FASHION ACADEMY:
RESEARCHING YOUR CUSTOMERS

PRESENTED BY THE BUSINESS & CAREER CENTER
MARCH 2019
YOUR CUSTOMERS

• To whom are you selling?
  • Individual consumers, businesses

• What are their characteristics?
  • Geographic and demographic profile
  • Buying habits
  • Psychographic profile
RESOURCES WE WILL COVER

• https://bklynlibrary.libguides.com/fashion
• SimplyAnalytics
• Mergent Intellect
• Statista
• Mintel
ACCESS BROOKLYN PUBLIC LIBRARY’S ELECTRONIC RESOURCES FROM HOME

1. Go to www.bklynlibrary.org
   a. For the desktop: click on LEARN on the left-hand side, then Learning Resources.
   b. For mobile device: click on the 3 bars next to the logo on the left-hand side and click LEARN then Learning Resources.

2. Select the BUSINESS tab and select a database. If you’re not sure which one, you can browse all

3. You’ll be prompted to enter your 14-digit barcode on the back of your library card and your 4-digit PIN.
SIMPLYANALYTICS

• Simply Analytics is available only at the Central Library
• SimplyAnalytics contains demographic and psychographic data at both local and national levels, organized via map or table.

• **Data is available in three ways** (right side of the screen):
  • A map: Allows you to visualize one variable in one location
  • A comparison report: Allows you to compare multiple variables across multiple locations
  • A ranking: Allows you to see a listing of the top cities, counties, ZIP codes, etc. for a particular variable
NIELSEN PRIZM

• Demographic data from Nielsen is one of the data variable choices under “Market Segments’.
• This divides the population into 60+ different market segments, divided by income, age and lifestyle
• Detail on the different market segments is available on the Nielsen/Claritas website: https://segmentationsolutions.nielsen.com/mybestsegments/ (then click on “Segment Details”)

NIELSEN SCARBOROUGH DATA

• Find “Multimarket” and “Hyperlocal” data
  • Multimarket example: How many people have shopped in a bridal store in the last 3 months?
  • Not all multimarket variables are available for NYC
  • Hyperlocal example: How many New Yorkers have shopped in Bloomingdale’s Outlet in the last 3 months?

• Select “Browse by Dataset” and then, “Scarborough Local Insights”

• Search both multimarket and hyperlocal options for broadest results
MERGENT INTELLECT

• Mergent Intellect is accessible remotely with your library card

• **Consumer Data Module:** Data on individual's lifestyles, hobbies, purchasing habits, etc
  • Select “Advanced Search” and variable such as location, lifestyle and consumer detail
  • Don’t forget to select “Add to Criteria + ” after selecting each variable
Statista may be searched remotely but downloading “dossiers” and infographics is only available at Central Library.

Statista provides analysis of industry, company and consumer.

You can search by keywords “apparel consumer” or select the tabs on top. Select Expert Tools > Consumer Market Outlook > Apparel > United States.
MINTEL ACADEMIC

- Mintel is accessible only at Central Library
  - Reports contain market research: industry trends, product innovation, leading brands, and consumer demographics
- See “Consumer section” for consumer attitudes and preferences as well as target consumer profiles
- Ways to search: Schedule or keyword search
- No printing or downloading
FORGET ANYTHING?

Don’t worry! This presentation and more useful resources can be found in the for “Resources for Fashion Entrepreneurs Guide” in the “Subject Guides” box on this page.

https://www.bklynlibrary.org/business/small-business
QUESTIONS?

• Ask a Librarian (help with short questions via email) - [www.bklynlibrary.org/ask-librarian](http://www.bklynlibrary.org/ask-librarian)

• Book a Librarian (in-person, one-on-one help) – [www.bklynlibrary.org/only-bpl/book-librarian](http://www.bklynlibrary.org/only-bpl/book-librarian)
Q&A