



# Insights PLUS

**Delivering Data-driven Business Solutions**





*In today's business world, you are not going to be the only one with access to ample resources and it is guaranteed that the competition is going to be fierce. For your business to thrive and be sustainable, there are many areas you are going to need to understand - the market, and more importantly, your audience. That is where **market insights and consumer insights** come into play.*

*We live in an age where data is familiar, whether it's checking our Facebook page metrics, or tracking our fitness activity on smart devices. However, the abundance of accessible data does not automatically translate to sound decisions; without a rigorous analytical approach and proper interpretation, the potential of data remains untapped. Consequently, many business decisions are made without fully leveraging the wealth of insights. In order to tap these blind sights, we, with our research and analytics expertise, are here to bridge the gap on better understanding your business and capture more opportunities to meet the needs for your consumers.*

# OUR STORY

What We Offer

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## Our Core Services



**Market  
Intelligence**



**Consumer  
Insights**



**Brand  
Equity  
Tracking**



**Pricing  
Research**



# We Can Help You Unlock Your Business Potential And Stay Ahead Of Your Competitors

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What **Our Market Intelligence Services** Include:

- **Market understanding**
  - Market entry research
  - Market sizing
  - Market trend analysis
  
- **Competitor intelligence**
  - Products/services
  - Sales and marketing tactics
  - Brand positioning

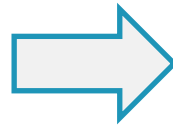


# Consumer Behavior Research Can Help You Create Products And Marketing Tactics That Are Tailored To The Consumers' Needs And Preferences

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Our **Consumer Insights** can uncover:

- Consumers' needs and preferences
- Buying motives
- Buying decision process
- Purchasing patterns
- Spending patterns
- User journey map



Market Segmentation

Consumer Segmentation





# The Stronger Your Brand Performance Is, The Bigger Your Competitive Edge Is

We leverage our in-house brand equity measurement system to monitor:

- **Brand awareness** – the level of awareness of your brand in the target market
- **Brand recognition** – consumers' ability to correctly identify the product by viewing the logo/packaging
- **Brand associations** – what attributes consumers associate your brand with
- **Perceived quality** – how your customers perceive your brand
- **Brand loyalty** – tendency of customers making repetitive purchases of your brand



# Pricing Research Can Help Set The Optimal Price Points Which Will In Turn Boost Overall Sales And Profitability

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What **Our Pricing Research** Includes:

- **Price Sensitivity Test**

Measurement of how consumers react to different price points

- **Conjoint Analysis**

Measurement of how consumers value products in terms of different attributes and scenarios

How much should I charge  
for my product?

Are people willing to pay for  
the price I'm selling?







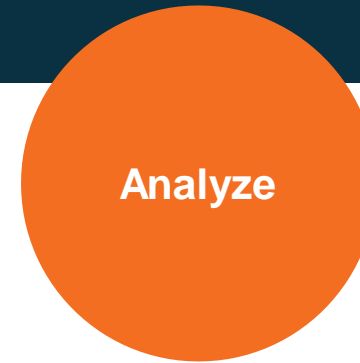
- Identify the business's challenges based on RFP
- Brainstorm potential business risks and opportunities



- Determine suitable analytics approach based on defined problem or objective
- Design sampling method



- In-house Database
- Surveys
- In-depth Interviews
- Focus Group Discussions
- Mystery Shopping
- Design Thinking



- Analyze information using statistical and data analytics software



- Generate actionable insights tailored to business problems



# Our Experiences

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# Our Team




**Khin Yadanar Lin,  
Founder**

She has over 8 years of professional experience in data analytics, quantitative research, and management consulting. She has worked across diverse industries, including Real Estate, Consumer Goods, Energy, Financial Services, Hospitality, Agriculture and F&B in Myanmar. Passionate about solving business problems using data science and analytics, her expertise includes forecasting, predictive modeling, and statistical modelling, particularly in marketing and consumer-related fields. She holds a Bachelor's degree in Business Management from National Management Degree College and a Master's degree in Analytics from the University of Essex.



**Grace Lwin,  
Consulting Partner/Co-founder**

Grace Lwin is an accomplished economist and management consultant with over nine years of experience in the Strategy & Operations practice across Asia. She has previously worked for esteemed consulting firms such as Deloitte and EMC. Grace has led numerous projects for international development organizations and private companies. Her expertise encompasses Organizational and SME Development, Value Chain and Market Assessments, Regulatory and Policy Analysis. She has extensive experience across various industries, such as Logistics, Energy, Garment, Trade, Real Estate, F&B, and more. Grace holds a degree in Financial Management from University College Dublin.



Being a boutique agency, we collaborate with a reliable third-party partner who manages a network of **over 1,000** proficient and trained part-time field workers for data collection processes. Our projects are overseen by two experienced data collection supervisors who previously worked for Kantar. Additionally, we are directly involved in training to ensure data quality.

- **In-house database:** We regularly conduct consumer surveys and gather data across social media channels to expand our database.
- **Technology:** We are also in discussions with several technology platforms to automate our data collection and tracking processes.



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# Sector Experiences

## **Consumer**

Automotive & Heavy equipment  
Retail, Wholesale and Distribution  
Hospitality  
Services  
E-commerce

## **Energy**

Power, utilities and renewables

## **Financial services**

Banking  
Microfinance  
Digital financial services

## **Agriculture**

## **Real Estate**

Commercial leasing  
Residential leasing  
Housing market study

## **Healthcare**

## **Trade**

## **Organizational & SME Development**

## **Government & Public Services**

International Donor Organizations  
Education  
Economic and social study



# Project Experiences

- *Identifying Business Opportunities*
- *Business Development/Expansion Consultation*
- *Advertising/Marketing Effectiveness Measurement*
- *Forecasting and Predictive Modelling*
- *Media Habits Tracking*
- *Consumer Segmentation*
- *Brand Health Tracking*
- *Benchmark Analysis*

“ Research:  
the distance  
between an idea  
and its realization.”

- David Sarnoff

# Portfolio

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## Featured Projects - Insights Plus

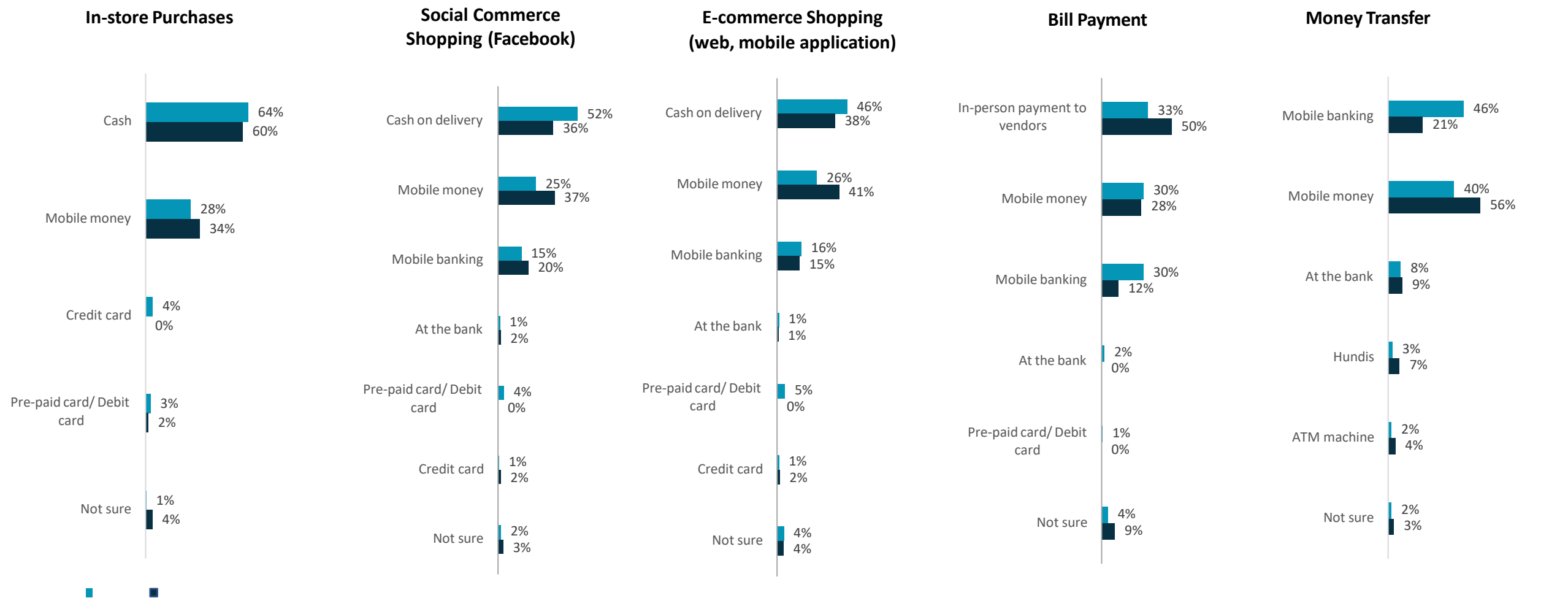
Client	Scope of work	Outcomes
Leading Automotive Sales and Rental Platform	<ul style="list-style-type: none"><li>• Predictive modelling to estimate the second-hand automotive prices</li><li>• Data-collection services</li></ul>	<ul style="list-style-type: none"><li>• Pricing situation of second-hand car market</li></ul>
Foreign Digital Financial Services Platform	<ul style="list-style-type: none"><li>• Primary purposes of taking out loans</li><li>• Loan process</li><li>• Borrowing habits/patterns</li><li>• Demographics of typical micro-loan borrowers</li></ul>	<ul style="list-style-type: none"><li>• Demographics of borrowers</li><li>• Consumer segmentation</li><li>• Product differentiation</li></ul>
Foreign Digital Financial Services Platform	<ul style="list-style-type: none"><li>• Clustering analysis</li><li>• Consumer habits around financial services usage</li></ul>	<ul style="list-style-type: none"><li>• Consumer segmentation</li><li>• User adoption</li></ul>
Local Media Agency	<ul style="list-style-type: none"><li>• Data Collection, Data Quality Check and Transformation</li><li>• Multi-variate Regression Modelling in R</li><li>• Provided training to junior level analysts on basic marketing analytics</li></ul>	<ul style="list-style-type: none"><li>• Impact of marketing on sales and customer growth</li></ul>



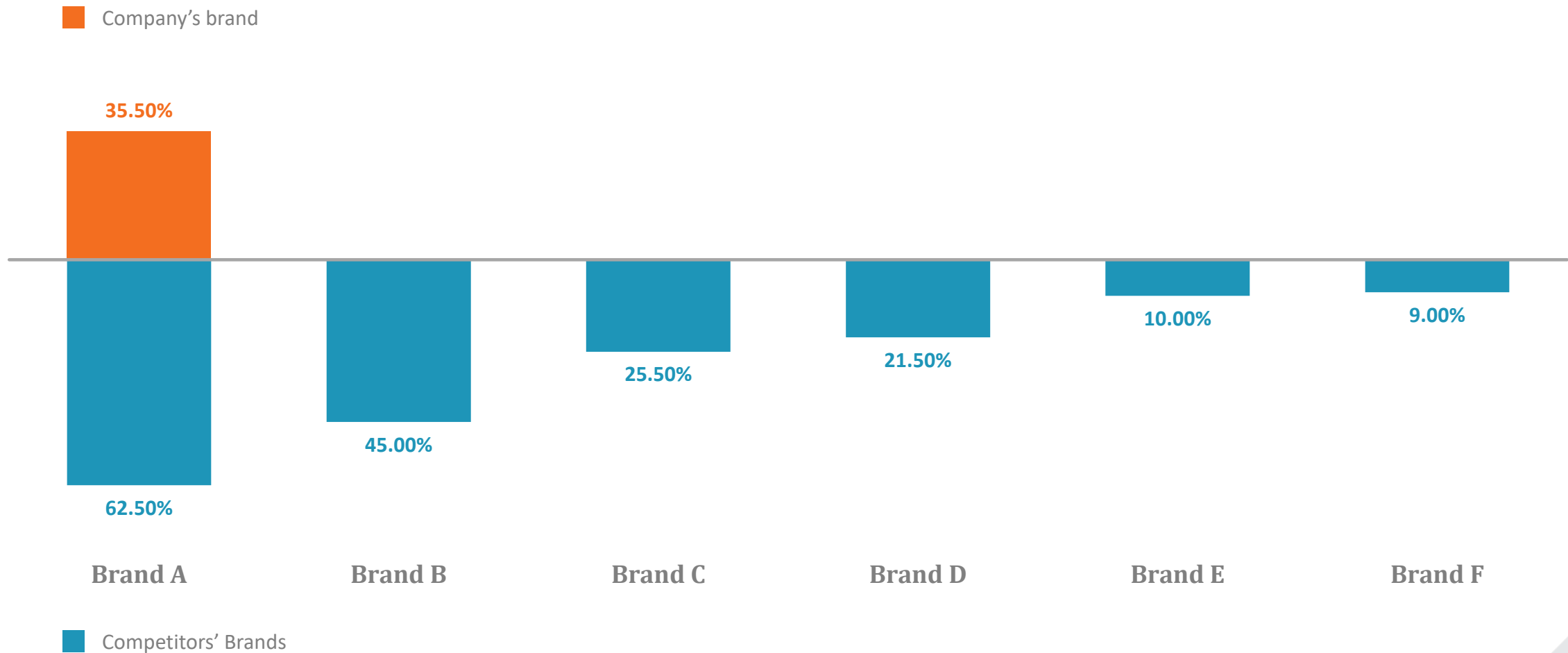
Sample Output

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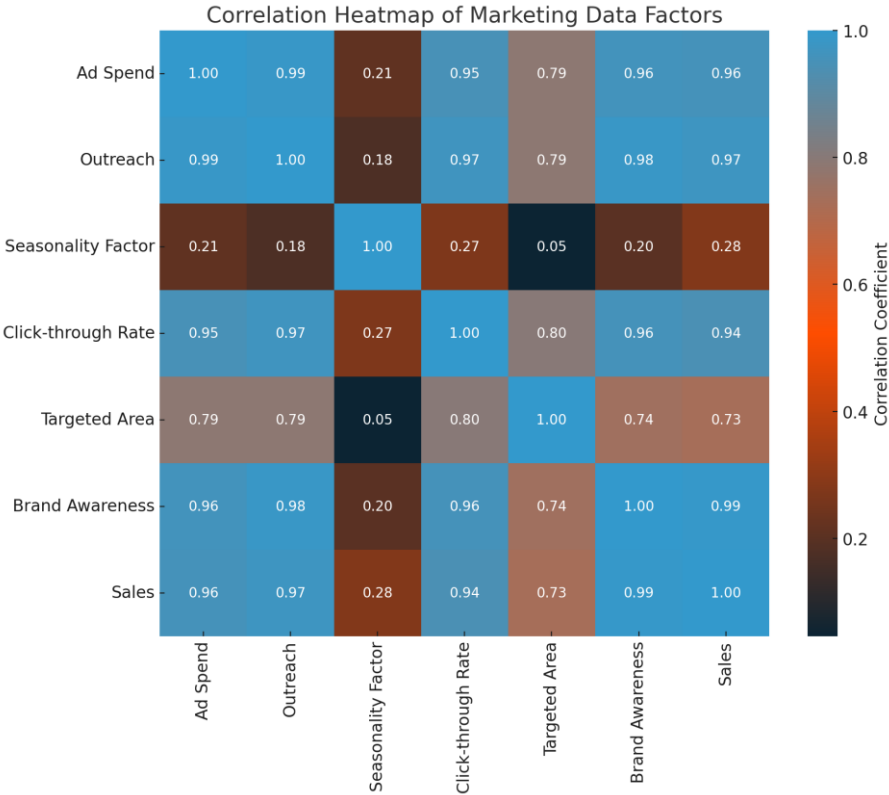
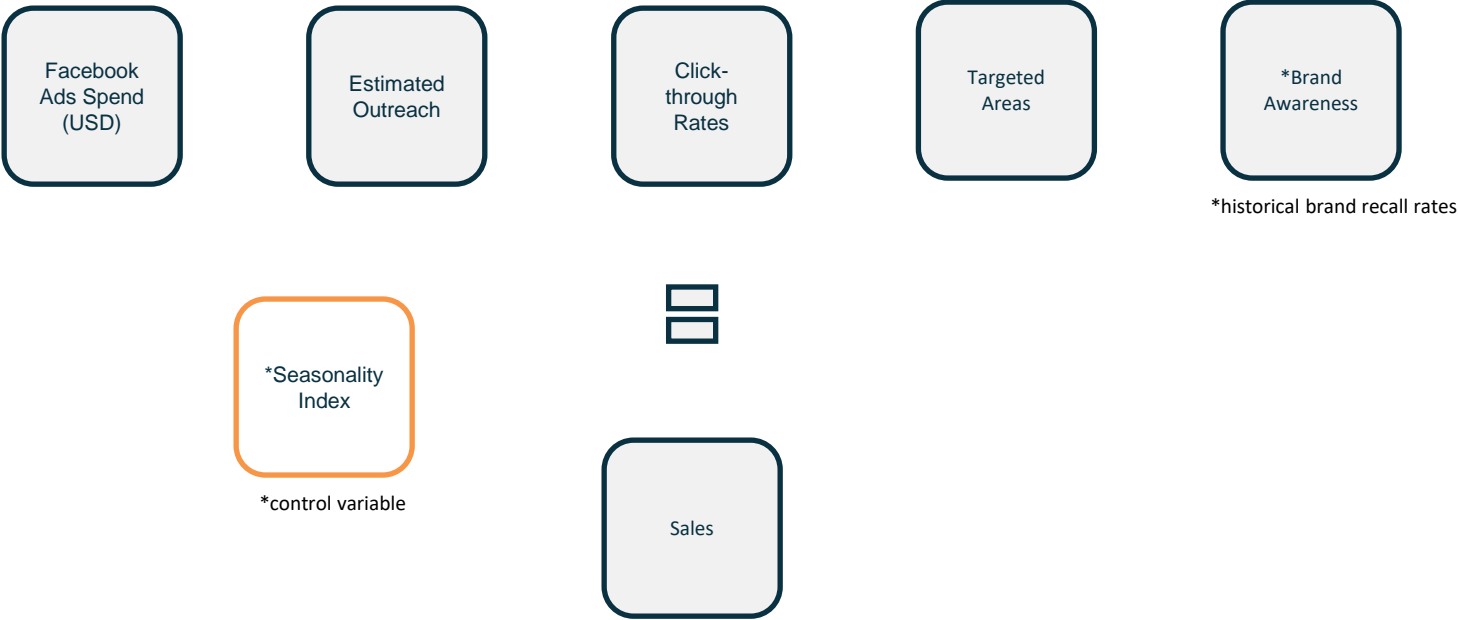
# For Money Transfer, Mobile Banking Is More Preferred In X Whereas Rural Respondents Expressed A Higher Preference For Mobile Money.



# Company's Marketing Strategies Might Be More Effective In Creating Lasting Impressions To Increase Brand Awareness



# Our Statistical Modelling Indicates That Ads Spend And Brand Awareness Factors Tend To Have Highest Influence On The Revenue.



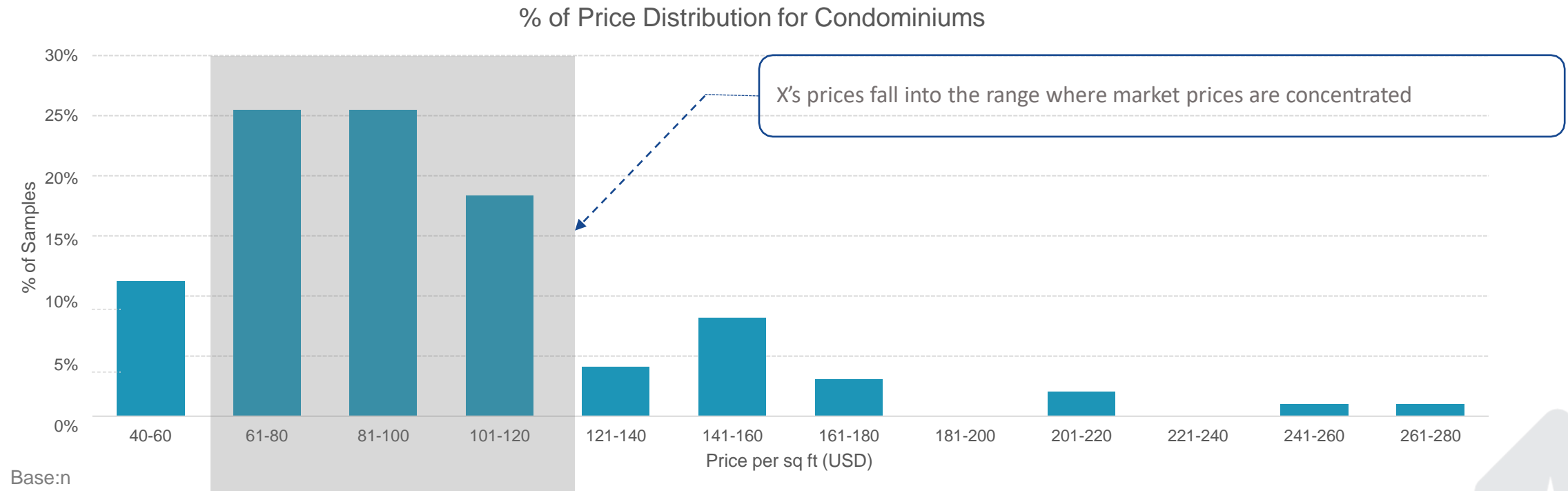
- Ad Spend and Brand Awareness appear to be the most influential factors, suggesting that investing more in brand building could yield the best returns.
- Increase in 100 \$ in advertising budget could result in an increase in the sales X kyats.

\*Regression modelling was conducted on a weekly-level aggregated ads data



# Current Market Prices of Condominiums(Re-sales)

- The re-sale prices of condominiums tend to be saturated between 60 USD per sq ft and 120 USD per sq ft.
- The prices can be as low as 40 USD per sq ft which is the same as apartment prices. However, this also could be because owners are lowering prices to sell it quickly.



# Thank You!

## Contact Details:

**Khin Yadanar Lin**

Founder

[khinydnlin@insightsplusmm.com](mailto:khinydnlin@insightsplusmm.com)

