

Home Security Business Briefing for Electric Growers



Agenda

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Initial
Findings

4

Targeting
Strategy






1


Executive Summary



Introduction



Presentation on potential new home security business, data analysis and targeting strategies





2

Approach

Project Approaches

Data analytics team approaches:

- Understanding the Business Problem
- Analyzing the Business Problem
- Creating a visual representation of your analysis results



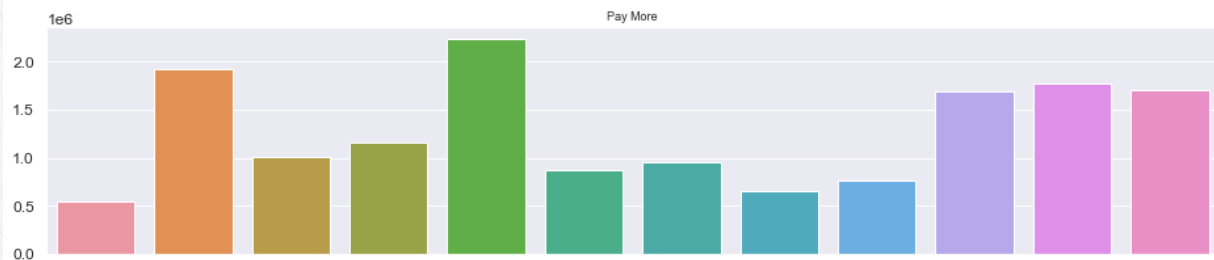
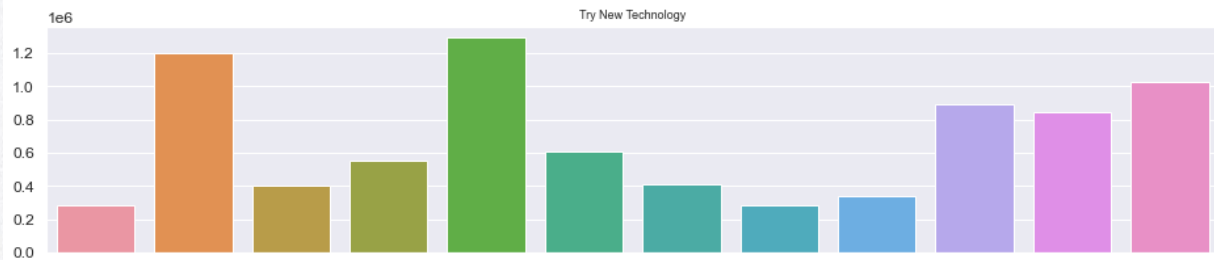
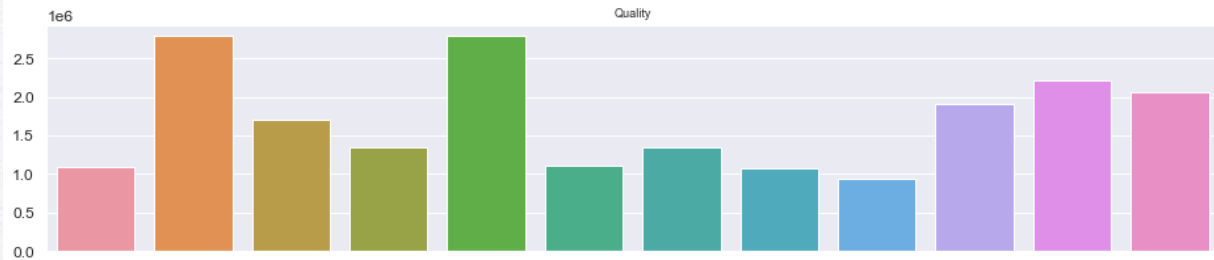


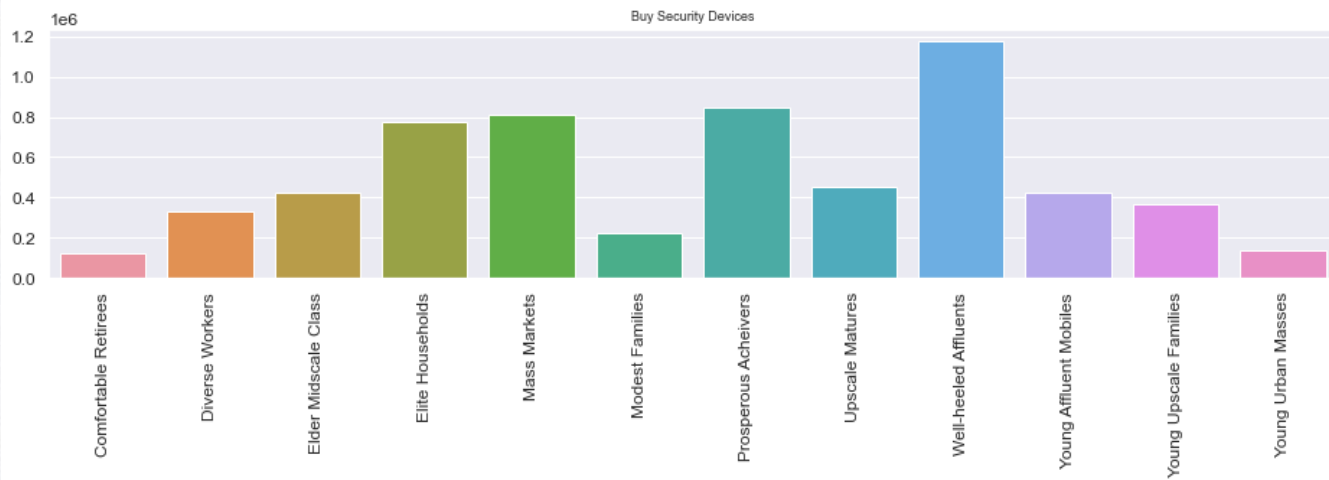
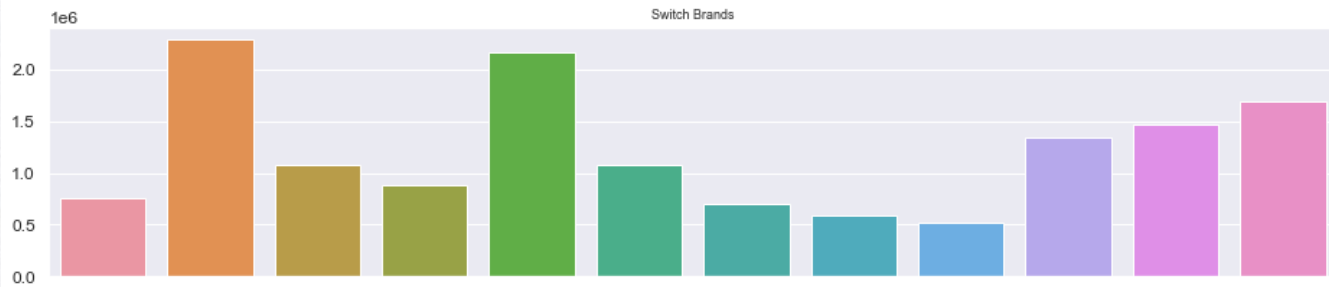
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Initial Findings

Customer Characteristics

Field	Description
Segments	Customer Segments
Quality	Buy Based on Quality- Not Price- Agree
TryNewTechnology	I am Among First of my Friends to try new Technology Products- Agree
PayMore	I am Willing to Pay More for Top Quality Electronics- Agree
ProductsLatestTechnology	Prefer Products With the Latest Technology- Agree
Price	Price Is More Important than Brand Names- Agree
SwitchBrands	Will Switch Brands to Use a Cents-Off Coupon- Agree
BuySecurityDevices	Would like to buy Security Devices
Total	Summation





Customer Target Groups

- Diverse Workers,
- Mass Markets
- Young Affluent Mobiles
- Young Urban Masses
- Young Upscale Families



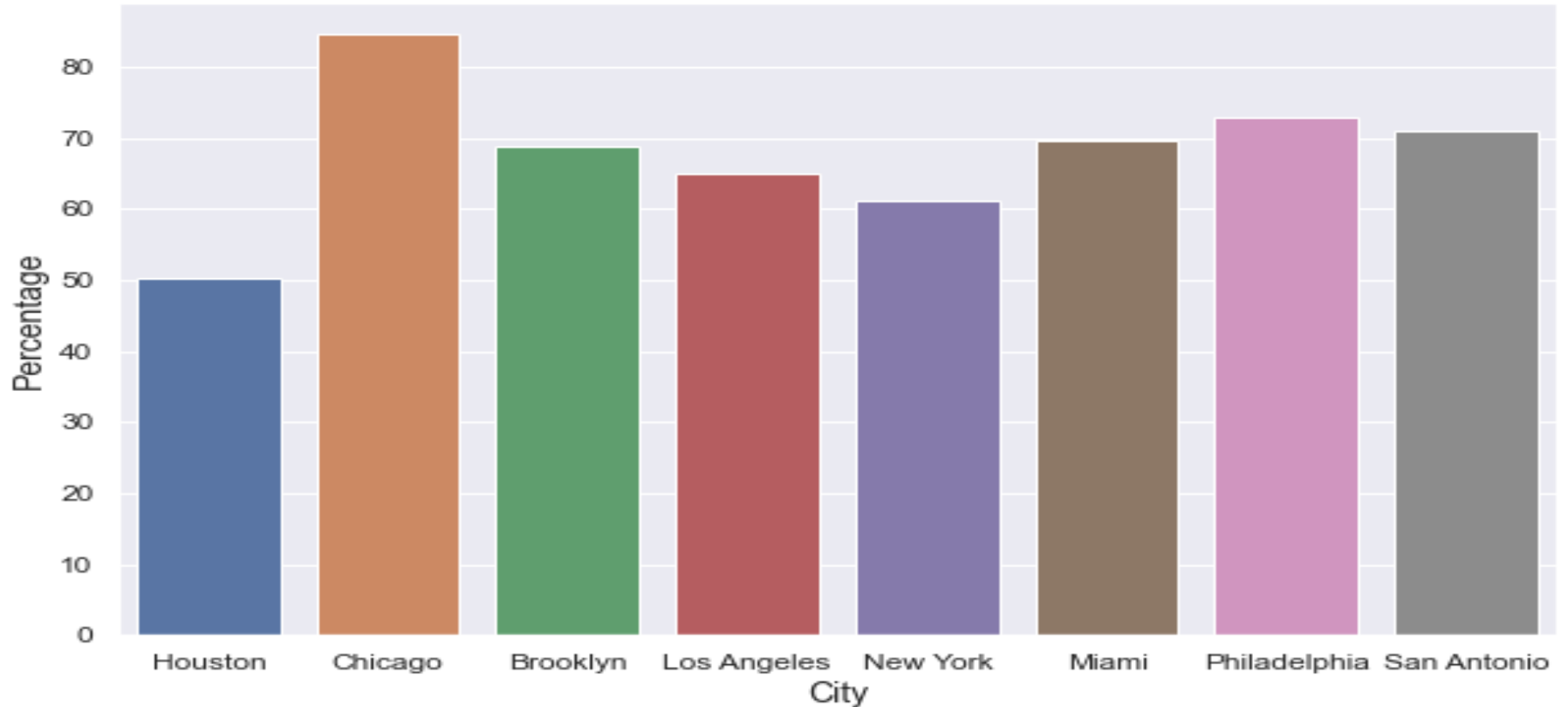


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Targeting Strategy

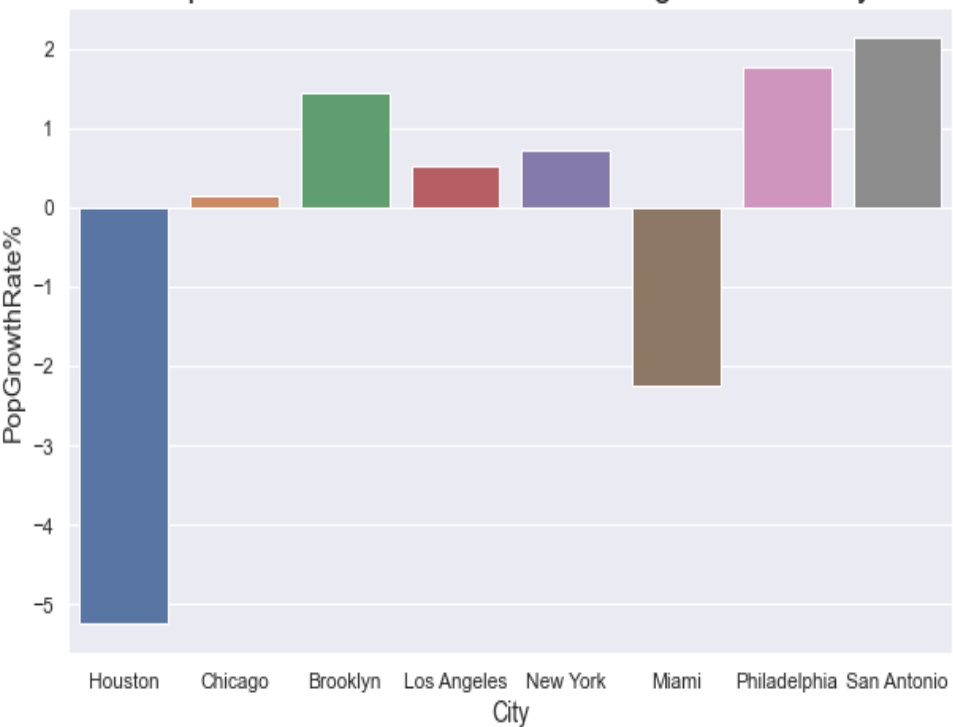
Cities Analysis

Percentages of Targeted Customers in each city

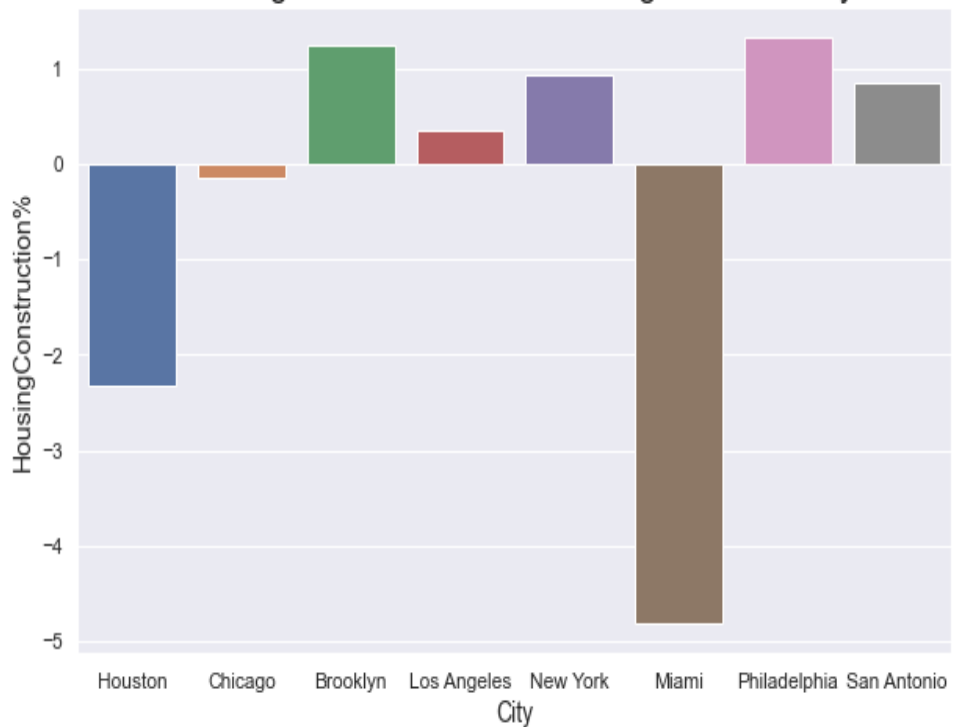


Cities Analysis

Population Growth Rate in Percentages in each city

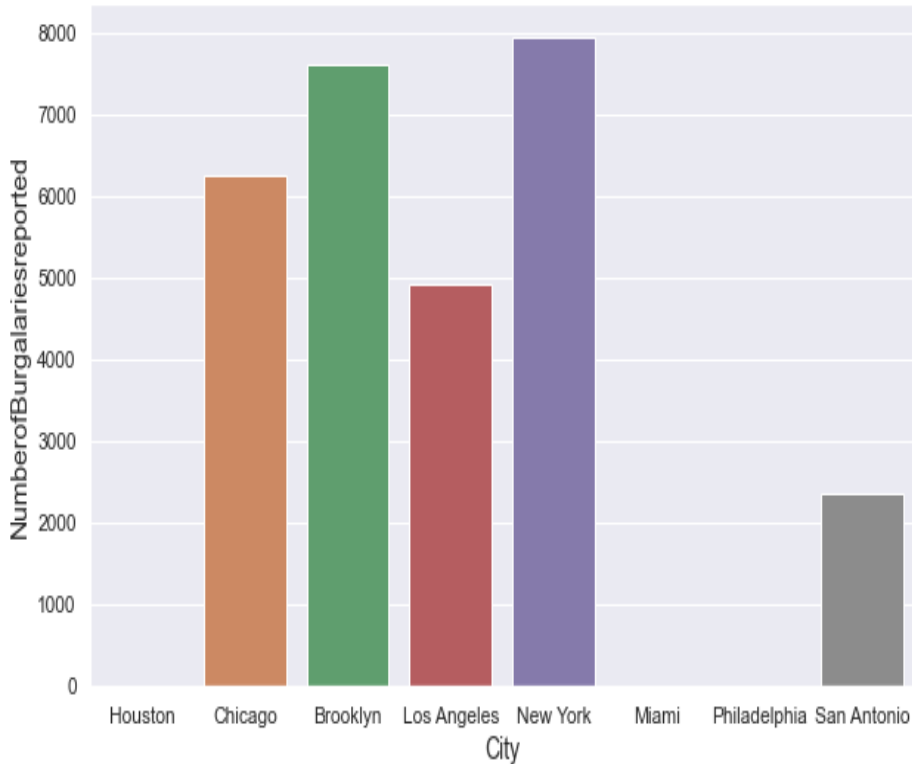


Housing Construction in Percentages in each city

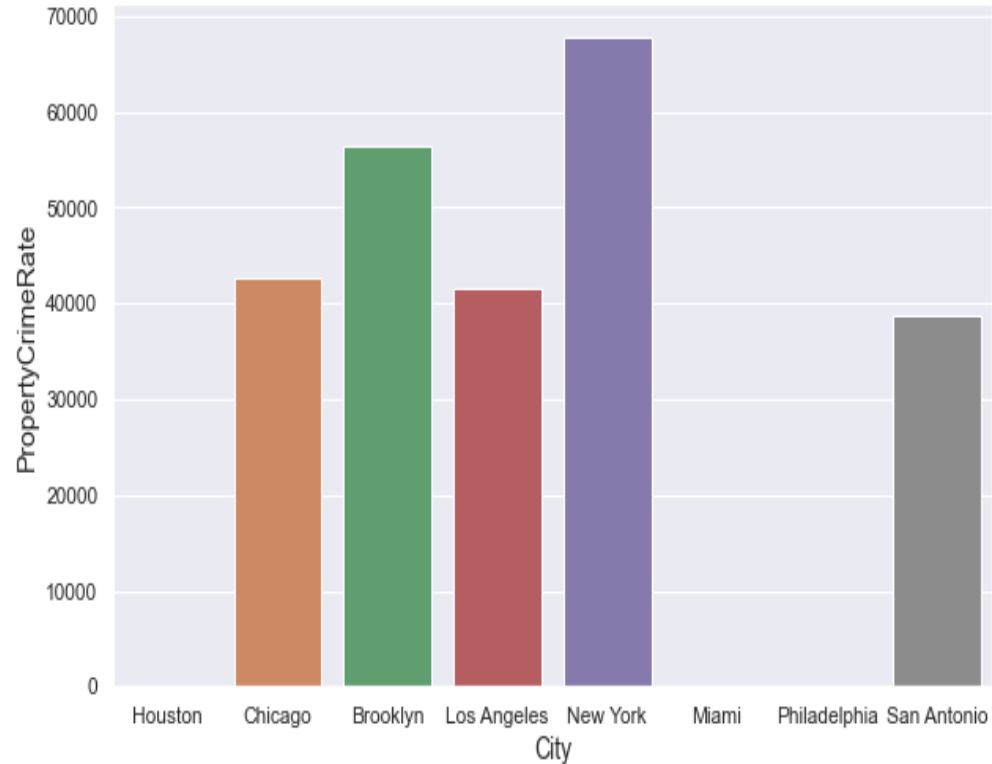


Cities Analysis

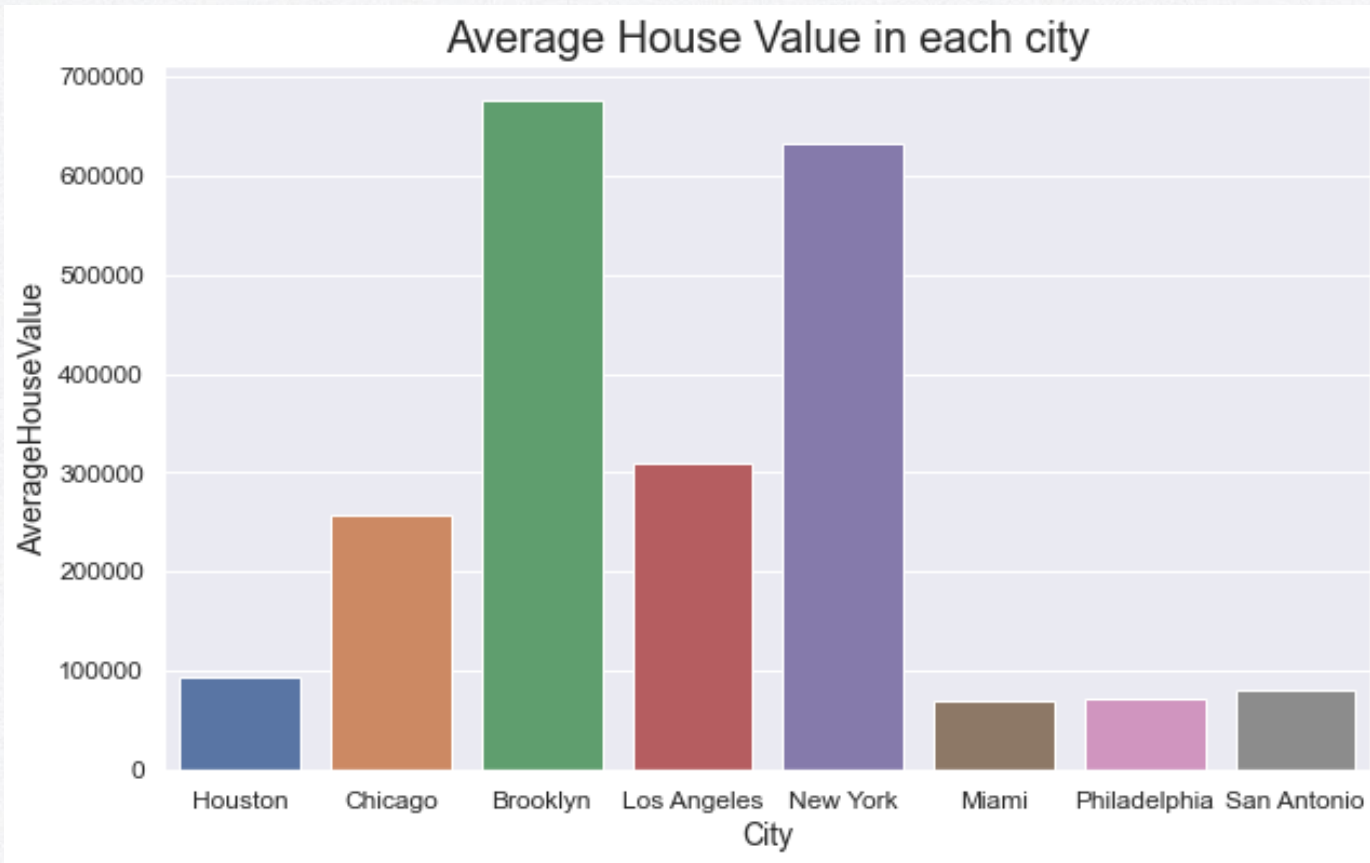
Number of Burglaries reported in each city



Property Crime Rate in each city



Cities Analysis



Strategy checklist



	%Customers	%Crimerate	House value
Minimum 60%?			
Crime Rate >3000?			
House Value >300k?			

Thanks!

Do you have any questions?

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