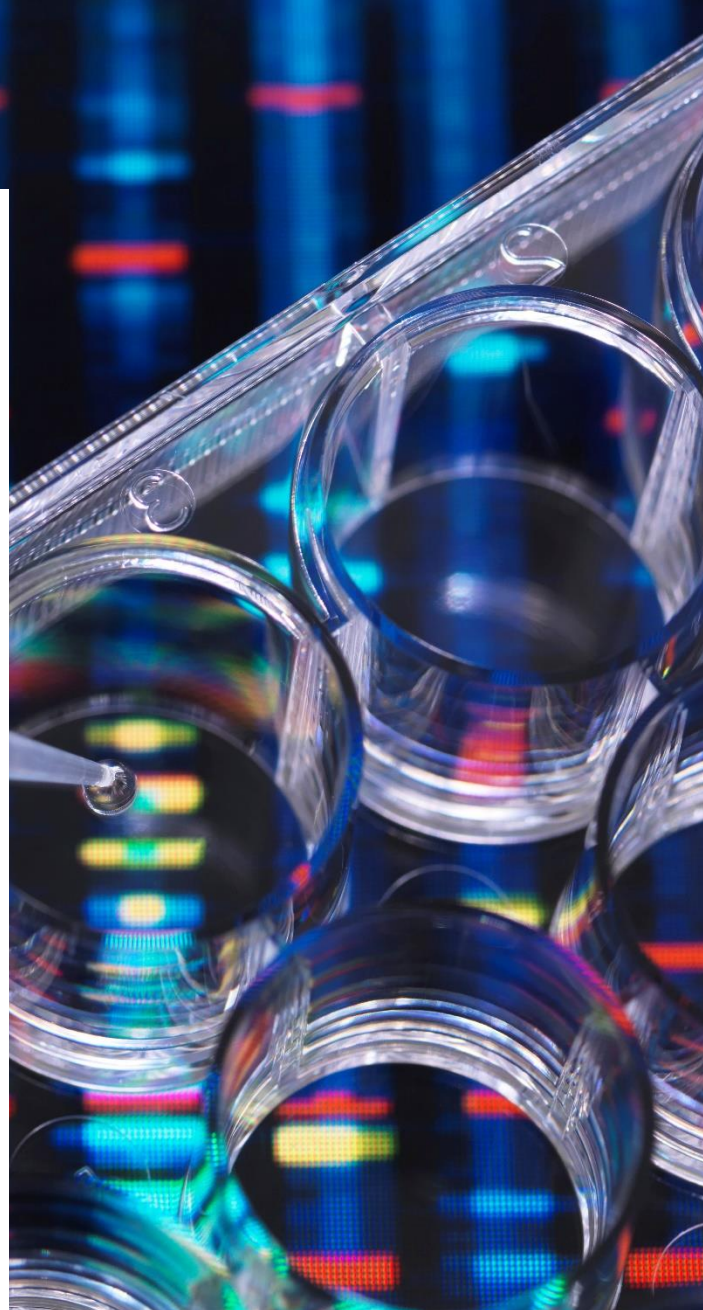


LaborDE

Data-driven Recommendations

FEBRUARY 14

Data Analyst: Nadia Ordonez Roman
CareerFoundry



Context

LaborDE, a prominent laboratory supplier based in Nordrhein-Westphalia (NRW), Germany, has excelled in providing diagnostic laboratories with cutting-edge equipment and materials, including a specialized department focused on cancer diagnostics products. In 2009, the German NGO [Open Knowledge Foundation Deutschland e.V.](#) and the British NGO [opencorporates](#) collaborated to release German Trade Register data via [OffeneRegister.de](#), offering a comprehensive list of over 5 million companies to the public. Recognizing the strategic value of this data, LaborDE aims to leverage it for identifying potential laboratory customers, not only in their stronghold of NRW but also for exploring new market opportunities in other Bundesländer. This initiative positions LaborDE at the forefront of the industry by adopting a data-driven approach to inform decision-making and foster growth.

Business questions

To strengthen our market presence in NRW and expand our reach into other Bundesländer, stakeholders at LaborDE are committed to addressing key business questions. These inquiries will not only fortify our customer base but also strategically position us in the highly competitive landscape of laboratory diagnostics.

National Landscape - Bundesland:

- What is the nationwide distribution of potential customer companies specializing in laboratory diagnostics, and which Bundesländer has the highest concentration of potential customers?
- What is the prevalence of companies offering diagnostic services specifically for cancer, and where are they situated in Germany?

Regional Focus - NRW:

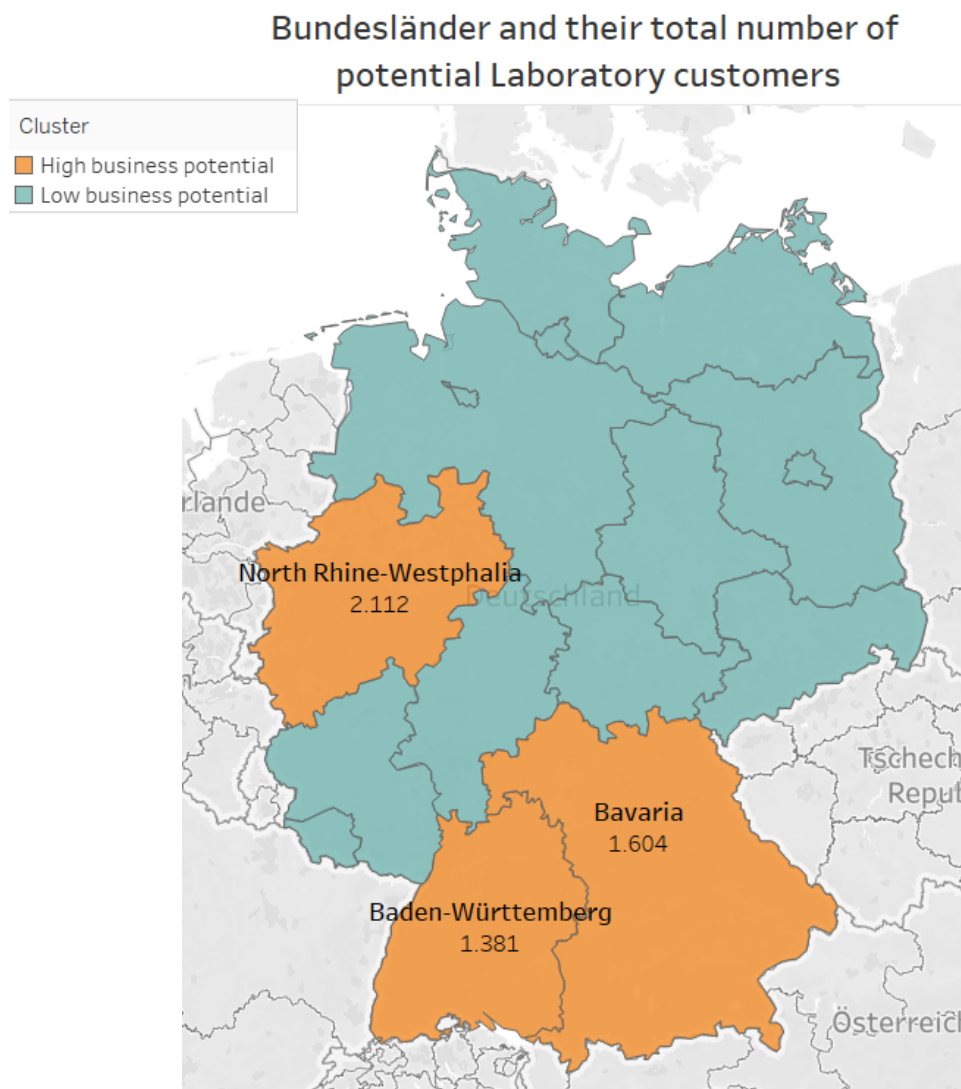
- What is the distribution of potential customer companies specializing in laboratory diagnostics across NRW, and which regions exhibit the highest concentration?
- What is the extent of the customer base served by laboratory diagnostic companies in NRW in terms of male and female population?

Data-driven recommendations

- Bundesland Business questions

Distribution of potential laboratory company customers

Expanding our scope beyond NRW, this analysis aims to identify promising markets in other Bundesländer, providing valuable insights to inform our strategic expansion plans across Germany.

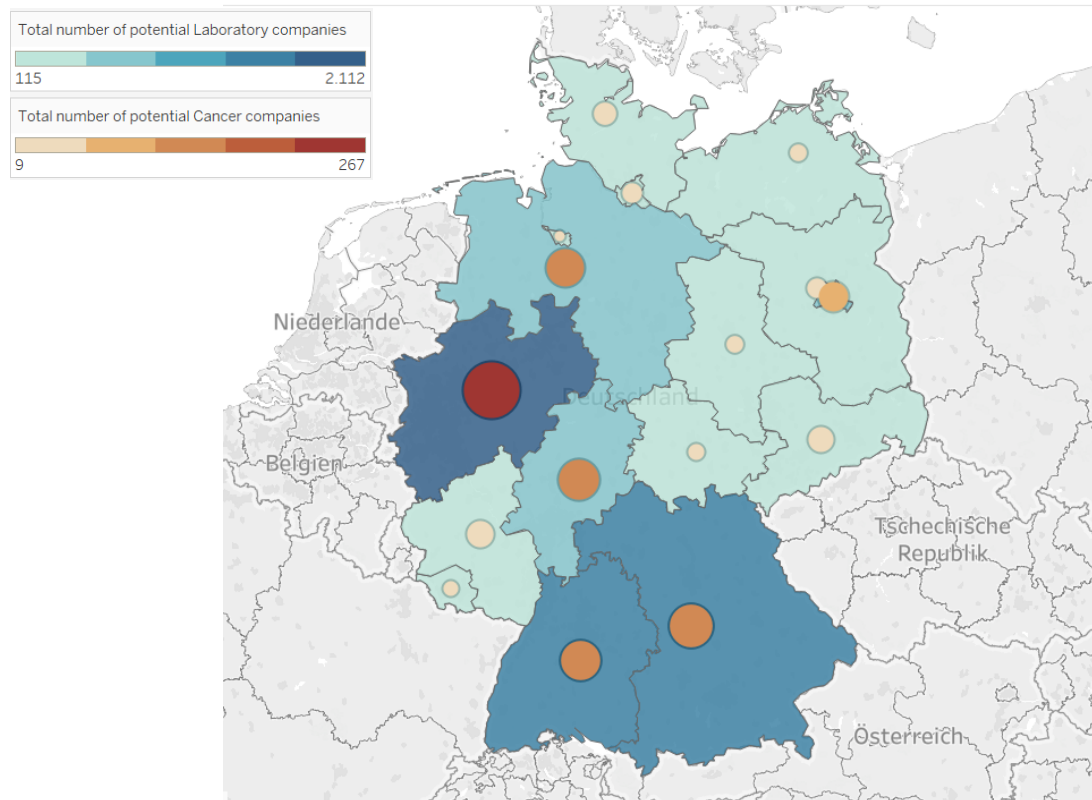


Supported by Machine Learning clustering algorithms, Bavaria and Baden-Württemberg have a high business potential for our client LaborDE.

Prevalence of companies offering diagnostic services specifically for cancer

Recognizing the demand for cancer-related diagnostic services is crucial for tailoring our offerings to meet specific healthcare needs, thereby positioning LaborDE as a specialized and sought-after service provider.

Distribution of potential Laboratory and Cancer companies



Apart from NRW where our client LaborDE is already present, both Bavaria and Baden Württemberg have a high presence of potential Laboratory and Cancer company customers.

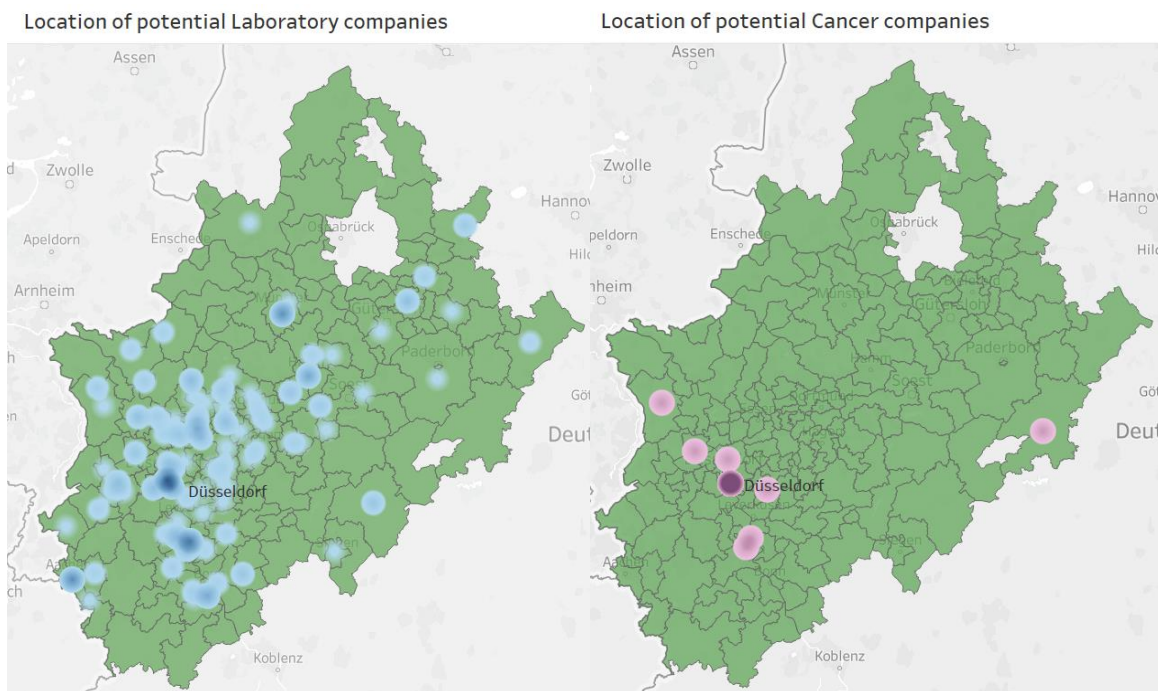
Data-driven Recommendation:

Expanding Business to Bavaria: Bavaria has a considerable number of potential laboratory and cancer-related companies. The region's impressive attributes, including a robust GDP and substantial population, make it an enticing prospect for business expansion. Alternatively, consider Baden-Württemberg as another promising Bundesland for business growth. It exhibits similarities to Bavaria, offering a fertile ground for expansion.

- NRW Business questions

Distribution of potential customer companies

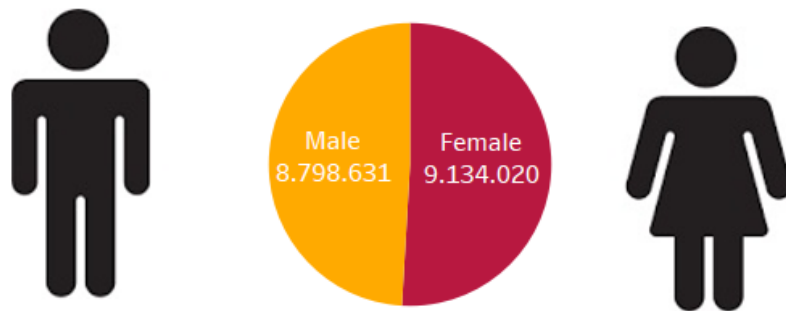
By understanding the geographical concentration of potential customer companies in NRW, we can tailor our outreach strategies to maximize impact in key cities, thereby enhancing our regional presence.



In NRW, there are 2112 potential Laboratory and 267 Cancer company customers for our client LaborDE. These companies are mostly located around the middle west of NRW, around Düsseldorf.

Customer base served by our (potential) company customers

By quantifying the current customer base in NRW, we refine our service offerings and better meet the needs of our existing and potential customer companies serving these customers.



In NRW, there is a higher proportion of females compared to males.

Data-driven Recommendation:

Expanding our Local Customer Base: Based on the recently released data on registered German companies, 2112 potential laboratory companies and 267 cancer-related companies were identified in NRW. These entities, if not already engaged with our client, LaborDE, present excellent opportunities for us to introduce and promote our diverse product portfolios.

The customer base of our customer companies in NRW highlights a slight female-centric focus, making it compelling to expand our offerings with a higher quantity of cancer-related diagnostic products tailored to women's health.