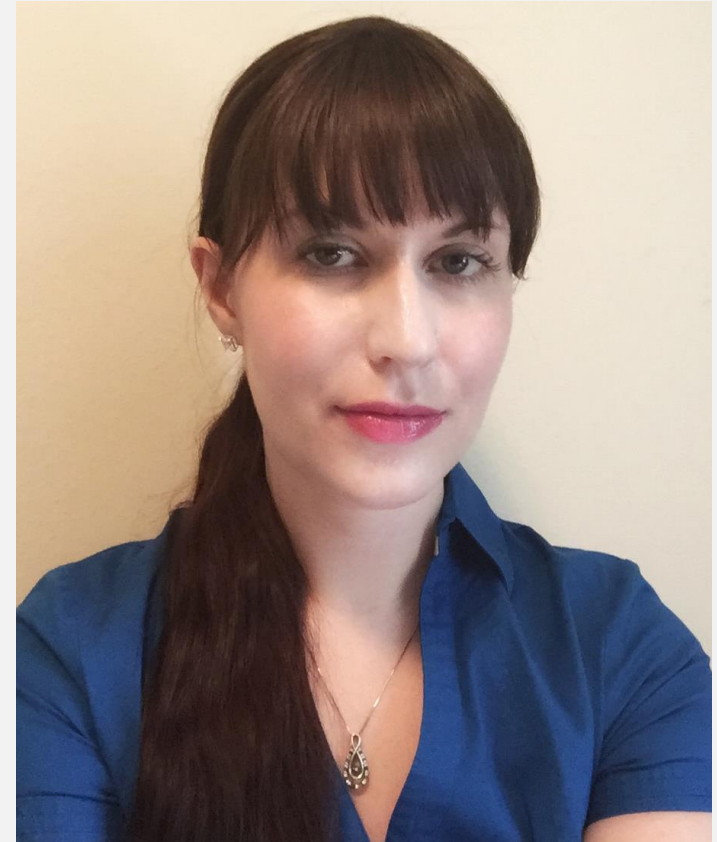


MEL DATABASES: MEL STATISTICS FOR PATRON'S RESEARCH

Presented by Julia Frankosky

March 28, 2018

Julia Frankosky is the Government Information Librarian and Federal Depository Library Program Coordinator at the Michigan State University Libraries. She also serves as the subject specialist for Political Science and works as a video game cataloger. She has a B.A. in History from Michigan State University and a MLIS from Wayne State University.



DATABASES

- **BusinessDecision:** A database for finding business-to-consumer market data available through MeL. Includes company profiles, product/brand information with investment reports, rankings and market share data.
- **DemographicsNow:** A database for finding comprehensive business and demographic information available through MeL.
- **American FactFinder:** Census data from the American Community Survey (ACS), Decennial Census (2000 & 2010), Commodity Flow Survey, Economic Census, Survey of Business Owners, Equal Employment Opportunity Tabulation, & more. Freely access provided by the Census Bureau.

USING DATA TO ANSWER QUESTIONS

- Who are your customers?
- Where do they live?
- How much do they earn and how do they spend their money?
- Where do you have the greatest opportunity?
- How do you describe your target market/population?
- What does your target market do/buy/believe?

LEVERAGING THIS DATA

- Profile current and potential customers
- Strategize marketing and messaging programs in real-time
- Tailor marketing campaigns aimed at specific neighborhoods or demographics
- Scan new markets
- Model prospective locations before leasing/buying
- Select the most suitable business site for your market
- Convince lenders of the potential for a new business concept or location
- Develop, plan, and analyze franchise territories
- Find locations near profitable areas
- Tailor store merchandise
- Analyze the shifts and needs of a given population within a specific geographic location
- Support Business & Marketing plan preparation