

# GeoRisk

## PRODUCT SPECIFICATION

### Product Description

GeoRisk is a measure of the relative risk profile of defined geographic areas, based on the default behaviour across the Australian population. GeoRisk is available at two levels of geography, Census Collection Districts (CCDs) and Street Segment (SS) level.

GeoRisk allocates a continuous score to each neighbourhood, which is then grouped into bands between 1 (high risk) and 10 (low risk). The score describes the credit worthiness of the neighbourhood based on negative credit and application data held on the individuals residing in that neighbourhood.

### Definitions:

A Census Collection District (CCD) is:-

- The base geographic boundary used by the Australian Bureau of Statistics to report on the Census.
- It contains, on average, between 200 – 250 households.
- There are 37,209 CCDs in the 2001 Census.
- Each CCD in Australia has one GeoRisk band allocated.

A Street Segment (SS) is:-

- An aggregation of buildings in the same street within a CCD.
- It contains, on average, between 10 – 25 households and has been developed by Veda Advantage.
- There are 411,315 Street Segments in Australia.
- Each Street Segment has one GeoRisk band allocated.

### How to Access this Product

If you would like to use GeoRisk you have two options for accessing it.

#### 1. Data License

By signing a data licence agreement, you will receive a CD containing the GeoRisk data set on a quarterly basis. For the period of this agreement you have the right to use this data set in-house for all your data segmentation and marketing activities.

#### 2. Online data enhancement via Data Express

You can append GeoRisk to your address records online by going to our web portal Data Express ([www.dataexpress.vedadvantage.com](http://www.dataexpress.vedadvantage.com)). Once you've registered for this service, you can upload your address records, submit a request to have GeoRisk appended, and download this data once the job request has been processed.

### Option 1: Data License

#### Requirements

In order to use GeoRisk as a data licence, you should have either of the following:

- The latest Australia Post Delivery Point Identifiers (DPIDs) appended to your in-house data or

- Full address details for each record (best split into separate fields for address, suburb, state and postcode)

If you do not have access to DPIDs, Veda Advantage can provide you with a software solution that can append the GeoRisk bands to your customer and prospect address data.

### Deliverables

On a quarterly basis you will receive a CD containing one or both of the below deliverables:

- Lookup table with the following fields:
  - DPID
  - GeoRisk indicator
- Veda Advantage software solution that can append the GeoRisk bands to your customer and prospect address data.

### Option 2: Online Data Enhancement via Data Express

#### Requirements

In order to use Data Express you will need to do the following:

- Use Microsoft Internet Explorer version 5.5 or above
- Go to **[www.dataexpress.vedaadvantage.com](http://www.dataexpress.vedaadvantage.com)** and register for the service
- Compile the file of address records you wish to enhance, including at minimum the following fields:
  - Address
  - Post Code
  - State
- Ensure your file is saved in either a .TXT or .CSV format (data held in common applications like Excel or Access can easily be saved or exported into a .TXT or .CSV format)
- Open your .TXT or .CSV file using a text editor (e.g. Microsoft Notepad) – you will be asked to cut and paste a sample of your data from the text editor into Data Express

#### Deliverables

- After you have uploaded your file and submitted a job to Data Express for processing, you will receive a complimentary Summary Report by email
- The Summary Report will summarise the number and % of the records you submitted where GeoRisk was successfully appended you may then decide whether to purchase and download the data
- When you download the enhanced data file you will find that a GeoRisk field has been appended

#### FIND OUT MORE

If you would like more information about licensing GeoRisk on an ongoing basis, please contact us.

Phone: **1300 783 099**

Email: **[salesvsgau@vedaadvantage.com](mailto:salesvsgau@vedaadvantage.com)**

If you would like to access GeoRisk online, please go to **[www.dataexpress.vedaadvantage.com](http://www.dataexpress.vedaadvantage.com)**