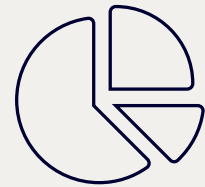


SizeUpWI



USE BIG DATA INTELLIGENCE TO GROW YOUR BUSINESS

SizeUpWI is a free and reliable online platform that delivers big data intelligence to suit the needs for the development of your business. This powerful data-analysis tool provides relevant insights on local competitors, consumers, advertising hotspots, and key suppliers, giving you the information you need to optimize your business and respond efficiently to local opportunities and threats. Whether you have an established business or are just getting started, SizeUpWI can help make your venture run smoothly.



Resource tool benefits

SizeUpWI allows you to filter your search and obtain specific geographic data that addresses the concerns of your business. With SizeUpWI, you can:

1. Find where your customers are located to get a clear picture of business opportunities.
2. Analyze comparative performance by identifying and locating industry competitors.
3. Locate key suppliers near you to optimize business operations.
4. Pinpoint geographic hotspots to streamline your marketing efforts and promote your business efficiently.
5. Map the areas in your locality that offer the best potential for business expansion.

Learn More:

If you want to learn more about SizeUpWI and how it can help you advance your business visit wedc.org/SizeUpWI

For questions, please contact:

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SizeUpWI



Not sure where to start? Use this online tool to benchmark how you are doing today versus where you want to grow.

PERFORMANCE

- How does my business compare to the competition in my area?
- What is the local employee turnover rate?
- What is the Revenue Per Capita in my market?
- **What is the Average Annual Revenue for businesses in the industry?**
- What local areas generate the highest revenue for businesses in the industry?

[Get answers >](#)

COMPETITION

- Who and where are my local competitors?
- **How many years have my competitors been in business?**
- Who and where are my local customers?
- What demographics do my customers belong in?
- Who and where are my suppliers?

[Get answers >](#)

ADVERTISING

- Where should I advertise in my area?
- What are the untapped and underserved markets in my area?
- What local areas have the highest amount of Revenue Per Capita in the industry?
- Where can I target consumers with specific income levels?
- **What is the total population of the local advertising hotspots?**

[Get answers >](#)

DEMOGRAPHICS

- What is the demographic makeup of my locality in terms of Age, Sex, Race, Households, and Education?
- **What are the varying household income levels in my area?**
- What is the customer expenditure pattern by demographic categories in my area?
- What is the labor force makeup in my market?
- What is the demographic makeup around an address? Within a boundary?

[Get answers >](#)