

BUSINFO 703

Global Market Opportunities

Insights from Manufacturing, Trade & ML Segmentation

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Introduction Summary

We combine global economic data and machine learning segmentation to identify where companies can compete, scale, and mitigate their expansion risk.

Our analysis highlights three structural differences across countries — manufacturing capability, trade position, and demand strength — and translates them into clear strategic pathways for market entry and growth.



Content

- Macro Trends
- Manufacturing Capabilities across Regions
- Trade Flows & Demand Hotspots
- Market Segmentation
- Strategic Implications



Macro Trends

- Global demand is highly concentrated in a few large economies
- Trade is more fluctuating than GDP, signaling external risks
- Regions follow different growth paths — East Asia shows strong performance, while other regions grow more slowly

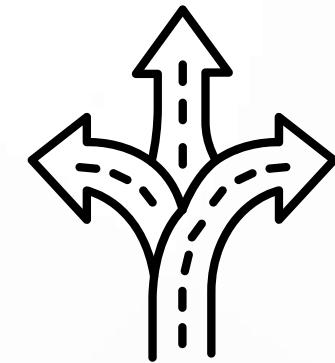
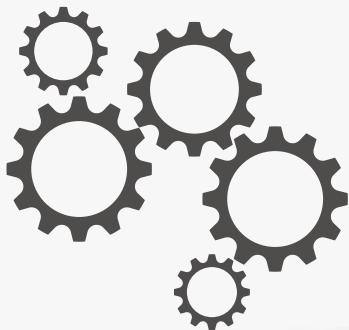


Manufacturing Capability

Across Regions

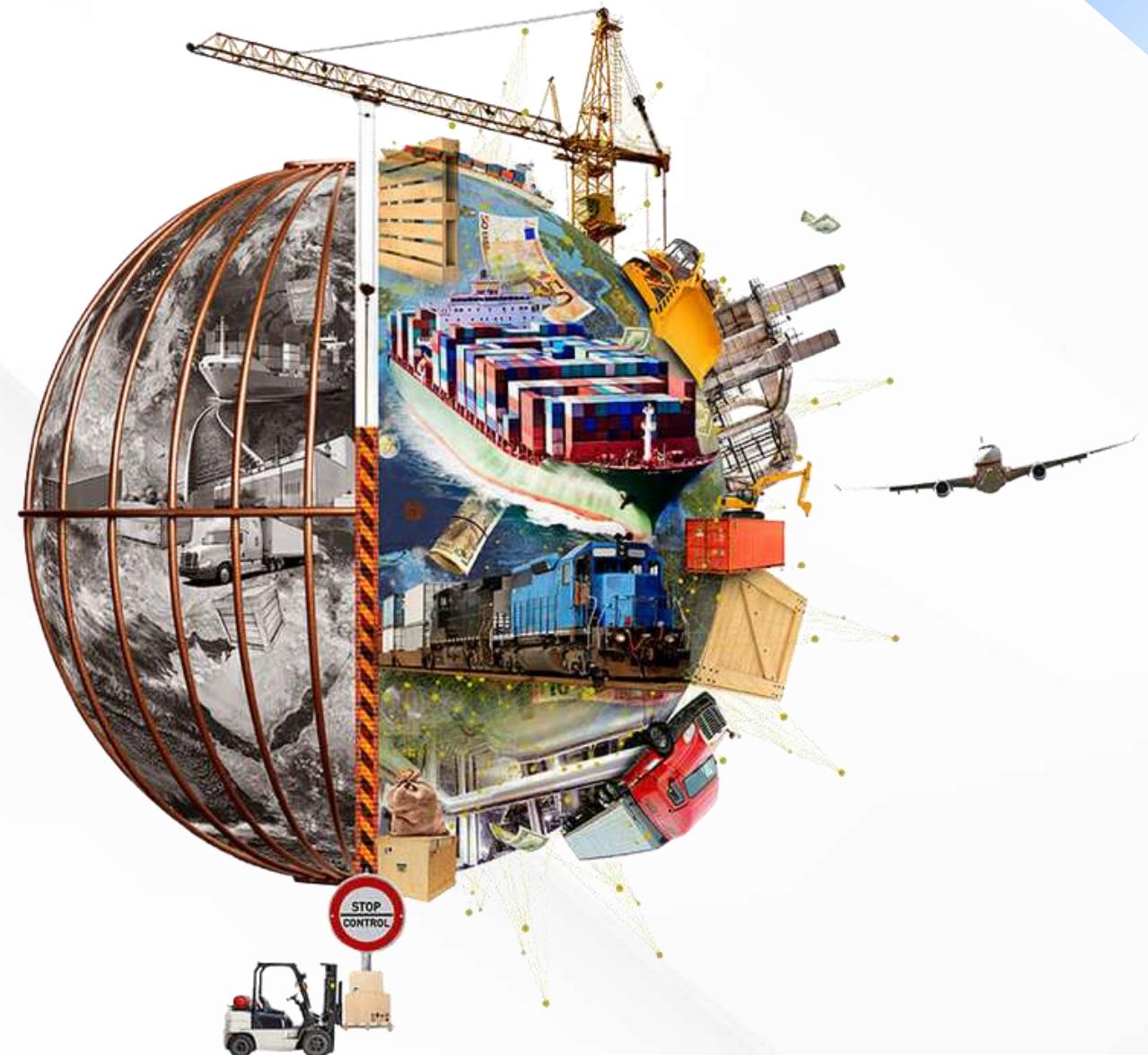


- The manufacturing capacity is concentrated in a few countries, which brings about economies of scale and risks of concentration
- Manufacturing output varies significantly across various regions. The East Asia and Pacific region, as well as North America, dominate global output
- Market attractiveness cannot be determined solely based on the scale of output



Trade Flows & Demand Hotspots

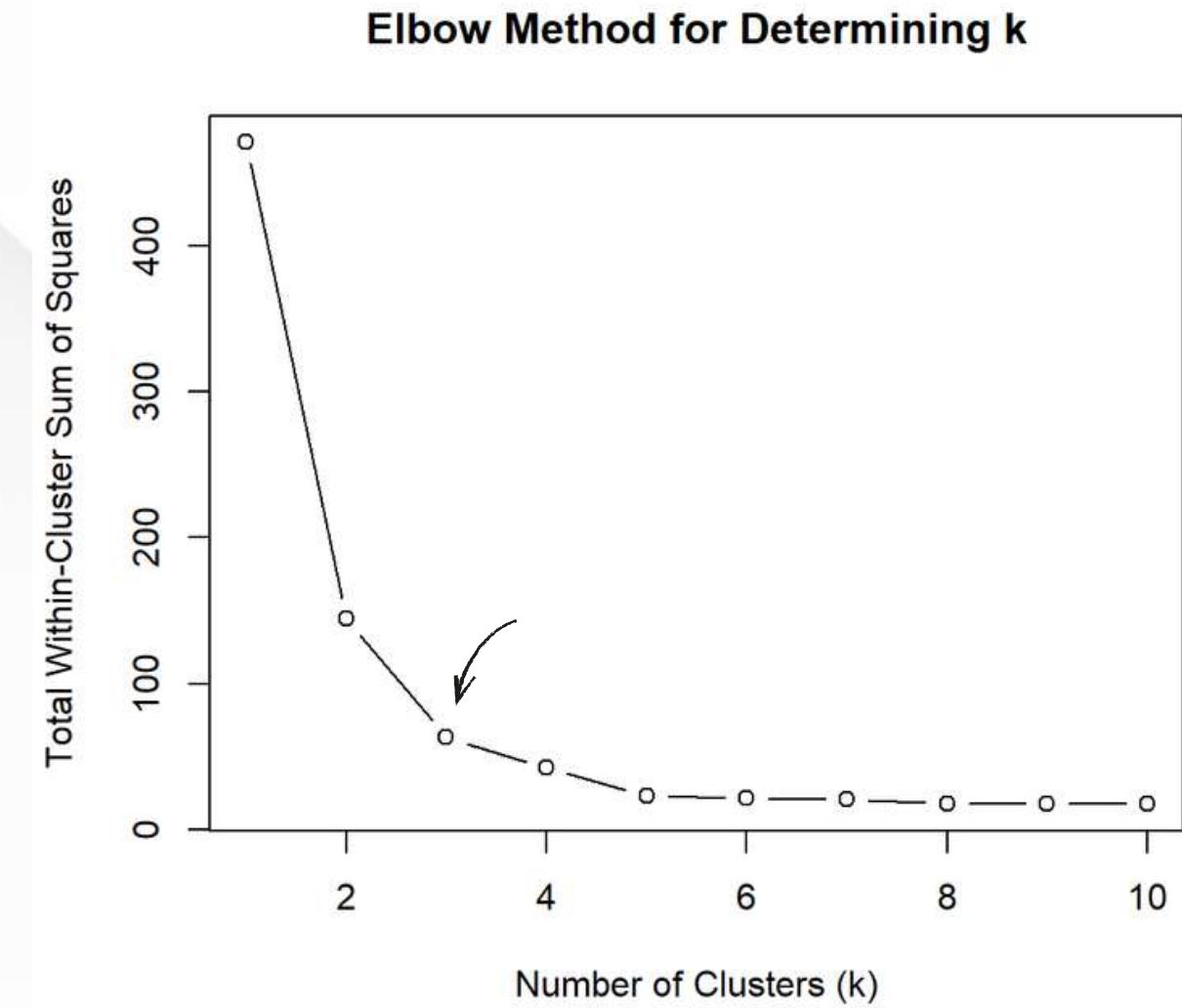
- The countries where exports exceed imports are the strong suppliers in the global market
- The countries where imports exceed exports are markets with strong demand
- The upward trend indicates an increase in supply, while the long-term downward trend indicates a sustained demand



Market Segmentation

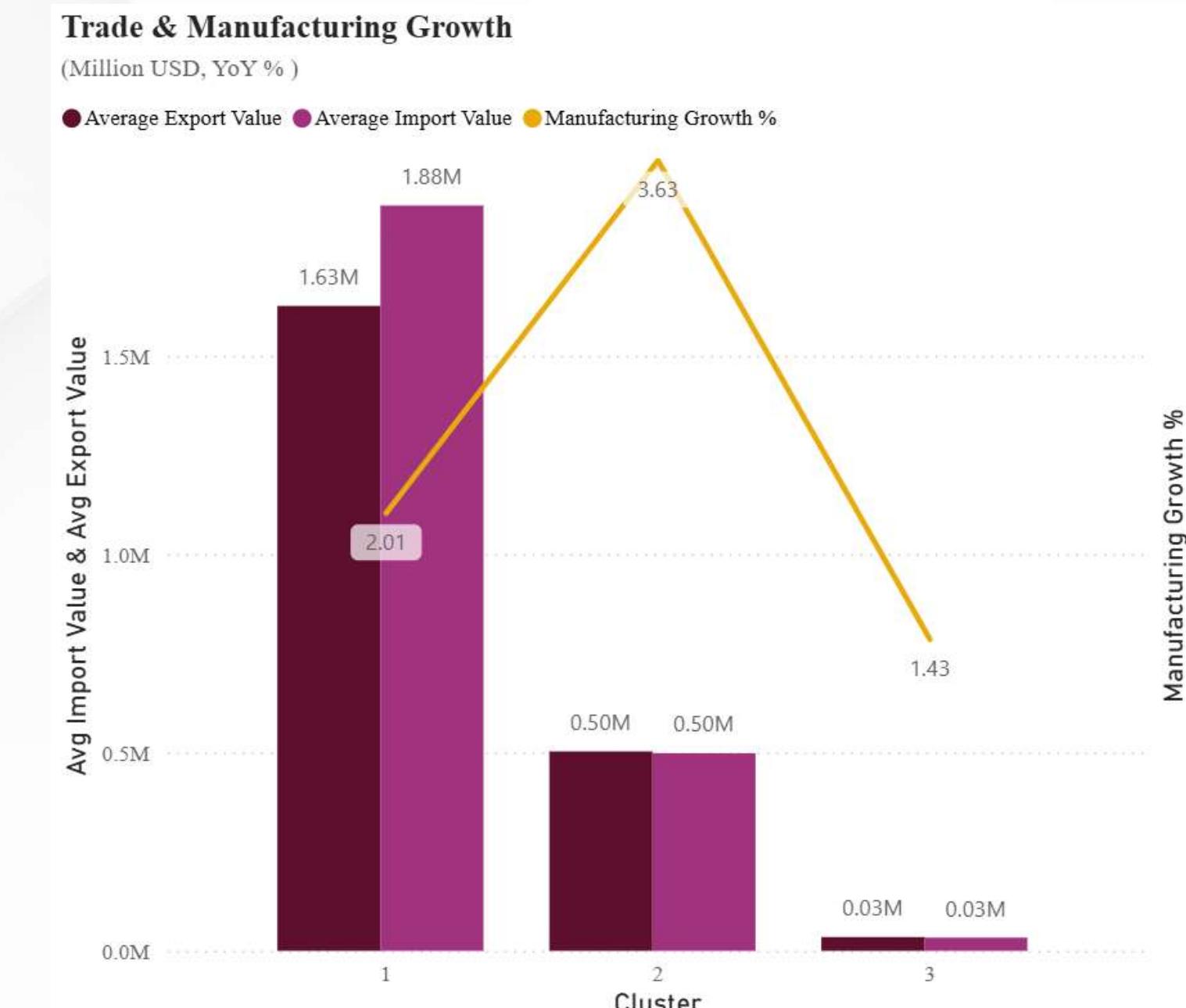
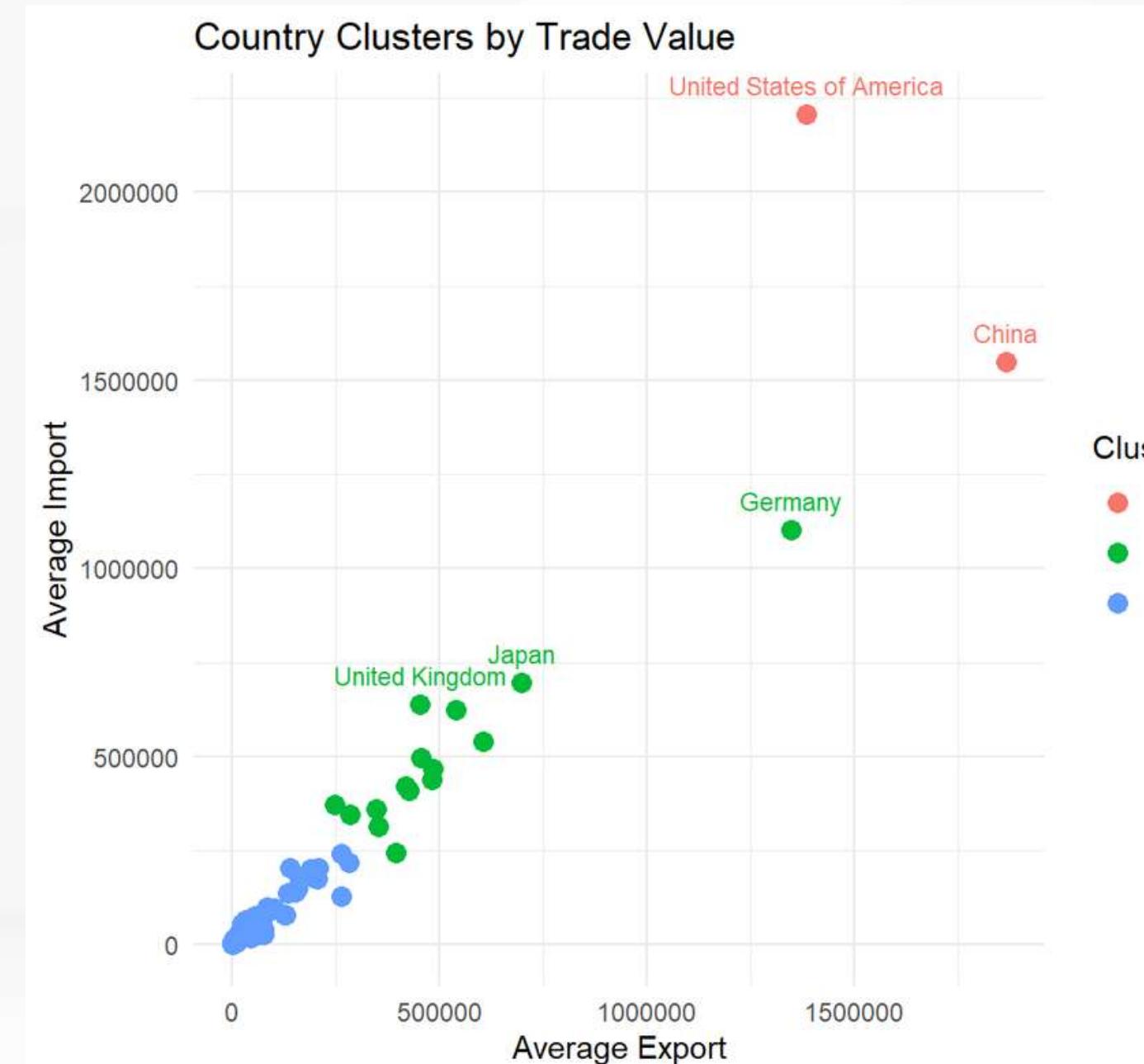
K-Means Clustering

- **Objective**
 - Segment over 150 countries based on trade and manufacturing indicators.
- **Data Used**
 - Average Export
 - Average Import
 - Average Manufacturing
 - All variables standardized.
- **Method**
 - Elbow method



Market Segmentation

- **Outcome**
 - 3 distinct clusters based on trade and manufacturing profiles.
 - Reveal differences in economic scale and trade intensity.



Strategic Implications

Cluster 1 — Mature Markets

- Build strong brands while keeping costs low.
- Example: Sell flagship products in the US; source components from China.

Cluster 2 — Emerging Growth Markets

- Use local assembly to reduce tariffs and enter markets faster.
- Example: Finish packaging in India; sell on Shopee/Lazada.

Cluster 3 — Low-Risk Exploratory Markets

- Test demand online before making heavy investments.
- Example: List basic products on AliExpress/Amazon; expand only if sales grow.



Thank You!

Group 6

Appendix

International_Trade. <https://stats.wto.org/inventory/en>

Manufacturing, value added (annual % growth). <https://data.worldbank.org/indicator/NV.IND.MANF.KD.ZG>

World GDP(GDP, GDP per capita, and annual growths). <https://www.kaggle.com/datasets/zgrcemta/world-gdp-gdp-per-capita-and-annual-growths>