# Electric Growers – Marketing Strategy

This is a detailed presentation on the recommendations for initial security system launch phase-:

We'll we discussing following matters:-

i. Explore potential Customer Segments
   a) What to do with these customer segments?

ii. Analyze demographic data to see viable markets
   a) Which cities should be considered for product launch?
   b) Explain why;

iii. Long Run – Market Competition Measurement

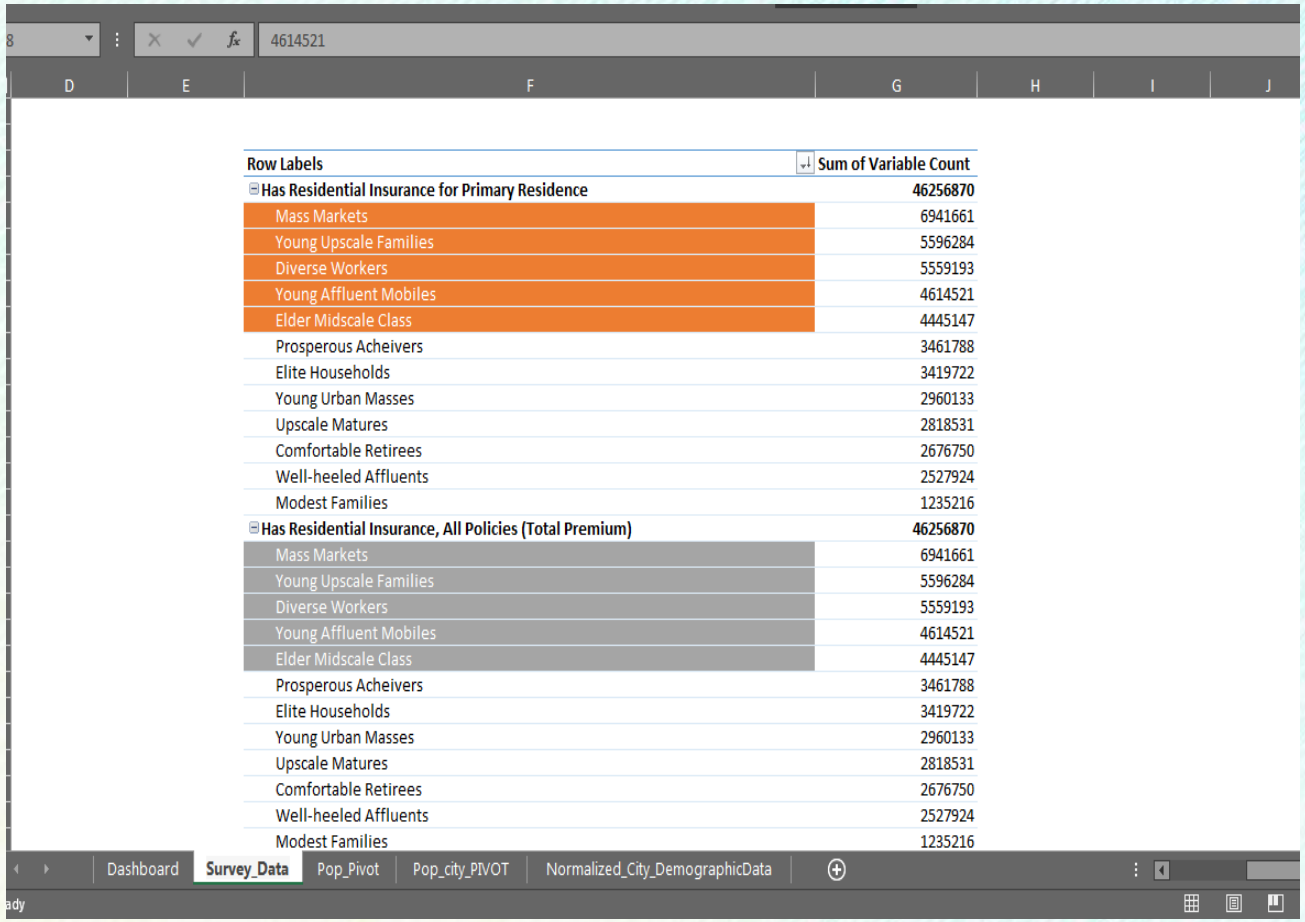
# Addressing Security-System Deficiency

- Connecting security-systems to IoT devices
  - Adopt a centralized system
  - Connect all system at all times to avoid breach
    - Adopt AI based assistant
    - Or to choose to integrate third party AI to make better decisions

- Customer Segments
  - Priorities top 5 segments for initial introductory phase
  - For markets exploration understanding demographic data

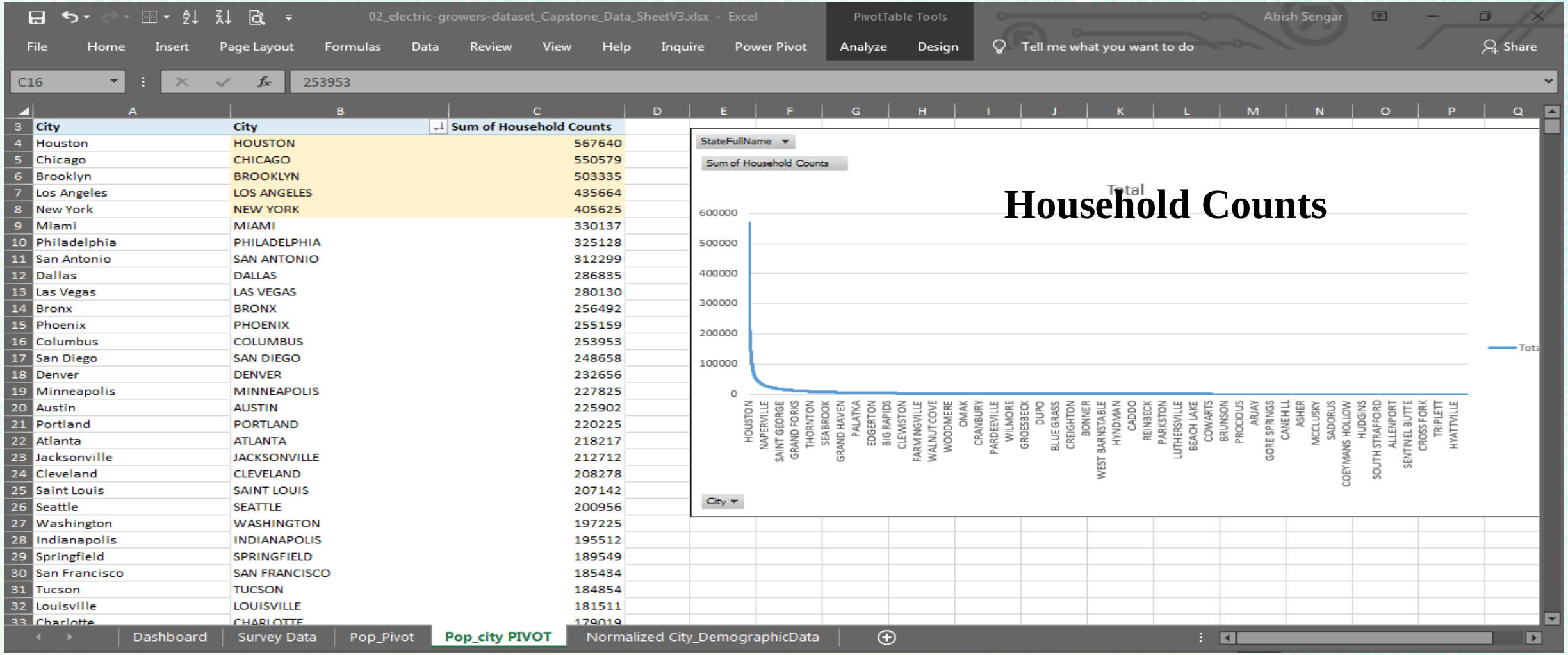
# Performance Benchmarks

- Most Competitors
  - Cities
  - Services
- Differentiation
  - New Features
  - Best Price
  - Offer to replace old systems with new systems at discounted price
- Demographic Data
- Normalizing Data on Percentage basis to make comparisons and quick visualizations.



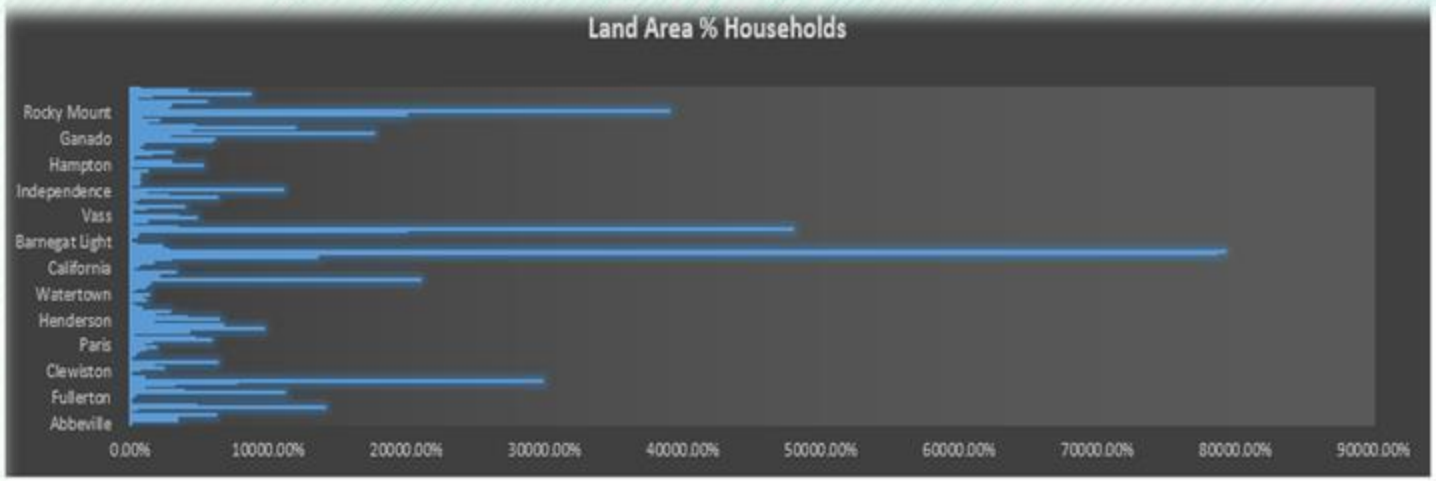
| Row Labels | Sum of Variable Count |
|---|---|
| Has Residential Insurance for Primary Residence | 46256870 |
| Mass Markets | 6941661 |
| Young Upscale Families | 5596284 |
| Diverse Workers | 5559193 |
| Young Affluent Mobiles | 4614521 |
| Elder Midscale Class | 4445147 |
| Prosperous Acheivers | 3461788 |
| Elite Households | 3419722 |
| Young Urban Masses | 2960133 |
| Upscale Matures | 2818531 |
| Comfortable Retirees | 2676750 |
| Well-heeled Affluents | 2527924 |
| Modest Families | 1235216 |
| Has Residential Insurance, All Policies (Total Premium) | 46256870 |
| Mass Markets | 6941661 |
| Young Upscale Families | 5596284 |
| Diverse Workers | 5559193 |
| Young Affluent Mobiles | 4614521 |
| Elder Midscale Class | 4445147 |
| Prosperous Acheivers | 3461788 |
| Elite Households | 3419722 |
| Young Urban Masses | 2960133 |
| Upscale Matures | 2818531 |
| Comfortable Retirees | 2676750 |
| Well-heeled Affluents | 2527924 |
| Modest Families | 1235216 |

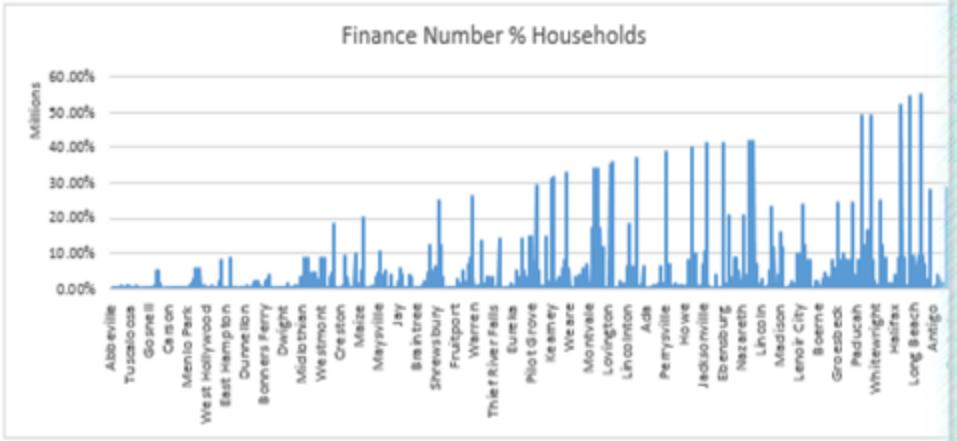
# Highest Households Cities

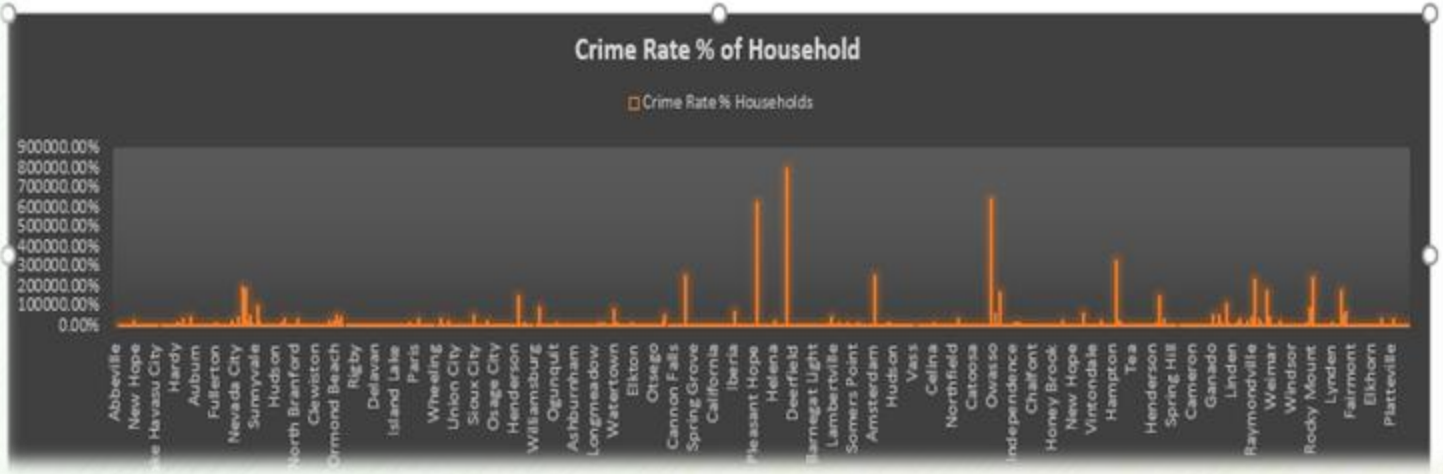


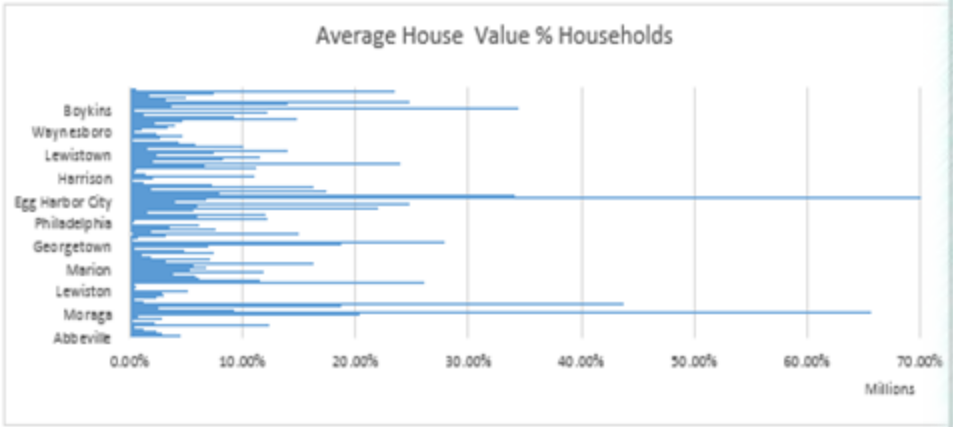

| City | City | Sum of Household Counts |
|---|---|---|
| Houston | HOUSTON | 567640 |
| Chicago | CHICAGO | 550579 |
| Brooklyn | BROOKLYN | 503335 |
| Los Angeles | LOS ANGELES | 435664 |
| New York | NEW YORK | 405625 |
| Miami | MIAMI | 330137 |
| Philadelphia | PHILADELPHIA | 325128 |
| San Antonio | SAN ANTONIO | 312299 |
| Dallas | DALLAS | 286835 |
| Las Vegas | LAS VEGAS | 280130 |
| Bronx | BRONX | 256492 |
| Phoenix | PHOENIX | 255159 |
| Columbus | COLUMBUS | 253953 |
| San Diego | SAN DIEGO | 248658 |
| Denver | DENVER | 232656 |
| Minneapolis | MINNEAPOLIS | 227825 |
| Austin | AUSTIN | 225902 |
| Portland | PORTLAND | 220225 |
| Atlanta | ATLANTA | 218217 |
| Jacksonville | JACKSONVILLE | 212712 |
| Cleveland | CLEVELAND | 208278 |
| Saint Louis | SAINT LOUIS | 207142 |
| Seattle | SEATTLE | 200956 |
| Washington | WASHINGTON | 197225 |
| Indianapolis | INDIANAPOLIS | 195512 |
| Springfield | SPRINGFIELD | 189549 |
| San Francisco | SAN FRANCISCO | 185434 |
| Tucson | TUCSON | 184854 |
| Louisville | LOUISVILLE | 181511 |
| Charlotte | CHARLOTTE | 179019 |

# Dashboard


Land Area % Households
Rocky Mount
Ganado
Hampton
Independence
Vass
Barnegat Light
California
Watertown
Henderson
Paris
Clewiston
Fullerton
Abbeville
0.00%
10000.00%
20000.00%
30000.00%
40000.00%
50000.00%
60000.00%
70000.00%
80000.00%
90000.00%

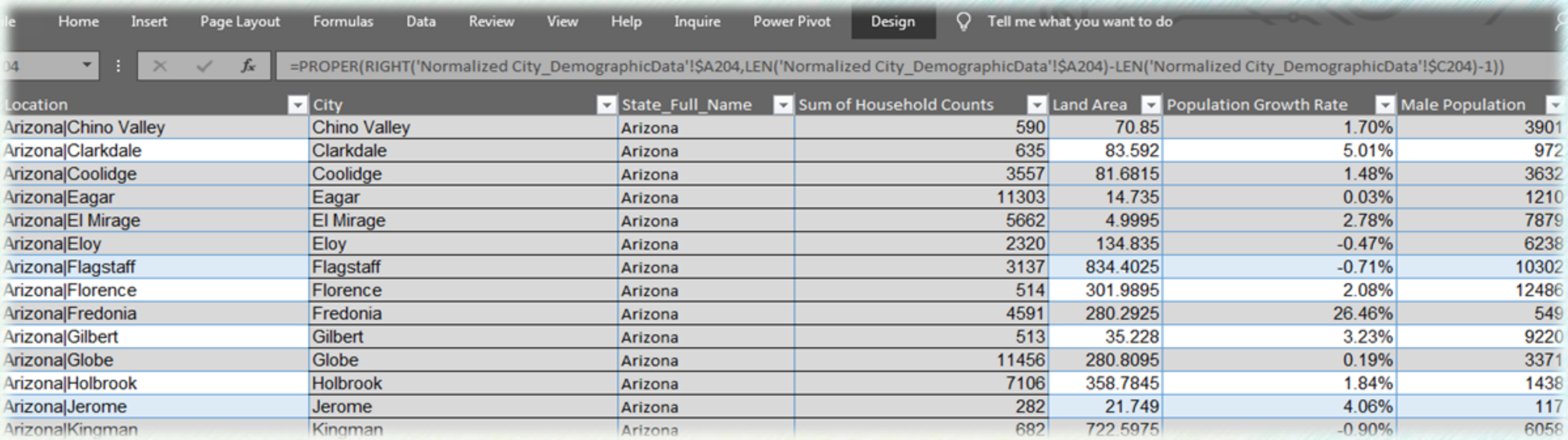

Finance Number % Households
Millions
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%


Crime Rate % of Household
Crime Rate % Households
900000.00%
800000.00%
700000.00%
600000.00%
500000.00%
400000.00%
300000.00%
200000.00%
100000.00%
0.00%


Average House Value % Households
Boykins
Waynesboro
Lewistown
Harrison
Egg Harbor City
Philadelphia
Georgetown
Marion
Lewiston
Moraga
Abbeville
0.00%
10.00%
20.00%
30.00%
40.00%
50.00%
60.00%
70.00%
Millions

# Normalized Demographic Data

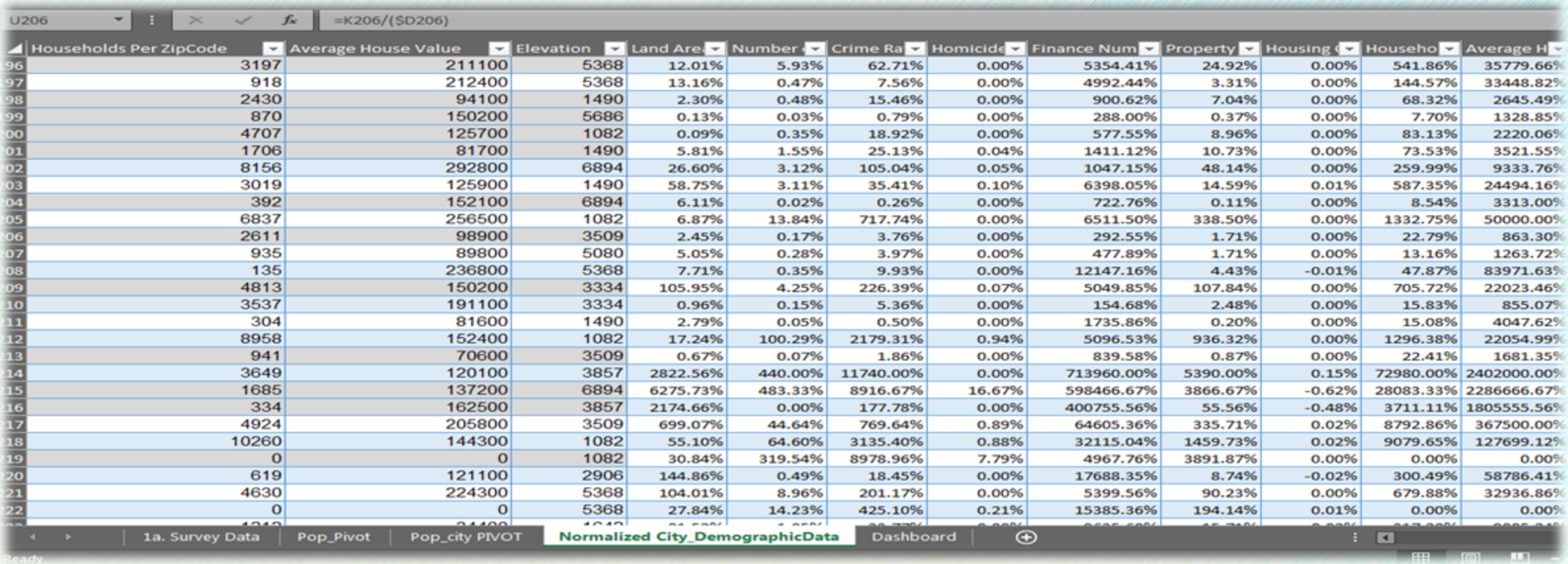
- **Normal Population Growth -**
- **High Crime Rates -**
- **Low Housing Growth -**




| Location | City | State_Full_Name | Sum of Household Counts | Land Area | Population Growth Rate | Male Population |
|---|---|---|---|---|---|---|
| Arizona\|Chino Valley | Chino Valley | Arizona | 590 | 70.85 | 1.70% | 3901 |
| Arizona\|Clarkdale | Clarkdale | Arizona | 635 | 83.592 | 5.01% | 972 |
| Arizona\|Coolidge | Coolidge | Arizona | 3557 | 81.6815 | 1.48% | 3632 |
| Arizona\|Eagar | Eagar | Arizona | 11303 | 14.735 | 0.03% | 1210 |
| Arizona\|El Mirage | El Mirage | Arizona | 5662 | 4.9995 | 2.78% | 7879 |
| Arizona\|Eloy | Eloy | Arizona | 2320 | 134.835 | -0.47% | 6238 |
| Arizona\|Flagstaff | Flagstaff | Arizona | 3137 | 834.4025 | -0.71% | 10302 |
| Arizona\|Florence | Florence | Arizona | 514 | 301.9895 | 2.08% | 12486 |
| Arizona\|Fredonia | Fredonia | Arizona | 4591 | 280.2925 | 26.46% | 549 |
| Arizona\|Gilbert | Gilbert | Arizona | 513 | 35.228 | 3.23% | 9220 |
| Arizona\|Globe | Globe | Arizona | 11456 | 280.8095 | 0.19% | 3371 |
| Arizona\|Holbrook | Holbrook | Arizona | 7106 | 358.7845 | 1.84% | 1438 |
| Arizona\|Jerome | Jerome | Arizona | 282 | 21.749 | 4.06% | 117 |
| Arizona\|Kingman | Kingman | Arizona | 682 | 722.5975 | -0.90% | 6058 |

# Normalized Percentage to Household Counts

## By City & State – Households Count

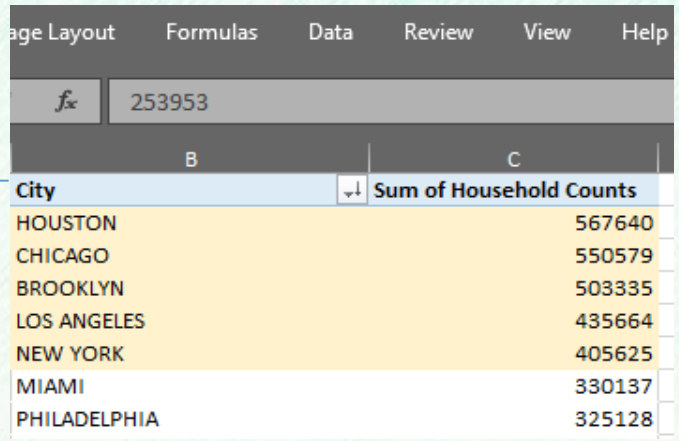


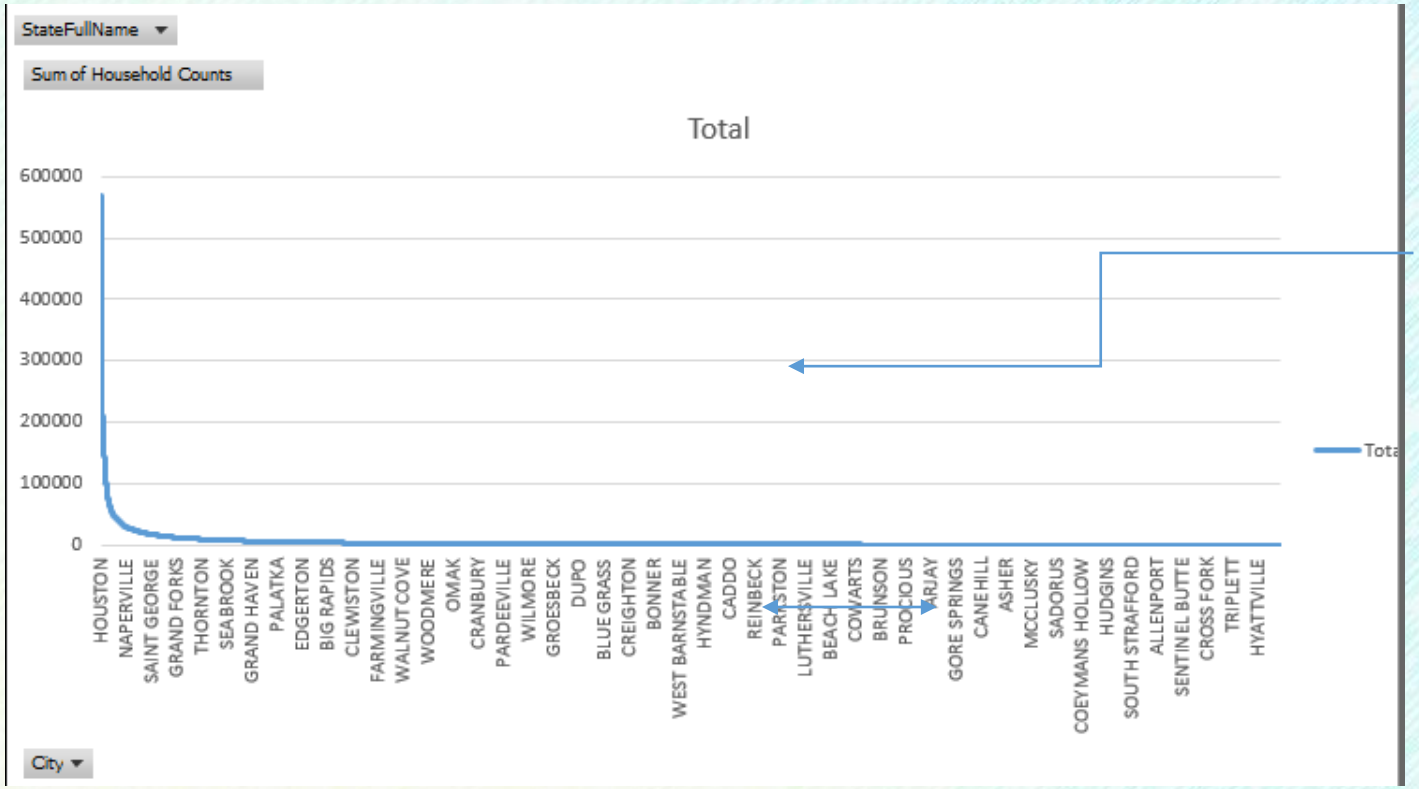
U206 | =K206/($D206)

| | Households Per ZipCode | Average House Value | Elevation | Land Are | Number | Crime Ra | Homicide | Finance Num | Property | Housing | Househo | Average H |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 96 | 3197 | 211100 | 5368 | 12.01% | 5.93% | 62.71% | 0.00% | 5354.41% | 24.92% | 0.00% | 541.86% | 35779.66% |
| 97 | 918 | 212400 | 5368 | 13.16% | 0.47% | 7.56% | 0.00% | 4992.44% | 3.31% | 0.00% | 144.57% | 33448.82% |
| 98 | 2430 | 94100 | 1490 | 2.30% | 0.48% | 15.46% | 0.00% | 900.62% | 7.04% | 0.00% | 68.32% | 2645.49% |
| 99 | 870 | 150200 | 5686 | 0.13% | 0.03% | 0.79% | 0.00% | 288.00% | 0.37% | 0.00% | 7.70% | 1328.85% |
| 00 | 4707 | 125700 | 1082 | 0.09% | 0.35% | 18.92% | 0.00% | 577.55% | 8.96% | 0.00% | 83.13% | 2220.06% |
| 01 | 1706 | 81700 | 1490 | 5.81% | 1.55% | 25.13% | 0.04% | 1411.12% | 10.73% | 0.00% | 73.53% | 3521.55% |
| 02 | 8156 | 292800 | 6894 | 26.60% | 3.12% | 105.04% | 0.05% | 1047.15% | 48.14% | 0.00% | 259.99% | 9333.76% |
| 03 | 3019 | 125900 | 1490 | 58.75% | 3.11% | 35.41% | 0.10% | 6398.05% | 14.59% | 0.01% | 587.35% | 24494.16% |
| 04 | 392 | 152100 | 6894 | 6.11% | 0.02% | 0.26% | 0.00% | 722.76% | 0.11% | 0.00% | 8.54% | 3313.00% |
| 05 | 6837 | 256500 | 1082 | 6.87% | 13.84% | 717.74% | 0.00% | 6511.50% | 338.50% | 0.00% | 1332.75% | 50000.00% |
| 06 | 2611 | 98900 | 3509 | 2.45% | 0.17% | 3.76% | 0.00% | 292.55% | 1.71% | 0.00% | 22.79% | 863.30% |
| 07 | 935 | 89800 | 5080 | 5.05% | 0.28% | 3.97% | 0.00% | 477.89% | 1.71% | 0.00% | 13.16% | 1263.72% |
| 08 | 135 | 236800 | 5368 | 7.71% | 0.35% | 9.93% | 0.00% | 12147.16% | 4.43% | -0.01% | 47.87% | 83971.63% |
| 09 | 4813 | 150200 | 3334 | 105.95% | 4.25% | 226.39% | 0.07% | 5049.85% | 107.84% | 0.00% | 705.72% | 22023.46% |
| 10 | 3537 | 191100 | 3334 | 0.96% | 0.15% | 5.36% | 0.00% | 154.68% | 2.48% | 0.00% | 15.83% | 855.07% |
| 11 | 304 | 81600 | 1490 | 2.79% | 0.05% | 0.50% | 0.00% | 1735.86% | 0.20% | 0.00% | 15.08% | 4047.62% |
| 12 | 8958 | 152400 | 1082 | 17.24% | 100.29% | 2179.31% | 0.94% | 5096.53% | 936.32% | 0.00% | 1296.38% | 22054.99% |
| 13 | 941 | 70600 | 3509 | 0.67% | 0.07% | 1.86% | 0.00% | 839.58% | 0.87% | 0.00% | 22.41% | 1681.35% |
| 14 | 3649 | 120100 | 3857 | 2822.56% | 440.00% | 11740.00% | 0.00% | 713960.00% | 5390.00% | 0.15% | 72980.00% | 2402000.00% |
| 15 | 1685 | 137200 | 6894 | 6275.73% | 483.33% | 8916.67% | 16.67% | 598466.67% | 3866.67% | -0.62% | 28083.33% | 2286666.67% |
| 16 | 334 | 162500 | 3857 | 2174.66% | 0.00% | 177.78% | 0.00% | 400755.56% | 55.56% | -0.48% | 3711.11% | 1805555.56% |
| 17 | 4924 | 205800 | 3509 | 699.07% | 44.64% | 769.64% | 0.89% | 64605.36% | 335.71% | 0.02% | 8792.86% | 367500.00% |
| 18 | 10260 | 144300 | 1082 | 55.10% | 64.60% | 3135.40% | 0.88% | 32115.04% | 1459.73% | 0.02% | 9079.65% | 127699.12% |
| 19 | 0 | 0 | 1082 | 30.84% | 319.54% | 8978.96% | 7.79% | 4967.76% | 3891.87% | 0.00% | 0.00% | 0.00% |
| 20 | 619 | 121100 | 2906 | 144.86% | 0.49% | 18.45% | 0.00% | 17688.35% | 8.74% | -0.02% | 300.49% | 58786.41% |
| 21 | 4630 | 224300 | 5368 | 104.01% | 8.96% | 201.17% | 0.00% | 5399.56% | 90.23% | 0.00% | 679.88% | 32936.86% |
| 22 | 0 | 0 | 5368 | 27.84% | 14.23% | 425.10% | 0.21% | 15385.36% | 194.14% | 0.01% | 0.00% | 0.00% |

1a. Survey Data | Pop_Pivot | Pop_city PIVOT | Normalized City_DemographicData | Dashboard

# Most Viable Cities to Launch System




**The viability of city market is ranked on basis of – cities with highest crime rate and homicide.**

# Customer Segments to Approach

- Has Residential Insurance for Primary Residence

Mass Markets
Young Upscale Families
Diverse Workers
Young Affluent Mobiles
Elder Midscale Class

- Has Residential Insurance, All Policies (Total Premium)

Mass Markets
Young Upscale Families
Diverse Workers
Young Affluent Mobiles
Elder Midscale Class

**The viability of city market is ranked on basis of – cities with highest crime rate and homicide.**

- Number of Children 0-17 Living at Home: None

- Has Residential Insurance, 1 Policy

| Segments | Sum of Household Counts |
|---|---|
| Diverse Workers | 9067386 |
| Mass Markets | 8944892 |
| Young Urban Masses | 6709160 |
| Young Upscale Families | 6370407 |
| Yound Affluent Mobiles | 5455273 |
| Elder Midscale Class | 5126538 |
| Modest Families | 3922926 |
| Elite Households | 3782280 |
| Prosperous Acheivers | 3653326 |
| Comfortable Retirees | 3502870 |
| Upscale Matures | 2990662 |
| Well-heeled Affluents | 2647809 |

| |
|---|
| Mass Markets |
| Young Upscale Families |
| Diverse Workers |
| Young Affluent Mobiles |
| Elder Midscale Class |

# Conclusion

- Upgradation to a new security centralized system
- Decrease in Crimes and Homicides Rate
- Expand by exploring markets during initial Phase
  - Cities
  - Customer Segments
- Normalizing demographic data
  - Visuals to quick identification of cities

# Thank You