by major cities or regionality | Metro - VIC, Regional - VIC, ... |
| State | The target spend state | VIC, VIC, ... |
| Local Month ID | Month identifier in YYYYMM format | 202501 |
| Period Type | The temporal aggregation of data | MONTH, YEAR |
| Location Type | The level of the target geography | National, State, Region, LGA, Locality |
| Spend Location | A flag for whether the spend refers to leakage spend (OUT_OF_LGA) or compative spend within the LGA (IN_LGA) | IN_LGA, OUT_OF_LGA |
| Total Spend | Dollar value of out-of-area spending | 60,000 |
| Total Spend Perc Change | Year on year percentage change in spend (formatted as a number 0.04, rather than 4%) | 0.04 |

Column Groups and Values

| Client and region columns |
|---------------------------|
|---------------------------|

| Category column |
|-----------------|
|-----------------|

| Crowds column |
|---------------|
|---------------|

| Leakage region columns |
|------------------------|
|------------------------|

| Client | Resident Sub Region |
|-------------------|---------------------|
| City of Busselton | Subreigon 1 |
| | Subregion 2 |
| | ... |
| | |
| | |

| Category |
|---------------------|
| Total (excl. Other) |
| Supermarkets |
| Restaurants |
| Cafes |
| |

| Crowds |
|-------------------|
| <Crowd iQ levels> |

| Locality | LGA | Region | State |
|------------|-------|----------------|-------|
| Locality 1 | LGA 1 | Regional - VIC | VIC |
| | LGA 1 | Regional - VIC | VIC |
| | | Regional - VIC | VIC |
| | | | VIC |
| Locality 2 | LGA 2 | Regional - NSW | NSW |
| | LGA 2 | Regional - NSW | NSW |

| Time period columns | |
|---------------------|-------------|
| Local Month ID | Period Type |
| 202501 | YEAR |
| 202501 | MONTH |
| 202412 | MONTH |
| 202411 | MONTH |
| 202410 | MONTH |
| 202409 | MONTH |

| Leakage region type columns | |
|-----------------------------|----------------|
| Location Type | Spend Location |
| Locality | OUT_OF_LGA |
| LGA | |
| Region | |
| State | |
| Online | |
| National | |
| IN_LGA | IN_LGA |

| Value columns | |
|---------------|-------------------------|
| Total Spend | Total Spend Perc Change |
| 60,000 | 0.04 |