

SUCCESS STORIES - SUMMARY

Project Name	Client	Brief Description	Key Analyses
Market size validation on potential target for PE client	PE Client	<ul style="list-style-type: none"> Determined key demographic and usage pattern drivers that influence path-to-purchase of typical consumer of the service Built top-down addressable market size model with flexibility to evaluate various scenarios Analysed qualitative feedback in primary research sources, using sentiment and word cloud analyses. 	Market size modeling; Sentiment analyses

ESTIMATING ADDRESSABLE MARKET SIZE FOR A POTENTIAL ACQUISITION BY A PE CLIENT

ABOUT THE CLIENT

Dummy text is also used to demonstrate the appearance of different typefaces and layouts, and in general the content of dummy text is nonsensical. Due to its widespread use as filler text for layouts, non-readability is of great importance

SITUATION



- PE client wanted to **evaluate a company for a potential acquisition** in a traditional industry that was undergoing disruption through digital technology
- The client wanted to **validate the market size estimations provided by Management**
- Merilytics assisted the client in due diligence process by developing an **analytical model to estimate the addressable market size** of the industry in the U.S., based on primary research sources from Management and third-parties, and also secondary research

VALUE ADDITION



- Analyzed primary and secondary research reports to determine the key **demographic and usage pattern drivers** that influence the **path-to-purchase** of the typical consumer of the service
- Developed top-down **addressable market size** model with flexibility to **evaluate various scenarios**
- Identified the key service features that impact the customer experience through **analysis of qualitative feedback** in primary research sources, using **sentiment and word cloud analyses**.

IMPACT

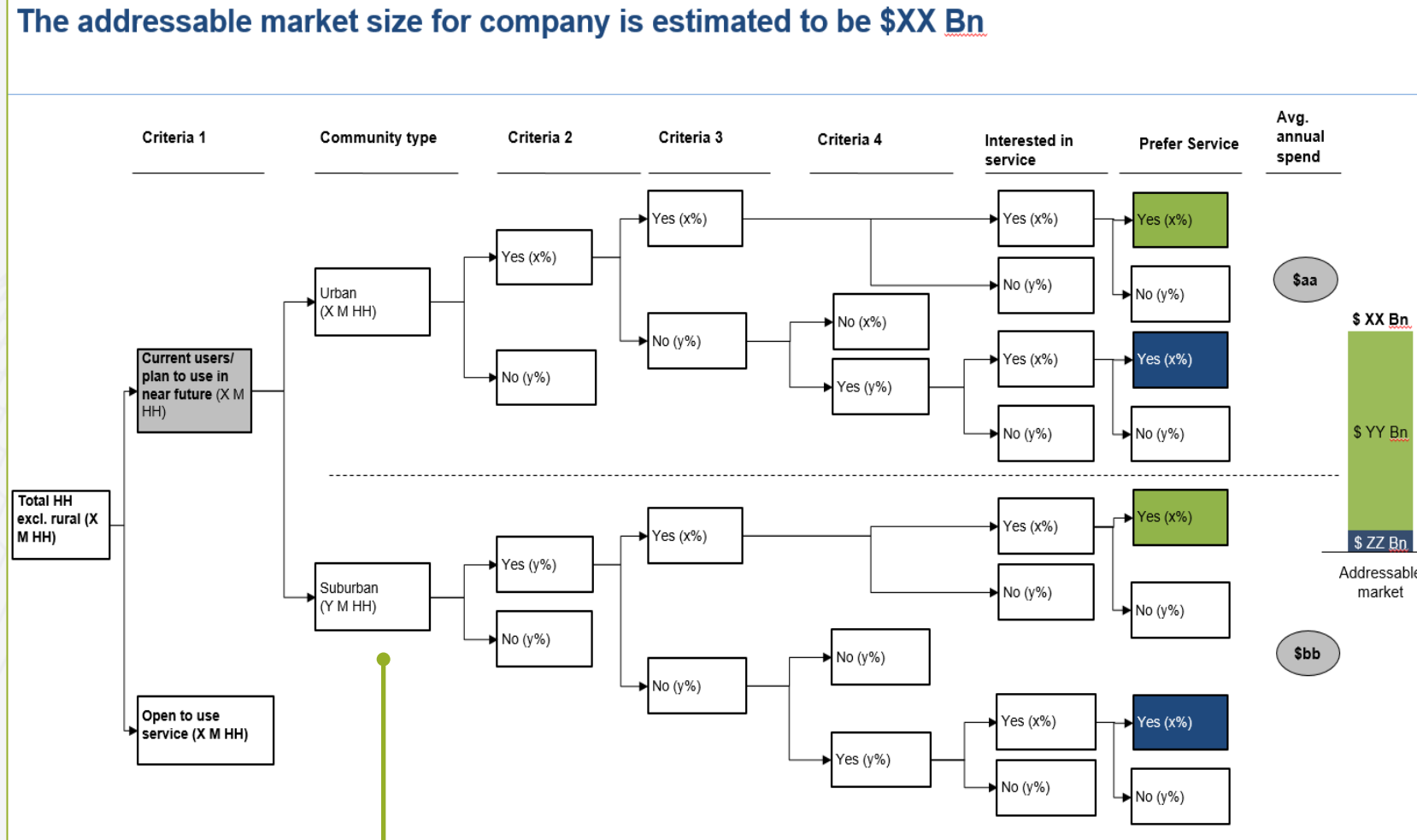


- Our approach of triangulating the available information from different aspects led to an **accurate assessment of the addressable market size**
- Our in-depth response analysis of the primary and secondary research data made sure that the client is **better informed about the consumer preferences and purchasing patterns** in the industry

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Snapshots of the model to estimate the addressable market size

ILLUSTRATIVE



Addressable market size
from potential
customers

Filters based on demographics, and usage
factors used for funneling the U.S. market
and identifying the potential users