



Market Identification & Micro Location Analysis

Consulting Services

Solar energy company Better Earth sought to establish a reliable list of expansion opportunities as it enters new states and grows in states that have proven to support its business model.

Deploying a data-driven approach, the Transwestern team identified potential markets in accordance with a detailed ranking and weighting system driven by key indicators. The second phase of the analysis identified submarkets that optimized community-level opportunity indicators. Simulating drivetime trade areas around every hub, scores for delivery and solar installation opportunities in the surrounding area were calculated for each. A live dashboard was built for the client to validate markets under consideration.

Based on the team's recommendations and understanding of the accessibility of potential customers as well as the impact on the current workforce, Better Earth was able to simplify its real estate search. The company was equipped to focus only on the areas that provided the best opportunity to locate where potential customers are within a reasonable distance and in markets that support alternative energy.