

Market Analysis (Capability)

- 1. Role Definition
- 2. Example of Use
- 3. Executive Summary
- 4. Key Features

Documentation

Properties

Appears on

Relations

1. Role Definition



This service domain supports the broad range of market analysis needed to support business management decisions across the bank. It draws on external market research and internally generated business information as necessary. It is used to develop insights into market trends and potential opportunities/threats. It may also be used to evaluate key events that might impact the bank's business directly or that of important customers and customer segments. A standard set of analytical views can be defined that are maintained. Furthermore the service domain may provide ad-hoc/customized analysis services

2. Example of Use



Example of use:

External market research is used to develop competitor analysis for bank products as input to a prospect campaign development

3. Executive Summary

^

This service domain analyzes internal and external market information sources as necessary to develop specific market insights. It may maintain a collection of predefined market analyses and may also offer specific ad-hoc analysis on request

4. Key Features

^


- Determine the range of standard market analyses reports to support
- Support ad-hoc market analysis request
- Consolidate market research and internal information sources
- Develop market analysis reports
- Provide access to market analysis reports

Documentation

^

Properties

^

Property	Value
Service Domain	
API BIAN Portal	Market Analysis API (https://app.swaggerhub.com/apis/BIAN-3/MarketAnalysis/12.0.0)
Core Business Object	 Market Analysis (object_26.html?object=38731)
Individual Analytics	<code>generalMarketResearchAnalysisAccumulators</code> <code>generalMarketResearchAnalysisActivityAnalysis</code> <code>generalMarketResearchAnalysisPerformanceAnalysis</code> <code>generalMarketResearchAnalysisTrends&Events</code>
Portfolio Analytics	<code>generalMarketResearchAnalysisPortfolioActivityAnalysis</code> <code>generalMarketResearchAnalysisPortfolioMake-UpAnalysis</code> <code>generalMarketResearchAnalysisPortfolioPerformanceAnalysis</code>

Scenarios

-  Analyse Customer Segment Performance (views/view_55046.html)
-  Develop Advertising Campaign (views/view_55317.html)
-  Execute External Campaign (views/view_55170.html)
-  Analyse External Campaign Portfolio Performance (views/view_55338.html)
-  Perform Internal Campaign Development (views/view_55520.html)
-  Develop External Campaign (views/view_54948.html)
-  Analyse Internal Campaign Portfolio Performance (views/view_54672.html)
-  Analyse Competitor Activity (views/view_54711.html)
-  Analyse Product Portfolio Performance (views/view_54619.html)

Service Role Analyze internal and external market information sources as necessary to develop specific market insights

BIAN Life Cycle

Registration Registered
Status

Stereotypes

stereotype ServiceDomain

Appears on

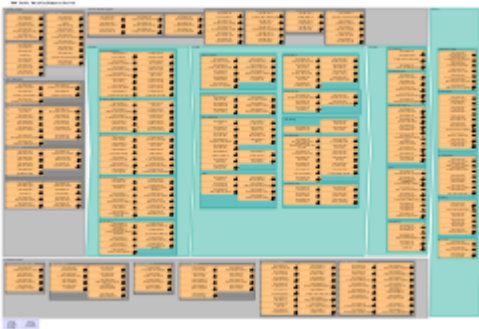
^

(views/view_50752.html)



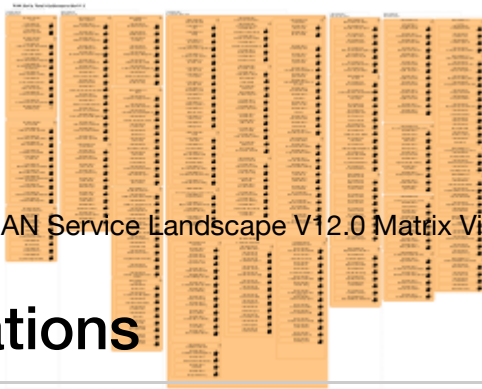
Market Analysis SD Overview

(views/view_51705.html)



BIAN Service Landscape V12.0 Value Ch...

























(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...

Relations



aggregated by	 Business Analysis (object_25.html?object=130086)  Wave 2 (object_25.html?object=153742)  Wave 1 (object_25.html?object=153747)  Marketing And Development (object_25.html?object=171926)
gets input from	 Prospect Campaign Design (object_22.html?object=39556)  Customer Campaign Design (object_22.html?object=47269)
is equal to	 Market Analysis (object_37.html?object=36137)
is part of	 Business Analysis (object_25.html?object=130086)
realized by	 General Market Research Analysis_ Analytics Object (object_25.html?object=111417)  General Market Research Analysis_Reporting (object_18.html?object=209757)  General Market Research Analysis_Invocation (object_18.html?object=209776)  Market Analysis_SD_Operations (object_19.html?object=209780)  General Market Research Analysis_Instantiation (object_18.html?object=209782)  Market Analysis_SD_Service Group (object_19.html?object=239820)  Re CR Retrieve details about market research analysis, including recent results (object_12.html?object=29949)  Ex CR Obtain an automated refresh of market research analysis (object_13.html?object=30502)  General Market Research (object_23.html?object=30736)  Ev CR Initialize a market research analysis (object_14.html?object=36763)  General Market Research Analysis (object_24.html?object=39839)  Rq CR Request a manual refresh of market research analysis (object_16.html?object=45239)  Analyze (object_28.html?object=58100)
serves	 Market Management (object_6.html?object=63703)
triggered by	 Business Development (object_20.html?object=32900)  Prospect Campaign Execution (object_22.html?object=47050)

triggers



Competitor Analysis (object_20.html?object=33057)

Market Research (object_21.html?object=34938)