

# Case Study: Market Modelling



The client

The challenge

Market context

Approach

Key deliverables

Project delivery

To create a unified view of the market for mobile data services that aggregated and rationalised all internal data and purchased research estimates

Expansion of both different market propositions and international markets has required both access to and manipulation of increasing amounts of data from a variety of sources. The refinement of market offerings requires accurate market models to be assembled in a timely fashion to ensure responsiveness to increasing levels of market competition.

FirstPartner's solution was to develop an interactive model that consolidated the data and estimates on market into a single and consistent view

A model was delivered that demonstrated the following benefits:

- Provision of required views on specific market segmentations, select combinations of segments or to drill down into detailed sub-segments.
- Purchased and internal data rationalised into a single view to maximise return on investments already made, and the cost of ongoing maintenance minimised

The model has been adopted by the strategy team at global level to provide a consensus view of the market on which to build business plans.

	duft	selling us\$	conv	duty	van price
	14.86	103.00	131.25	139.13	102.14
	6.58	72.00	90.00	95.40	105.99
	18.98	118.00	147.50	156.35	185.75
	5.9	75.00	93.75	99.38	108.51
	2.84	52.00	65.00	68.90	73.30
	5.11	72.00	90.00	96.40	103.31
	11.15	105.00	139.13	139.13	156.40
	5.05	72.00	90.00	95.40	103.22
	9.54	99.00	123.75	131.18	145.95
	11.13	108.00	135.00	143.10	160.34
	5.23	68.00	85.00	90.10	98.20
	8.54	99.00	123.75	131.18	144.40
	9.8	98.00	122.50	129.85	145.03
	9.8	98.00	122.50	129.85	145.03
	5.61	34.00	55.00	68.75	72.88
	2.57	49.00	61.25	42.50	45.05
				61.25	64.93
				118.75	125.88
				60.00	63.60
					81.56
					49.03
					71.01
					135.97
					68.49