

# OPEN DATA FACT SHEET

## CONSUMER SERVICES

This fact sheet is based on data from the Open Data Impact Map, a public database of organizations that use open data from around the world. 38 consumer services-related organizations were assessed to develop these findings. To learn more, visit: <http://OpenDataImpactMap.org/consumer>

Open data is used by numerous organizations in this sector to inform their strategy, optimize their operations, and better target customers. They use many types of data, including geospatial, health, demographic and social, environment, economic and transportation.

### HOW ORGANIZATIONS USE OPEN DATA

Organizations that provide consumer goods and services use open data by:

- Analyzing economic statistics and price indices to develop insights into consumer trends and better target specific markets
- Using demographic data and company registers to inform decisions on where to best locate facilities and stores, and evaluate competition before a product launch
- Leveraging trade data to better determine pricing of goods and services
- Assessing demographic and social data such as household surveys and census data for internal market intelligence, to get deeper insights into their current and potential customers and to tailor marketing to their target segments
- Utilizing weather and demographic data to predict sales of different items, manage inventory, and keep their supply chains functioning

### USE CASES

#### GoodGuide

A platform which provides users with health, environmental, and social performance information of consumer products and companies

URL: <http://www.goodguide.com/>

Country: United States

**Impact:** Increase consumer knowledge of purchased products and manufacturer accountability

**Data Used:** Toxic Release Inventory and many other datasets from the U.S. Environmental Protection Agency

#### Prosper Daily

A personal finance analytics company utilizing crowdsourcing and big data analytics for consumer financial protection and savings

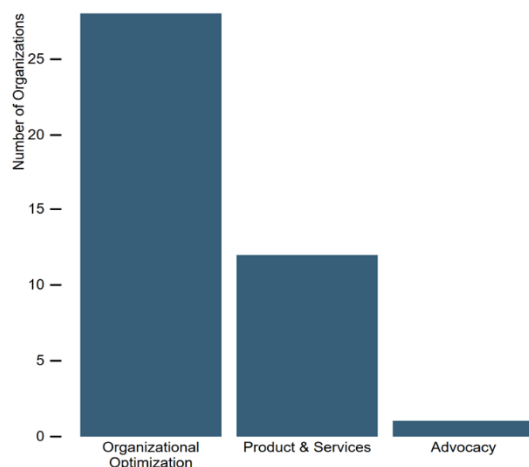
URL: <https://www.prosper.com/daily>

Country: United States

**Impact:** Identifies fraudulent merchants using consumer complaint data

**Data Used:** Consumer Complaint Database from the U.S. Consumer Financial Protection Bureau (CFPB)

### TOP APPLICATIONS OF OPEN DATA FOR THE SECTOR



### TOP 5 DATA TYPES USED FOR THE SECTOR

