

# Customer & Market Analysis

## Sample Report (actual data)



# Introduction

This **Customer & Market Analysis** is intended to provide you with a modeled view of your customers, based on statistical analysis. This service provides you with a way to:

**Know more about your customers:** With this analysis, you are now able to describe what your predominant customers look like or a “profile” of a customer: re: employee size, sales size and SIC code.

**Know more about your prospects:** Because we have analyzed your customers, it’s a simple step to take your customer profile, match it to our universe database, and identify a list of companies “that look just like your predominant customers”. This process also gives market size and share estimates.

Please see our glossary of terms and a more detailed description of the matching process at the end of this document.

# Matching Summary

<u>Input records:</u>	<u>2,322</u>	
<u>Matched records:</u>		
Confidence code A:	78	4.23%
Confidence code B:	661	35.81%
Confidence code C:	1,107	59.97%
<u>Total match records:</u>	<u>1,846</u>	100.00%
No Match (D):	476	
Duplicates:	0	

# Records for Profile Analysis

Input records: 2,322

Records used for profile analysis:

Confidence code A: 78

Confidence code B: 661

Total: 739

# Profile – Demographics: Sales

The analysis of your data shows the following SALES information:

<u>Sales Range</u>	<u>Customers #</u>	<u>Customer %</u>
\$1 - \$500M	29	4.52%
<b>\$500M - \$1MM</b>	<b>191</b>	<b>29.75%</b>
<b>\$1MM - \$5MM</b>	<b>180</b>	<b>28.04%</b>
\$5MM - \$10MM	39	6.07%
\$10MM - \$20MM	37	5.76%
\$20MM - \$50MM	51	7.94%
\$50MM - \$100MM	46	7.17%
\$100MM - \$200MM	56	8.72%
\$200MM - \$500MM	3	0.47%
\$500MM - \$1 Bill.	3	0.47%
Over \$1 Bill.	7	1.09%
Unknown	97	
<b>Grand Total</b>	<b>642</b>	<b>100.00%</b>

**Key finding:** 58% of your customers have revenue between \$500M and \$5MM.

# Profile – Demographics: Employees

The analysis of your data shows the following EMPLOYEE information:

<u>Employee Range</u>	<u>Customer #</u>	<u>Customer %</u>
1 - 9	167	32.68%
10 - 24	49	9.59%
25 - 49	60	11.74%
50 - 99	38	7.44%
100 -199	35	6.85%
200 - 499	57	11.15%
500 - 999	40	7.83%
1,000 or more	65	12.72%
Unknown	228	
<b>Grand Total</b>	<b>511</b>	<b>100.00%</b>

**Key finding:** 32% of your customers have a employee ranges of 1 and 9.

# Profile – Demographics: Provincial

The analysis of your data shows the following PROVINCIAL breakdown:

<u>Province</u>	<u>Customer #</u>	<u>Customer %</u>
ON	364	49.26%
QC	107	14.48%
AB	98	13.26%
BC	97	13.13%
MB	23	3.11%
SK	22	2.98%
NS	16	2.17%
NB	8	1.08%
NL	2	0.27%
NT	1	0.14%
YT	1	0.14%
<b>Grand Total</b>	<b>739</b>	<b>100.00%</b>

**Key findings:** almost 50% of your customers are from Ontario.

# Demographics: Provincial

This shows the distribution of all Canadian businesses by province:

<u>Province</u>	<u>Customer #</u>	<u>Customer %</u>
AB	118,986	11.72%
BC	173,426	17.08%
MB	42,124	4.15%
NB	26,256	2.59%
NL	12,835	1.26%
NS	32,081	3.16%
NT	3,523	0.35%
NU	146	0.01%
ON	382,312	37.66%
PE	4,599	0.45%
QC	212,987	20.98%
SK	4,199	0.41%
YT	1,608	0.16%
<b>Grand Total</b>	<b>1,015,082</b>	<b>100.00%</b>

# Profile – Demographics: Industry

The analysis of your data shows the following INDUSTRY information:

<u>SIC Code</u>	<u>Description</u>	<u>Customer #</u>	<u>Customer %</u>
6211	Security Brokers, Dealers, and Flotation Companies	179	25.39%
8231	Libraries	69	9.79%
8111	Legal Services	40	5.67%
6021	Federally Chartered Banks and/or Trust Companies	36	5.11%
8221	Colleges, Universities, and Professional Schools	32	4.54%
6282	Investment Advice	29	4.11%
8721	Accounting, Auditing, and Bookkeeping Services	25	3.55%
7389	Business Services (various)	20	2.84%
1311	Extraction-Crude Petroleum and Natural Gas	13	1.84%
9121	Legislative Bodies	13	1.84%
6411	Insurance Agents, Brokers, and Service	9	1.28%
6531	Real Estate-Real Estate Agents and Managers	8	1.13%
7361	Employment Agencies	8	1.13%
2711	Mfrs-Newspapers: Publishing, or Publishing and Printing	7	0.99%
8611	Business Associations	7	0.99%
8742	Management Consulting Services	7	0.99%
5942	Retails-Book Stores	5	0.71%
6141	Personal Credit Institutions	5	0.71%
8222	Junior Colleges and Technical Institutes	5	0.71%
	All others (134 SIC codes)	188	26.69%

**Key findings:**  
73% of your customers are clustered in 19 key SIC Codes.

# Profile - Summary

Based on the demographic distribution of sales, employees and industry, your PREDOMINANT customer has the following profile:

<b>Sales:</b>	\$500M - \$5MM	
<b>Employee:</b>	1 - 9	
<b>Top 19 SIC Codes:</b>	6211	Security Brokers, Dealers, and Flotation Companies
	8231	Libraries
	8111	Legal Services
	6021	Federally Chartered Banks and/or Trust Companies
	8221	Colleges, Universities, and Professional Schools
	6282	Investment Advice
	8721	Accounting, Auditing, and Bookkeeping Services
	7389	Business Services (various)
	1311	Extraction-Crude Petroleum and Natural Gas
	9121	Legislative Bodies
	6411	Insurance Agents, Brokers, and Service
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	2711	Mfrs-Newspapers: Publishing, or Publishing and Printing
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	8742	Management Consulting Services
	5942	Retails-Book Stores
	6141	Personal Credit Institutions
	8222	Junior Colleges and Technical Institutes

# Prospects, Market Size and Market Share

The Universe of companies that match your profile:	94,463
Your Market size:	94,463
Your Market share #:	739
Your Market share %:	0.78%
Your prospect base:	93,724

# Segmentation Analysis - Overall Market

This analysis is based on the top SIC codes of your predominant customers across all sales and employee ranges of all provinces:

Sales / Empl	1 - 9	10 - 24	25 - 49	50 - 99	100 -199	200 - 499	500 - 999	1,000 +	Total
\$1 - \$500M	<b>43,901</b>	410	258	1	1	32	0	0	<b>44,603</b>
\$500M - \$1MM	<b>35,552</b>	2,190	1,166	245	8	91	0	0	<b>39,268</b>
\$1MM - \$5MM	<b>15,010</b>	2,018	479	72	22	10	2	1	<b>17,614</b>
\$5MM - \$10MM	700	238	534	159	73	21	2	2	<b>1,729</b>
\$10MM - \$20MM	615	45	95	128	68	49	7	3	<b>1,010</b>
\$20MM - \$50MM	273	46	61	34	57	137	29	5	<b>642</b>
\$50MM - \$100MM	34	138	18	12	14	54	40	32	<b>342</b>
\$100MM - \$200MM	17	10	25	11	6	30	16	73	<b>188</b>
\$200MM - \$500MM	1	1	2	1	0	1	3	9	<b>18</b>
\$500MM - \$1 Bill.	0	0	0	0	0	1	1	5	<b>7</b>
Over \$1 Bill.	0	0	0	0	0	0	0	8	<b>8</b>
<b>Total</b>	<b>96,103</b>	<b>5,096</b>	<b>2,638</b>	<b>663</b>	<b>249</b>	<b>426</b>	<b>100</b>	<b>138</b>	<b>105,429</b>

Your predominant prospects base

Other strong prospects across all sales & employee ranges

# Reference Data - Canadian Market

This shows the distribution of Canadian businesses across sales and employee ranges:

<b>Sales / Empl</b>	1 - 9	10 - 24	25 - 49	50 - 99	100 -199	200 - 499	500 - 999	1,000 +	<b>Total</b>
\$1 - \$500M	331,095	1,500	1,093	28	14	88	1	5	333,824
\$500M - \$1MM	220,237	33,024	9,602	2,413	56	1,074	33	29	266,468
\$1MM - \$5MM	198,140	23,666	8,567	1,481	446	140	28	13	232,481
\$5MM - \$10MM	14,996	3,621	4,101	1,926	758	332	42	19	25,795
\$10MM - \$20MM	3,311	1,245	1,934	1,749	1,163	568	88	44	10,102
\$20MM - \$50MM	1,923	526	835	648	865	1,187	217	99	6,300
\$50MM - \$100MM	385	237	219	262	371	793	276	308	2,851
\$100MM - \$200MM	102	56	97	65	119	355	194	405	1,393
\$200MM - \$500MM	7	5	9	7	6	32	37	64	167
\$500MM - \$1 Bill.	0	8	0	0	1	12	18	50	89
Over \$1 Bill.	2	1	2	2	3	4	5	86	105
<b>Total</b>	<b>770,198</b>	<b>63,889</b>	<b>26,459</b>	<b>8,581</b>	<b>3,802</b>	<b>4,585</b>	<b>939</b>	<b>1,122</b>	<b>879,575</b>

Note: Not all records have **both** employee size and sales figures.

# The Matching Process

**Overview:** This Customer & Market Analysis is intended to provide you with a modeled view of your customers. With this information, you will be able to more accurately and confidently describe what the majority of your customers look like re: employee size, sales size and SIC code. This report also provides you with market size data which can be used for marketing and sales planning purposes.

**Statistical modeling:** The process that we use to analyze the data is fairly straightforward. We take each company record and look at company name, address, city, province, postal code and phone number and match it against our universe of Canadian companies. The more information that matches, the higher the “confidence code”. See next page for exact description of each confidence code. To maximize the accuracy of the profile that we build for you, we use only A and B level records. This information is strong enough that it can be extrapolated to deliver, for example, a good market size estimate. As you move into C level records, there is still lots of good information but there are also instances of data that just doesn’t look right. This is normal for computer models that are driven by probabilities. Therefore while we encourage you to use all the data, it may be advisable for you to scan C level records and remove or edit the anomalies.

# Glossary

## Matched records:

- Confidence code A: Match on province, first 4 digits of postal code, first 6 digits of phone number, exact or reasonable match on company name and match on street address.
- Confidence code B: Match on province, first 4 digits of postal code, first 6 digits of phone number and exact or reasonable match on company name.
- Confidence code C: Match on province, first 4 digits of postal code and first 6 digits of phone number.
- No Match (D): No match found.

## Input summary:

Total number of records inputted for matching. Only A and B records are used for analysis.

## Profile demographics:

- Sales: Revenue estimate for this company.
- Employees: Number of employees estimate of this company.
- Industry: Standard Industry Classification (SIC) code. Based on U.S. 1987 SIC table.

## Profile summary:

This is a derived description of a typical predominant customer in the database provided. In most cases, we look a minimum cluster of 60% to 80% of customers for sales and employees and 50% for industry. For example, 60% or more of customers have sales between \$x and \$y.

## Universe/market size:

Based on profile description, this is an estimate of all companies in Canada that match your predominant customer profile.

## Market share (#, %):

This is a numeric or arithmetic representation of market share. Specifically, this is  $A + B \text{ Records} \div \text{Market Size} = \text{Market Share } \%$ .

## Segmentation Analysis:

Often, the total number of customers in the market is very large. The segmentation analysis provides a matrixed view of the total market, thus allowing you to choose specific cells of prospects for your sales and marketing programs.