Suggested pivot

The pivot suggested is to a **consumer identification and competitor analysis software**.

The two segments to this are completely different applications.

To make this pivot, here is an identification of what changes can be made to the existing software and what needs a completely new solution to take through.

The following are the similarities that can be drawn between the two use cases:

1. Both of the concepts are about identifying the relationships between entities; the graph can still be used

   But note that there needs to be one graph per market. A market consists of various type of product and multiple businesses that supply that product.

2. The relationship can be quantified

   Instead of talking about **risk measure**, we can talk about **market fit** on a scale of 1 to 10.

3. **Events** are still a basic unit we can work with

Consumer identification

Changes to be made

- By analysing events that take place (through media), changing trends in the market can be understood; the market fit can be trained

- Instead of countries, the nodes will represent different groups of customers

- Instead of a graph where every node is connected to every other node, the customer group nodes will be connected to a product node with the weight of the connection being the market fit

New solution

- *Events* need to be condensed into *tends* for the software to be able to explain why a particular marketing strategy will work

- The input is not just articles but also a wider range of indicators of customer behaviour; we need to build separate systems to analyse these data sources

  This compilation of data will be very tedious.

Competitor analysis software

Changes to be made

- For each business create a node and link it to the customer group nodes and product nodes

- To identify *"untapped customer segments"* one way is to pick out the customer nodes that are weakly connected in a market

New solution

- Data will need to be collected differently about the appeal of the business to customers