



Target store-level Conversion





Data

- **Advan, Store-level:**
 - Store visitors
 - Employees
- **Consumer Edge, Off-Line Store-Level:**
 - Unique card counts
 - # of transactions
 - Sales



Correlations between Traffic & Sales

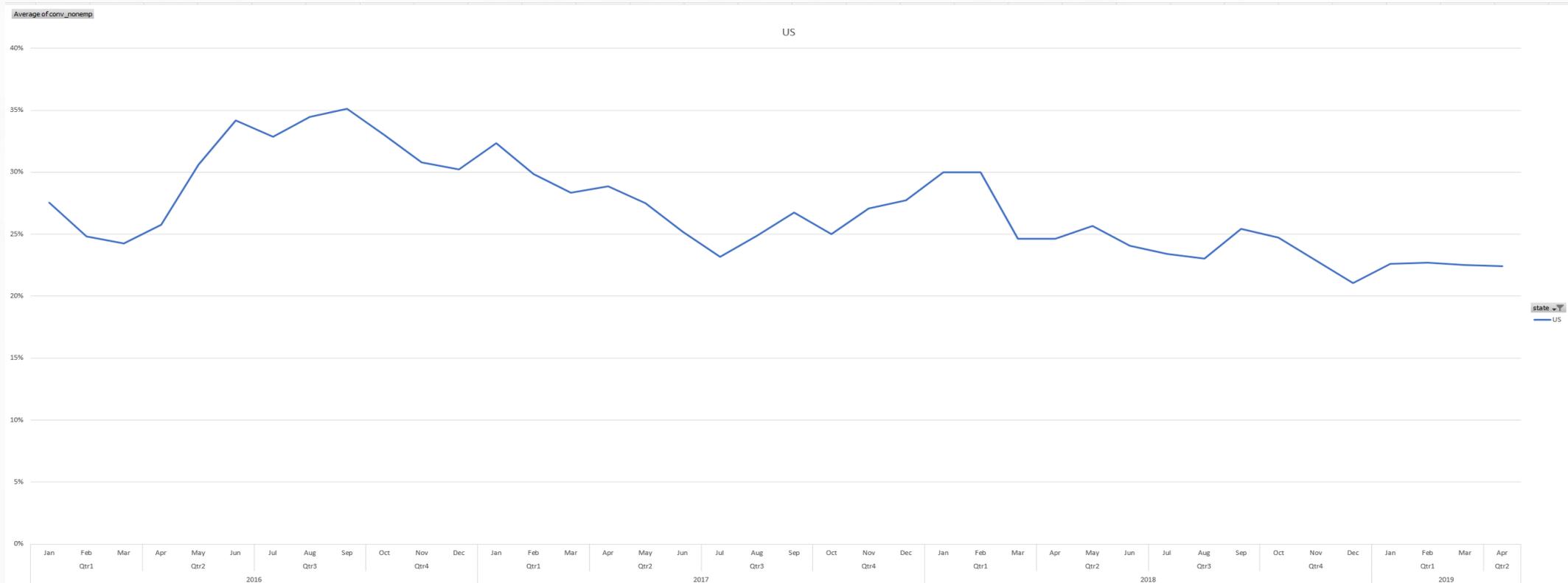
- Cohort of 1,585 stores (common stores, open since 2015):
 - Year over Year: 0.52 correlation
 - Quarterly: 0.62
- Residuals analysis:
 - Remove monthly and quarterly Seasonality
 - Remove daily averages
 - Correlate residuals

0.83 daily correlation



Conversion Ratio

Conversion peaked in early 2016 and has been steadily declining

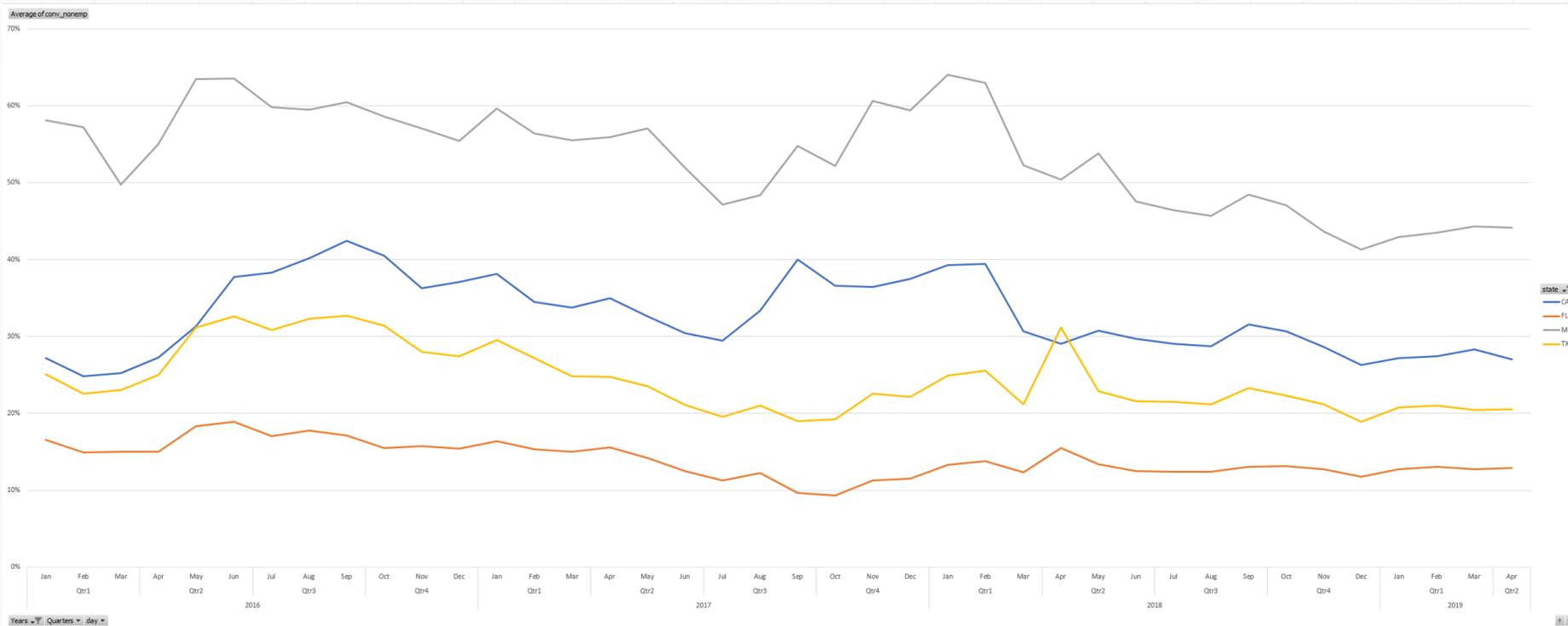


Normalization method: assume that the 99.5th percentile of conversion (by State, by day) is 100%



Material Differences between States

Minnesota over 3x Florida's conversion
CA and TX are close to the national average

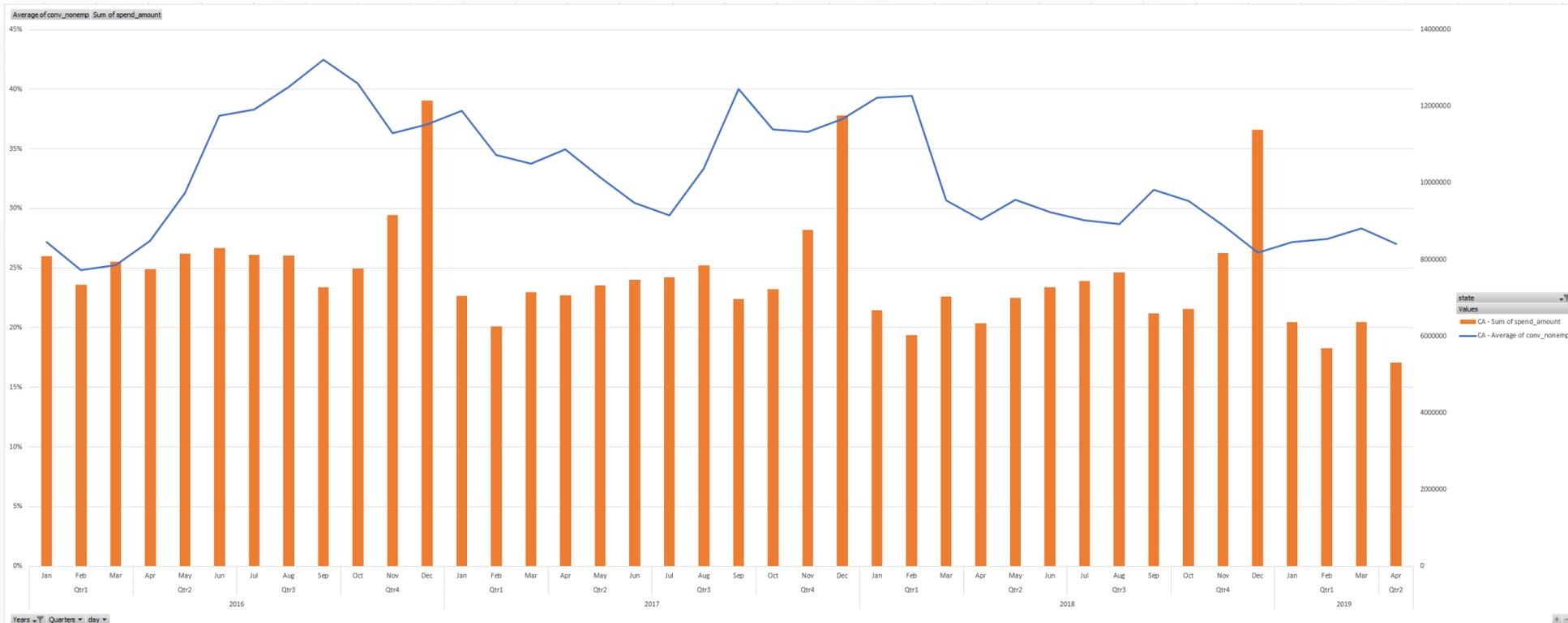


CA, TX, MN, FL are 4 of the largest states for Target



CA: Lower Conversion & Lower Sales

California is the leading state for Target in # of stores, total traffic, and total sales





About Advan

ADVAN
Research through Technology

CE CONSUMER
EDGE

Founded in 2015 to bring Alternative Data to the Buy Side

- Management Team with over 15 years experience (each) in the Financial Markets
- Rationale: Alternative Data is the next big source of alpha

Cellphone Location Data

- Single largest indicator of the economy (1,800 companies covered)
- Covering over 1,250 publicly traded companies, including over 700 companies measuring factories, distribution centers and storage facilities
- Daily data, daily updates, customers can measure traffic in any custom area on-the-fly

Truck Data

- 50% of all US trucks, tied to 700 publicly traded companies' factories

Weather Data

- 20 years of historical weather data across 1,800 companies