BizData®
Broader Perspective. Better Decisions.

Market Share SmartView
Deeper Insight to Optimise your Market Share

To truly understand the success of a business requires a view of their share of a market. This introduces the need to quantify the market potential by geographic area using market demographics and existing customer and sales data.

Market Share SmartView combines the power of Machine Learning and Power BI to provide actionable insight to businesses, allowing them to prioritise their field sales activity, direct marketing initiatives and investment in extending a branch network.

Consolidated view of performance across a geography and a branch network

Azure Machine Learning model discovers "look alike" potential market areas

Power BI helps visualize performance against benchmark and visualize market potential

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Smarter Marketing

- Market Share SmartView makes it easier to create highly-targeted marketing programs
- Assists in smarter budget allocation for all marketing and expansion initiatives

Combine Sales data with geo-demographic and census data

Improved Decision Making

- Capability to compare locations based on potential margin
- Ability to analyze "look a-like" market areas for greatest potential
- Calculate ROI for property and branch investments

Make informed, data driven decisions for expanding your network

Meaningful Visualizations

- Power BI Dashboards that monitor performance against metrics
- Integration of external data to quantify market size
- Market Potential Model leveraging Azure Machine Learning to cluster market areas

Power BI Dashboards give a clear and simple view of where to position your next branch

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"Early AI adopters that combine strong digital capability with proactive strategies have higher profit margins and expect the performance gap with other firms to widen in the next three years."

- McKinsey Global Institute June 2017

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Market Share SmartView leverages Azure Machine Learning to uncover the best opportunities to expand

Actionable Insight into your Network

- Measure the effectiveness of each branch highlighting market size, health of pipeline, delivery throughput and profitability

- External data integration including government published statistics and geo-spatial calculations provide insight to potential market size and potential

Predictive Analytics to surface market opportunities

- The Market Potential Model leverages Azure Machine Learning to cluster 'look-alike' areas to existing branch locations providing a revenue and margin forecasting capabilities
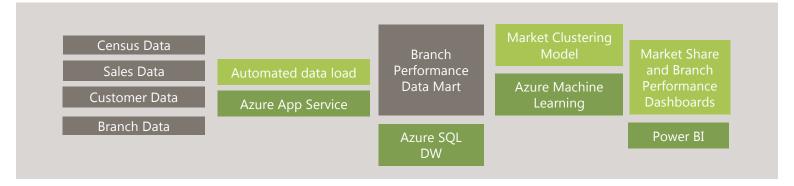
Our promise to you

Market Share SmartView enables you to better understand the scope of the entire market and identify your share of it.

An offer to get you started

BizData will deliver a streamlined engagement comprising of a;

- Setup & configuration of advanced analytics services

- Automated data sourcing for internal and external data

- A Trained Market Potential Machine Learning model

- Suite of market share analytics dashboards

Get Started from $48,000

Census Data		Branch Performance Data Mart	Market Clustering Model	Market Share and Branch Performance Dashboards
Sales Data	Automated data load			
Customer Data	Azure App Service		Azure Machine Learning	
Branch Data		Azure SQL DW		Power BI

Tangible Benefits / Desired Outcomes

- Surface your Market Share Potential based on customer, sales, branch and demographic data

- Gain greater insight on how customers are positioned to buy, depending on past behavior, socio-demographic position and level of engagement

- Consolidate disparate customer, sales and external data sources to gain a complete view of actual opportunities.

Why BizData?

BizData is an internationally award winning Data Analytics Agency. We specialise in rapid delivery of Artificial Intelligence, Big Data and Business Intelligence solutions, leveraging Microsoft and Open Source technology. BizData is widely recognised for excellence in innovation and implementation of customer solutions that spearhead a data-driven culture for everyone.

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