



iVisibility

Marketing Intelligence thru
Web Mining Solutions

Case 1: Home away from Home
Day Care Chain

History of “Home Away from Home”

Twelve years ago, Barbara Johnson opened her first day care center in Tallahassee, Florida.

Soon after opening, Barbara realized that the demand for the services her company offered was high, and that it was time for the small business to grow.



Today, the “Home Away From Home” day care chain has spread throughout Florida, and is ready to make the leap to a nation wide chain.

Working with “Home Away form Home”, iVisibility has created a list of pre-qualifications and preferences to base searches upon.

Pre-qualifications and Preferences

● Pre-qualifications

- Households that have at least one child thirteen years or younger
- Annual median income of at least \$50,000

● Preferences

- Single parent households
- location close to an elementary school
- Areas that have high growth rates

Goals and Needs



“Home Away from Home” has several goals, however, lacks the marketing knowledge and skills to make them a reality.

With the help of the experts at iVisibility, they obtain the ability to achieve their business goals.

● Goals:

- Open new facilities in the fastest growing areas
- Open roughly 10 new facilities each year
- Develop an effective marketing strategy

● Needs:

- Current information that can be updated on a regular basis
- Market insight and experience
- Meaningful reports to aid in decision making
- Marketing lists that will allow them to contact their target audience

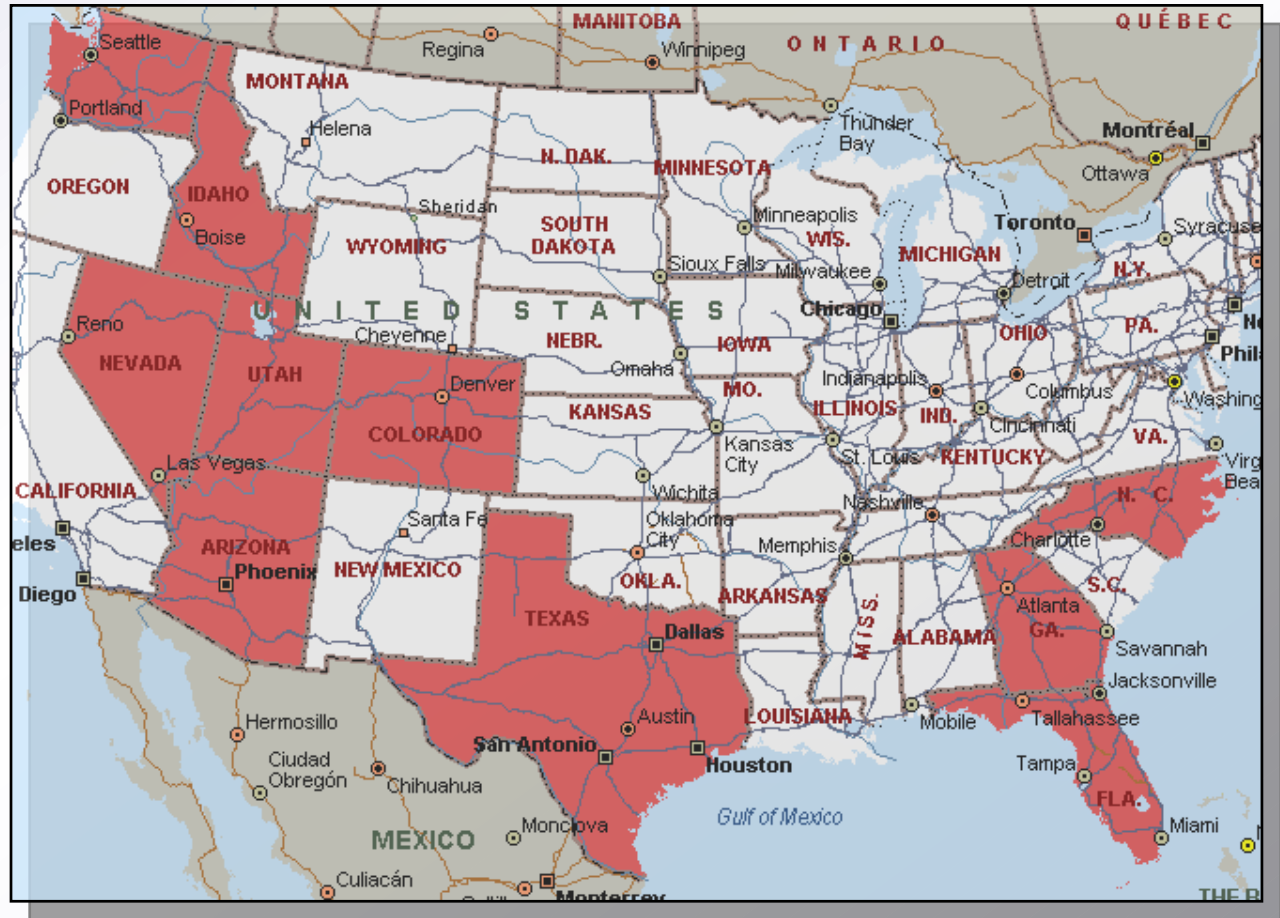
Selecting States




- To begin the selection process, iVisibility determined the growth rate of each state in the U.S.
- States that have a growth rate of over 20% are more likely to foster the growth of an expanding company.

Top 10 Growing States

- Arizona
- Colorado
- Florida
- Georgia
- Idaho
- Nevada
- North Carolina
- Texas
- Utah
- Washington



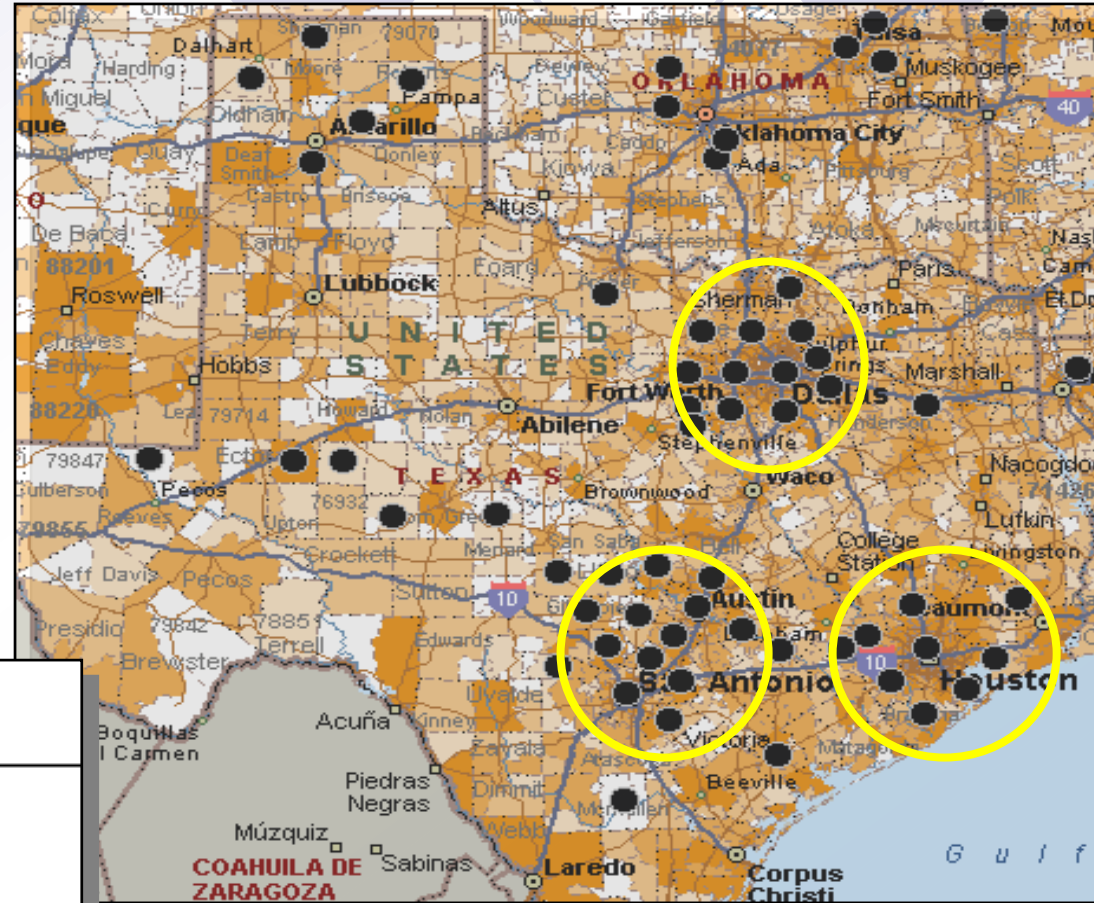
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- Each state is evaluated to find the best locations based on the client's pre-qualifications.
 - iVisibility's Web Mining software is used to find areas that are most densely populated by children under the age of thirteen and also pinpoints areas that have a median household income of over \$50,000

Texas

Density Map:


Population and Income by Zip Code

Several areas that meet pre-qualifications of high populations of children and average income of \$50,000 or more



Average Household Income	
●	\$50,000.00 to \$300,000.00

Population, Ages 0-13	
■	3,287 to 40,545
■	1,070 to 3,286
■	396 to 1,069
■	140 to 395
■	0 to 139

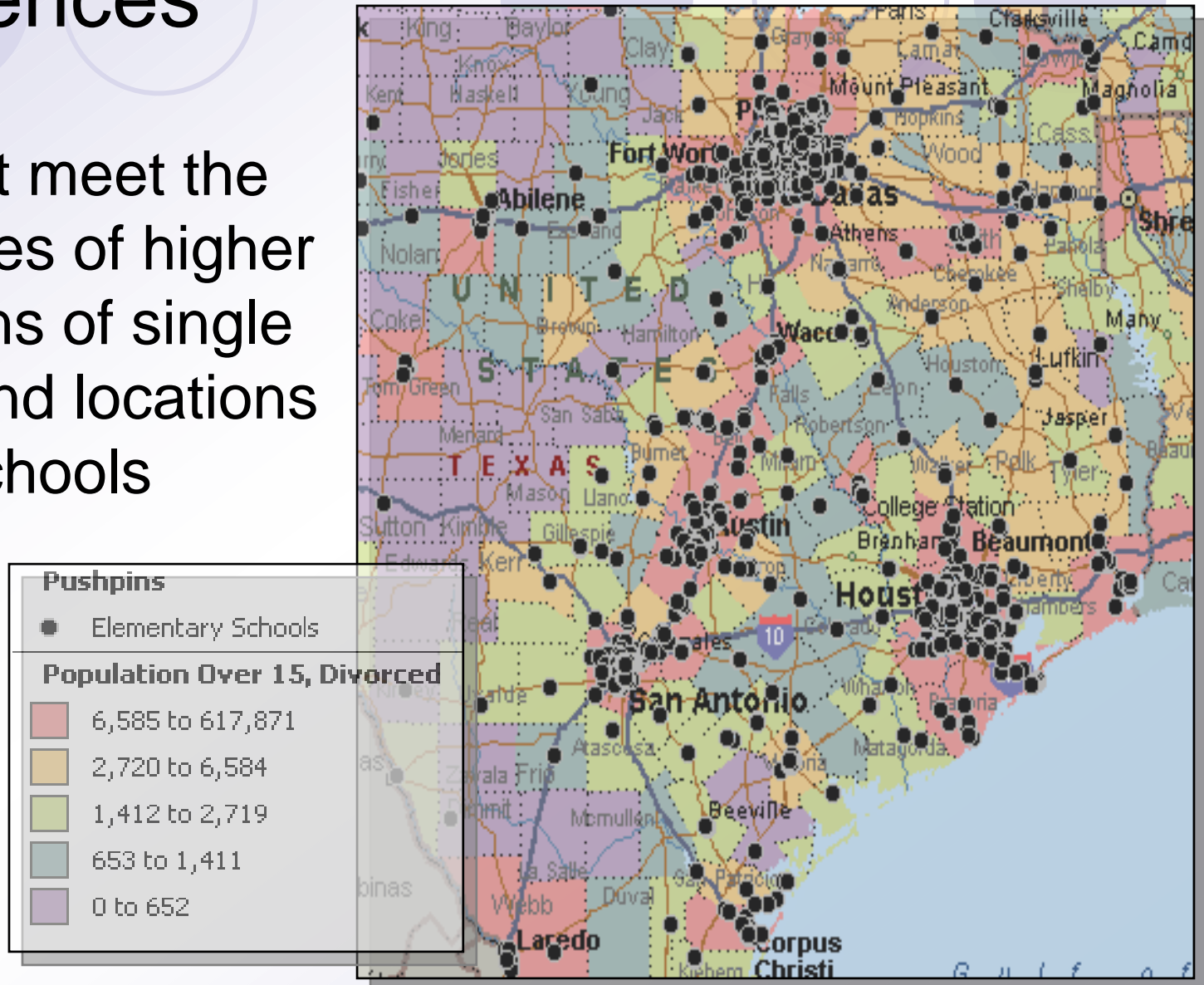
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- iVisibility's Web Mining software makes it possible to drill down even further to find areas that meet the clients preference of locations that are close to schools as well as in regions that are more densely populated by people who are divorced.


Preferences

Areas that meet the preferences of higher populations of single parents and locations of local schools

Density Map:

Divorced Population and Schools by Zip Code



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- Based on analysis of the pre-qualifications and preferences provided by the client, iVisibility suggests that the best locations in Texas are in the Dallas and Houston areas.

Competitive Data

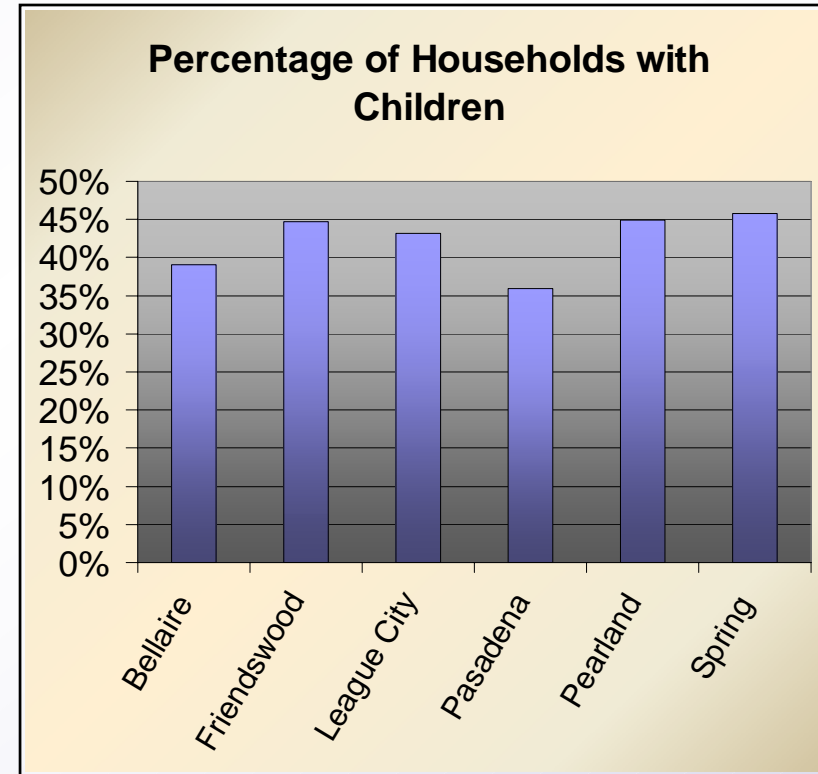
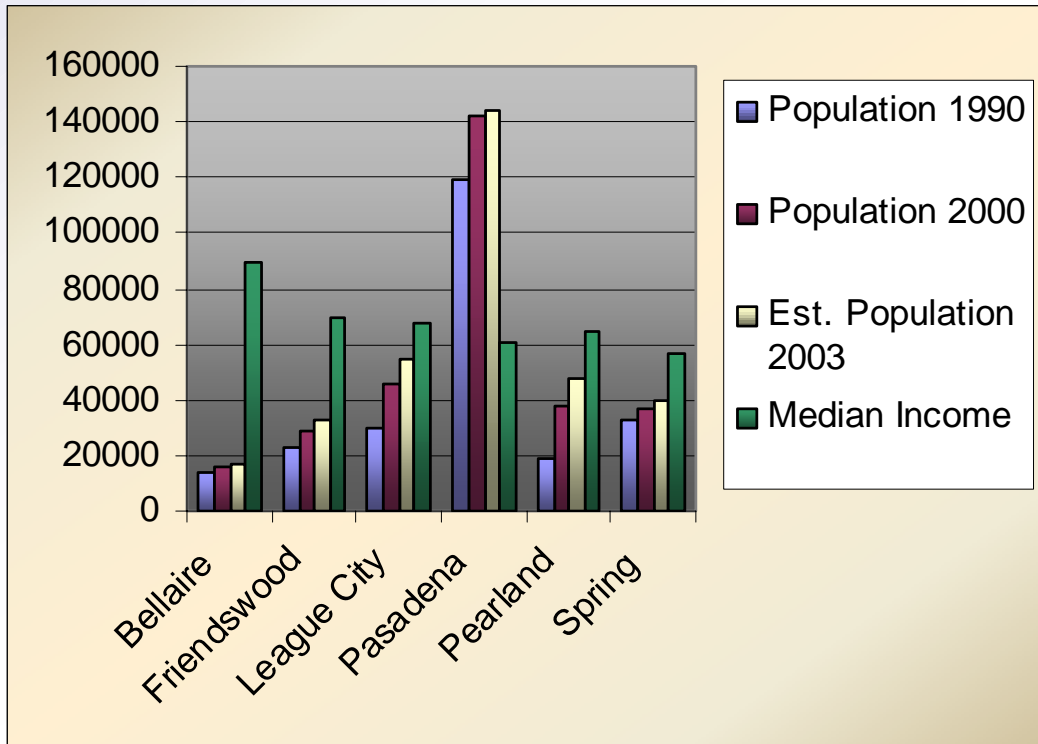


- iVisibility has the ability to clarify information regarding possible threats.
- In this case, Web mining software by iVisibility extracted data concerning pre-existing daycare centers in the Houston area.

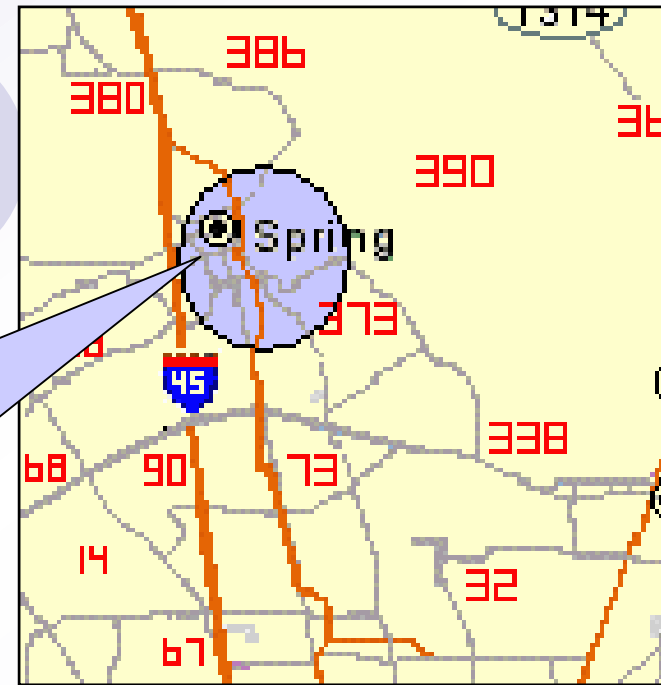
Prime Locations for a Day Care in Harris County

Demographic Analysis Charts

- Bellaire
- Friendswood
- League City
- Pasadena
- Pearland
- Spring



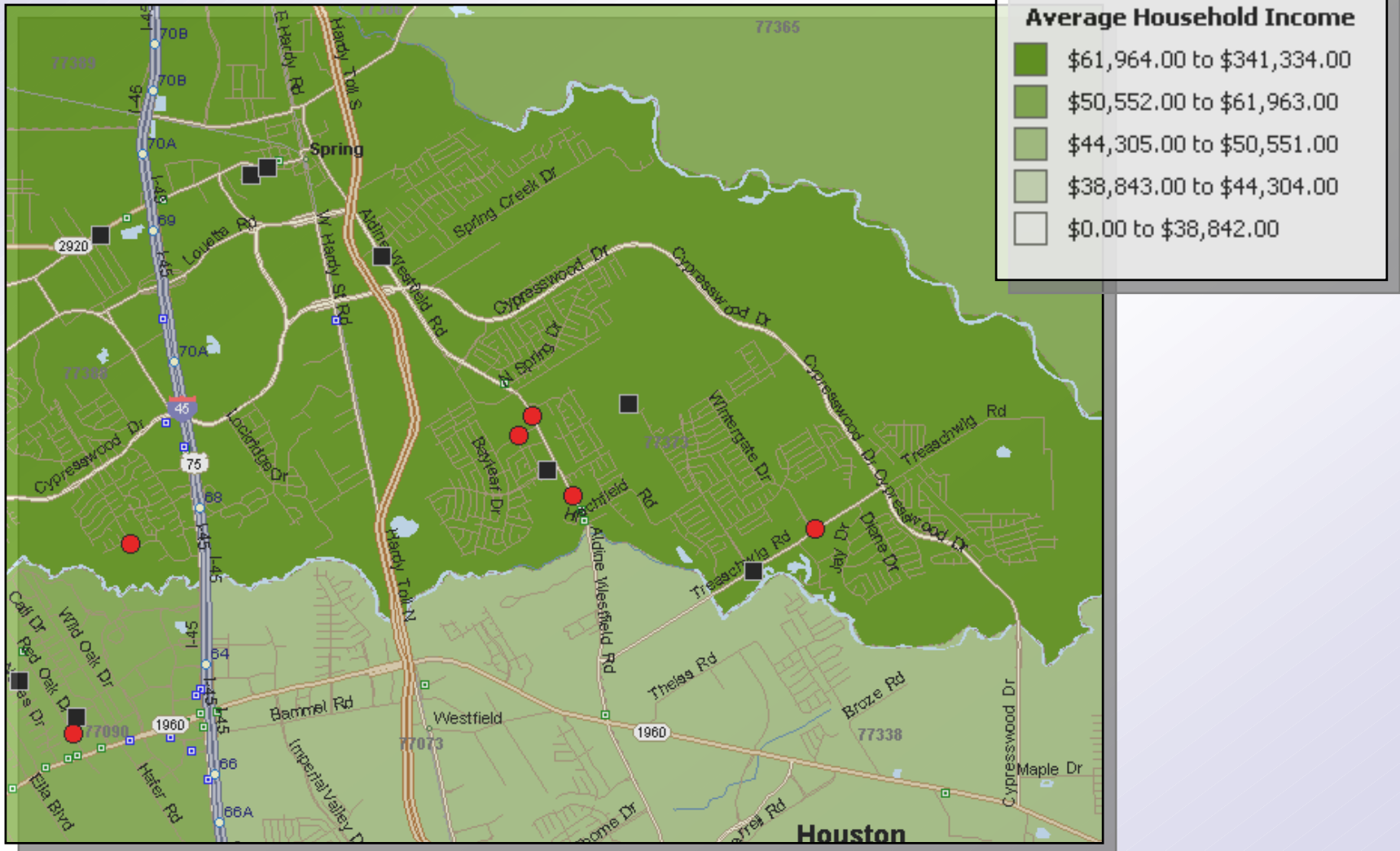
Spring



- Median Income: \$56,662
- Population: 36,434
- Growth Rate: 10.4%
- Day Cares to Households with Children Ratio: 1 to 406.93

Spring

Opportunities and Threats Report



Summary



- After prime locations have been chosen, and “Home Away from Home” is ready to advertise, iVisibility can provide marketing information to aid in their marketing campaign in addition to continuing to find prime locations for future expansions.