

# CORPORATE PRESENTATION

Our Services


# Our History



MarketDataMexico is a research firm with more than 12 years of experience in developing solutions for companies and governments in Latin America.



Our specialty is the conceptualization and design of tailor-made Business Intelligence solutions for our clients, and financial, economic and commercial simulation models, for the evaluation of different scenarios for a decision-making process.



Using state-of-the-art technology and tools to manage large volumes of data, we develop customized solutions, studies and interactive reports to successfully contribute with our customers.



# Our talent



A robust group of engineers, data scientists, economists and developers make up the company's team. From economists and business analysts with extensive experience in the region, to data scientists who are experts in the latest technologies available, including Systems Engineers who support the technological aspects of the company.

The combination of these disciplines, together with the company's track record and partners, are the main success factors of the company in terms of Market Research and Modeling.

Learn more about our team [here](#).



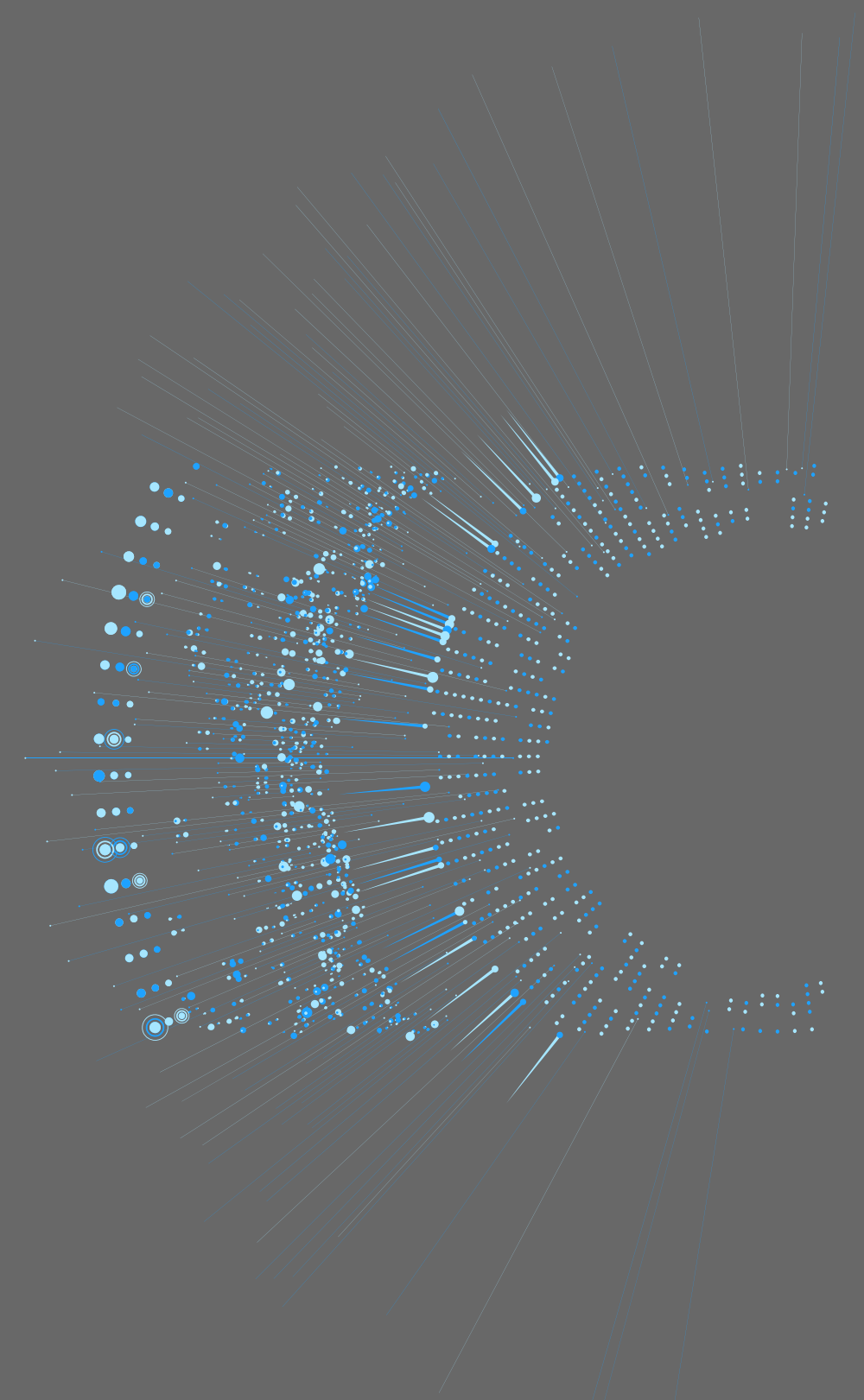


# Experts in data management

We are experts managing and analyzing large volumes of B2B markets' information, where data collection from primary sources through traditional investigation techniques is virtually impossible.

Variables such as production volumes, business models or other sensitive information are fundamental factors in the measurement of success for most of the companies, so it's in their nature to guard this type of information with the utmost care.

For this reason, our methodologies are based on obtaining the maximum level of data available from each source, considering the relation between all variables through various techniques, is a determinant factor for the successful analysis of every type of market.





# Work Philosophy

**TECHNIQUES AND METHODS OF BIG DATA MANAGEMENT  
ARE THE FUNDAMENTAL BASIS OF OUR RESEARCH**

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## OFFICIAL SOURCES

Data collection through automated systems or direct queries to public entities.

## ALTERNATIVE DATE

Information derived from user behavior in various instances, such as mobile devices, search logs, recommendations and location logs, etc. It brings nuances and perspective to the investigations, and because of the characteristics of the origin of the information, it often allows the generation of trends over time.

## TERTIARY SOURCES

Studies and research previously carried out.



# Industries and business sectors that we serve



Pharmaceutical industry

Retail

Agricultural sector

Logistics and packaging

Consumer Electronics

Real Estate

Construction

Petrochemical sector

Banking and Finance

Automotive Industry

Energy

Food industry



# Part of the companies that trust our work

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**STANLEY®**

**■ BASF**  
We create chemistry

**Panasonic**



**mabe**







# Our services



# Market tracking and forecast models

## Interactive information systems based on macrodata analysis and statistical models.

- Sales forecast model: We analyze what factors come into play in the performance of stores and estimate the expected sales of any store in any city of the Republic.
- Analysis and forecast of the expected impact generated by the COVID-19 regarding the demand per sector, activity and product.
- Tracking of macroeconomic indicators and forecast development.





# Business Intelligence

Business information solutions tailor-made to the specific needs of each client.

- Studies, Analysis and monitoring of retail and B2B markets
- Macroeconomical Indicators follow up.
- Foreign trade reports.
- Mapping of product commercialization.
- Companies information systems.
- Environment analysis: legal, macroeconomic, political and corporate context.
- Mapping of stores or establishments of interest.





# Geomarketing Solutions

Interactive tools that help redefine business strategies of companies in every sector.

- Profiling of areas of interest in accordance to variables such as: sociodemographic, trade density and vehicle flow.
- Identification of the best zones to open stores.
- Potential performance estimation of stores.
- Pinpoint the best zones to carry out targeted marketing activities.
- Consumer behavior and pattern identification and analysis.

More details about this service [here](#).





# Real Estate Market Solutions

Tools to analyze and comprehend the "new normal" that most companies in the real estate business have to face in the Mexican market.

- Pricing studies of each zone of interest.
- Environment analysis of a property.
- Segmented analysis per market: residential, commercial and industrial.
- Evaluation of zones with best potential.
- Information to evaluate the purchase potential of: Sales, Stock, absorption rate and buyers preference.
- Feasibility evaluation through a demand model according to price per m<sup>2</sup>.





# Consumer Information Solutions

Data to comprehend the behavior, preferences, trends and consumer habits in Mexico.

- Segmentation of population groups in accordance to their consumer habits.
- Consumer preferences studies using Big Data Techniques.
- Identification of best zones in accordance with spending capacity.
- Trade density and vehicle flow analysis in zones of interest
- Interactive maps with information on the consumer purchase power per zone.



## Online Markets Size Measurement

- Potential Market Analysis.
- Quantification of the total population interested in the clients' products or services.
- Affinity analysis of topics.
- Weekly tracking of consumer trends of specific products or services.
- Affinity analysis of words and concepts:
- What does people think when searching for information about the clients product or service?
- Value estimation in US dollars of the potential market size of the clients' products.





# Automotive Industry Analysis

Studies and reports for car manufacturers, dealers and other companies in the automotive business

- Tracking and analysis of vehicle pool in Central America, Mexico and some countries in South America.
- Identification of the most preferred car brands and models among consumers.
- After – Market analysis.
- Segmentation of car parts per volume of sales and type of vehicle.
- Profiling and analysis of the main car dealers per brand.



## Other Services

- Business intelligence consulting.
- Strategic advice on business market development.
- Chain of production and logistics analysis.

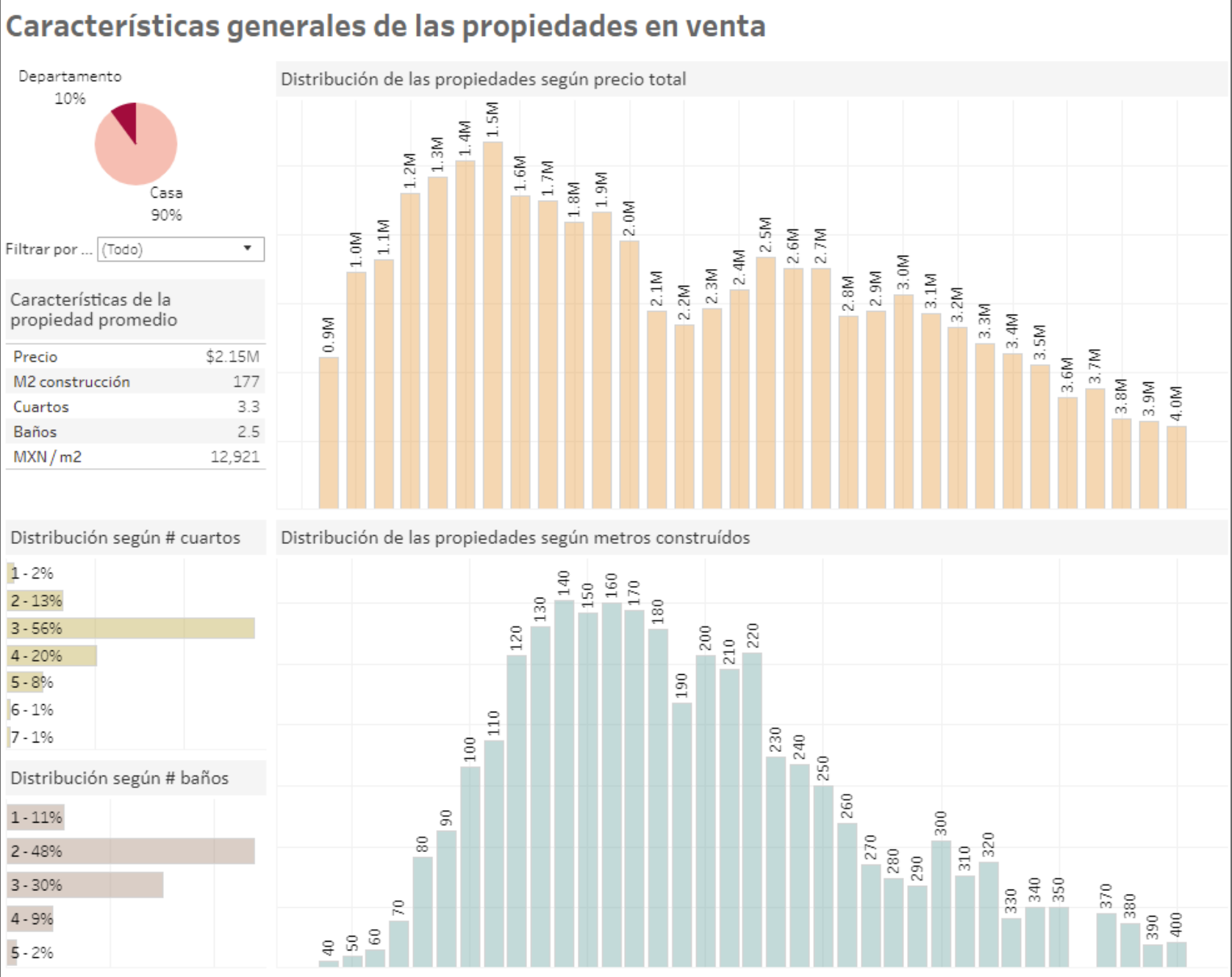






# Customer Success Stories

# Success Stories

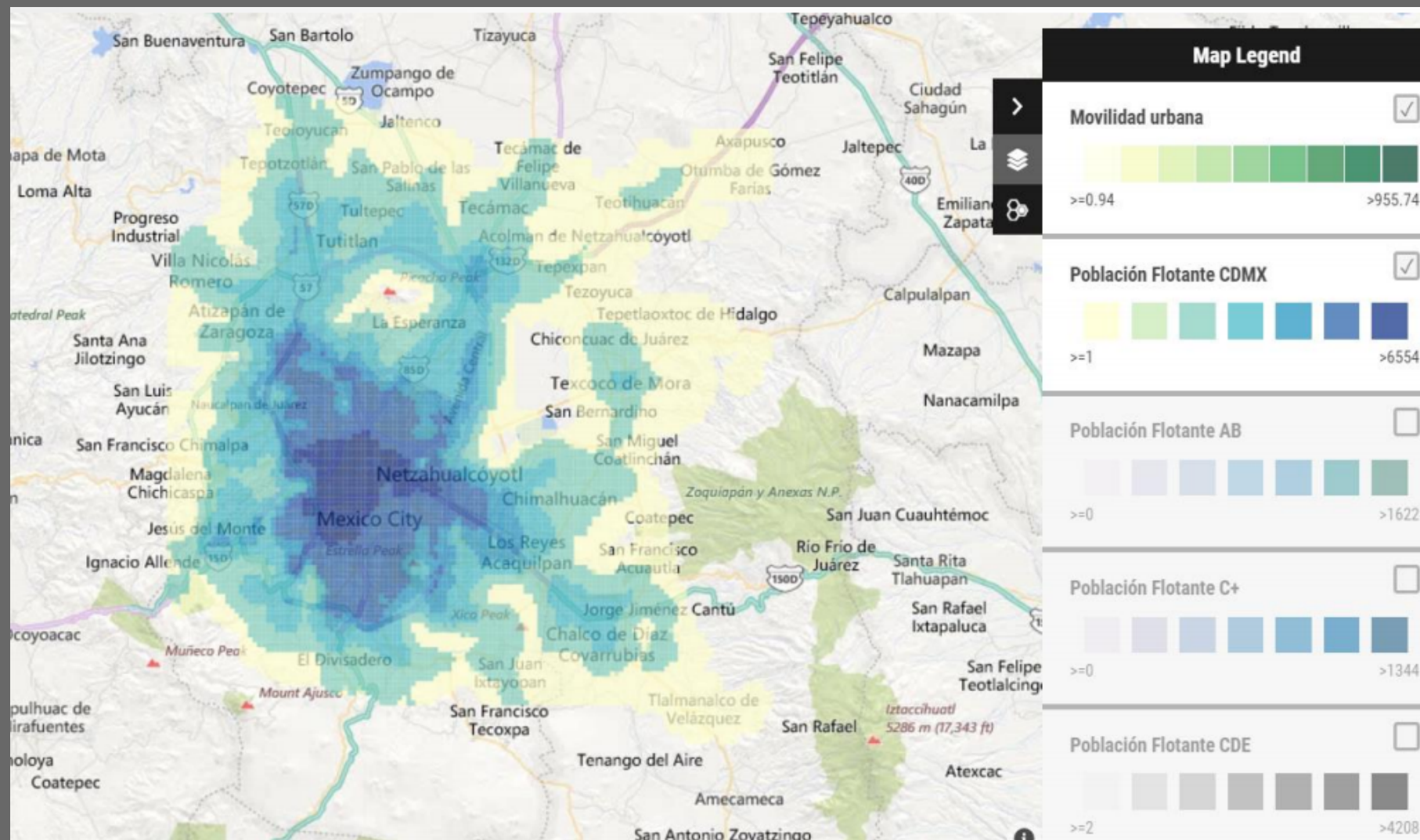


A company in the real estate development business, had plans to open a store in a shopping mall. Considering the attributes of the zone and the risks that implies an investment in commercial real estate, they reached to us to help them design a solution.

A feasibility study was developed, focused on three main factors: Current demand of the consumers in the area, current supply and an analysis on what ROI scenario is the most appealing per business type.



# Success Stories



A well known hotel chain needed to know and understand the socio-demographic, economic and commercial characteristics of several cities of Mexico, to incorporate as input information in the analysis of the viability of areas for new openings.

We developed an online and interactive map with data on urban mobility, floating population according to socioeconomic level and information on companies in each area, detailed at colony level and even streets.



## Success Stories

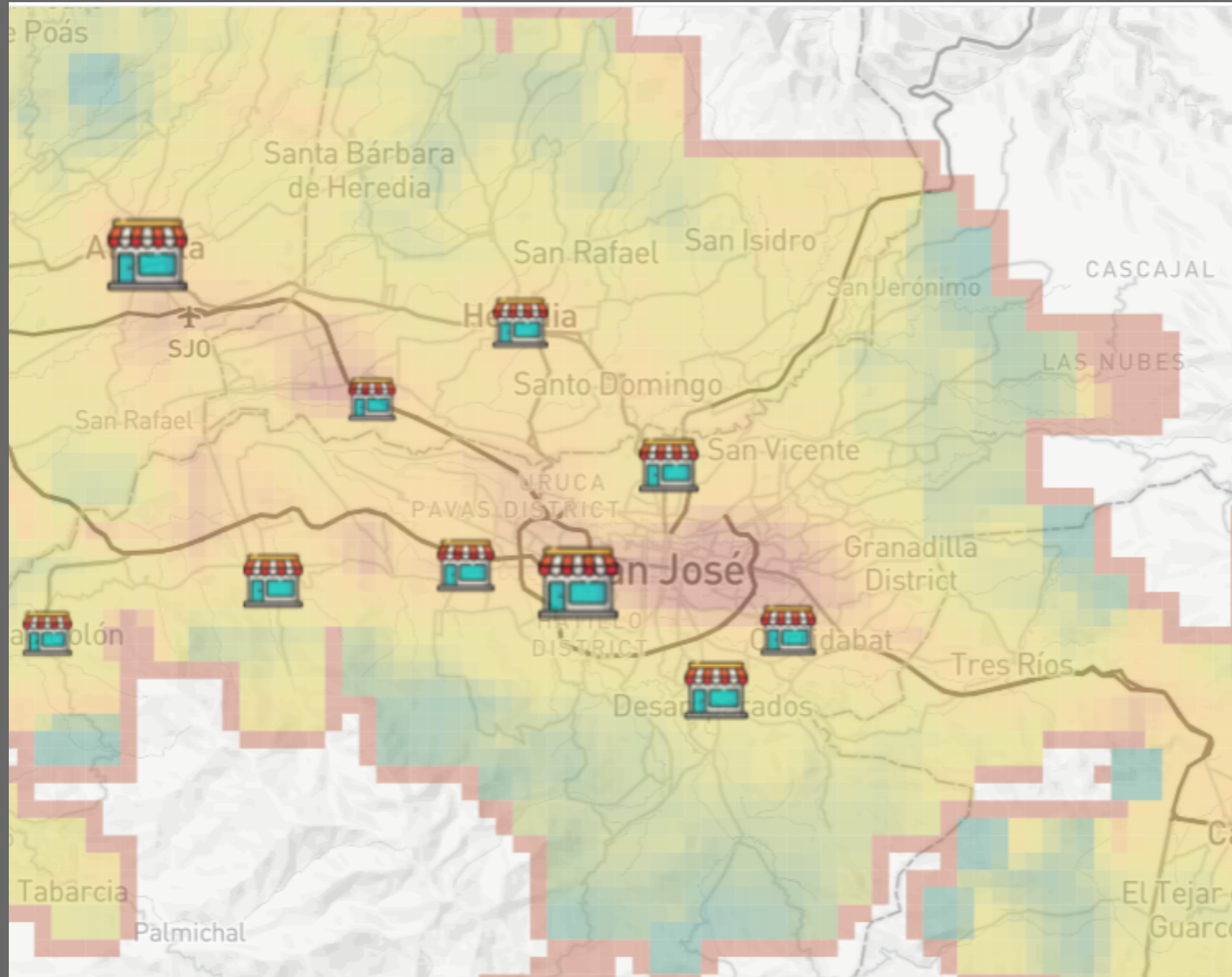


An important pharmaceutical company with global presence, required a tool that could help them identify new business opportunities with the governments of Central American countries, and monitor the activity of their local distributors and sales teams.

We successfully developed an information solution that identifies and analyzes daily, public government purchases related to the products and services offered by our client.



# Success Stories

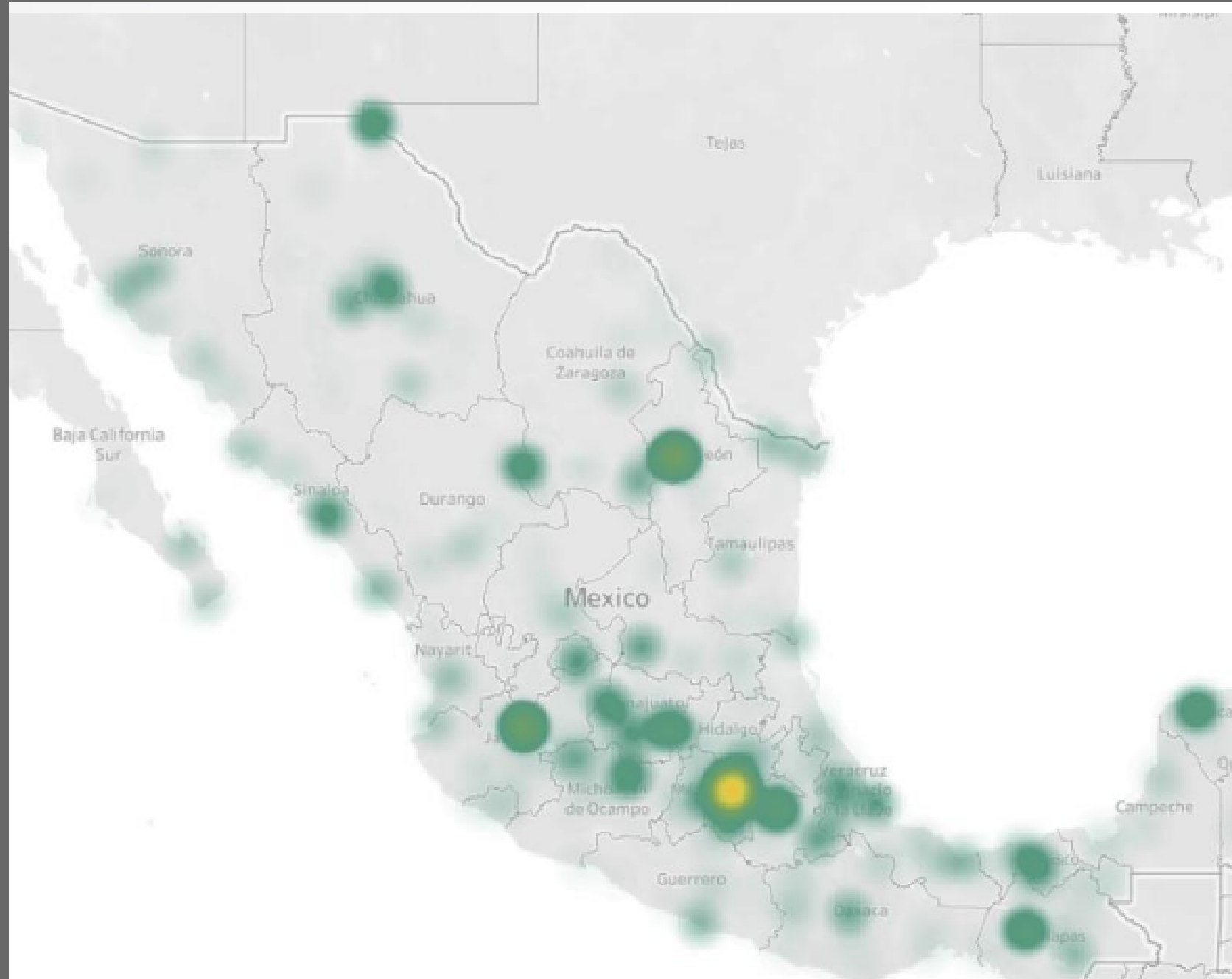


A franchise operator needed to analyze the characteristics of the Central American market to determine the most suitable areas to install the new stores for a chain of sporting goods, and to estimate the expected sales for each store.

We developed a model to define the best of areas and predict sales, whose methodology considered variables such as location, resident and floating population and vehicle flow, among other variables.

With the results of the analysis, the corporation was able to determine the best zones to open its stores, and optimize its inventory and decisions based on the results of the billing prediction model.

# Success Stories



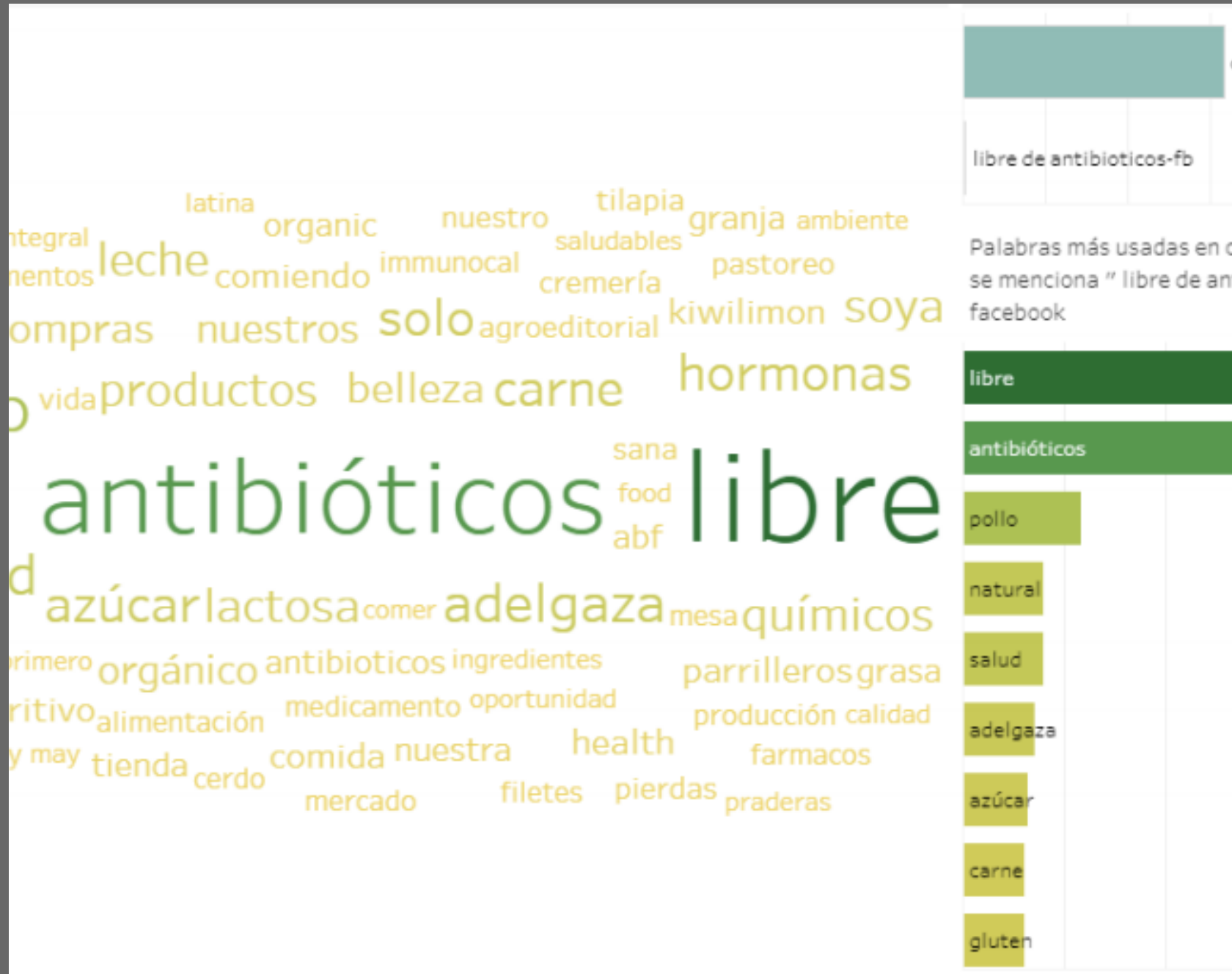
A multinational company specialized in logistics solutions, required a solution that could help them identify certain flaws in their production process.

What they needed was an information system that could clearly identify where in the chain of logistics this resource was lost, to later establish strategies to recover it.

We developed a logistic flow model of their product for the different industries the company serves.



## Success Stories



A food industry corporation needed to understand and size the potential market for a new product.

**We developed an analysis of preferences and interests of its potential target market of consumers.**

**Let's talk  
about  
business.**



**SALES  
DEPARTMENT**

Phone: (52) 55 4777-2912  
[ventas@marketdatamexico.com](mailto:ventas@marketdatamexico.com)  
[www.marketdatamexico.com](http://www.marketdatamexico.com)

 [MarketDataMexico](#)

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Business Intelligence