Electric Growers Home Security System

Market Analysis Report

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November, 2018

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Agenda

- Executive Summary
- Top Segments Analysis
- Top Cities/Regions Analysis

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Executive Summary

Top 3 segments

Mass Market
Diverse Workers
Well Heeled Affluents

Top 5 Cities

Chicago
New York
Las Vegas
Bronx
Los Angeles

Top Ad Channels

TV
Magazine
Newspaper

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Segmentation

> 5 Attributes selected to determine Top Segments

Based on discussions with key stakeholders, 5 key attributes are selected :

1. Household counts
2. Wants to buy security devices
3. Will switch brands
4. Willing to pay more for top quality electronics
5. IPA

Segments	Household Counts	Wants to buy security devices	Will Switch Brands	High & Medium IPA*	Pay more to buy Top Quality Electronics
Comfortable Retirees	3,502,870	121,346	759,639	119,470	537,362
Diverse Workers	9,067,386	327,728	2,286,425	-	1,920,240
Elder Midscale Class	5,126,538	424,447	1,081,551	760,180	1,001,329
Elite Households	3,782,280	773,110	887,918	3,651,132	1,153,657
Mass Markets	8,944,892	807,344	2,168,742	123,992	2,239,097
Modest Families	3,922,926	224,353	1,076,186	-	867,047
Prosperous Acheivers	3,653,326	849,727	704,491	3,480,767	953,399
Upscale Matures	2,990,662	451,118	596,014	2,657,359	647,027
Well-heeled Affluents	2,647,809	1,176,191	522,831	2,569,518	756,944
Young Affluent Mobiles	5,455,273	427,550	1,345,477	1,952,550	1,685,141
Young Upscale Families	6,370,407	367,450	1,472,441	2,977,446	1,768,303
Young Urban Masses	6,709,160	136,007	1,686,936	58,152	1,705,368

High IPA : $750K -$2M+
Medium IPA : $100K -$749K
Low IPA : <$25K -$99K

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Segmentation

> 5 Attributes selected to determine Top Segments

Percentage share of segments in each attribute

Segments	Household Counts	Wants to buy security devices	Will Switch Brands	High & Medium IPA*	Pay more to buy Top Quality Electronics
Comfortable Retirees	6%	2%	5%	1%	4%
Diverse Workers	15%	5%	16%	0%	13%
Elder Midscale Class	8%	7%	7%	4%	7%
Elite Households	6%	13%	6%	20%	8%
Mass Markets	14%	13%	15%	1%	15%
Modest Families	6%	4%	7%	0%	6%
Prosperous Acheivers	6%	14%	5%	19%	6%
Upscale Matures	5%	7%	4%	14%	4%
Well-heeled Affluents	4%	19%	4%	14%	5%
Young Affluent Mobiles	9%	7%	9%	11%	11%
Young Upscale Families	10%	6%	10%	16%	12%
Young Urban Masses	11%	2%	12%	0%	11%

High IPA : $750K -$2M+
Medium IPA : $100K -$749K
Low IPA : <$25K -$99K

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Segmentation

>Top 3 segments based on weightage scores

Segments	Household Counts	Wants to buy security devices	Will Switch Brands	High & Medium IPA*	Pay more to buy Top Quality Electronics	Total Score
Mass Markets	4%	4%	3%	0%	1%	12.8%
Diverse Workers	4%	2%	3%	0%	1%	10.4%
Well-heeled Affluents	1%	6%	1%	1%	0%	9.7%
Young Upscale Families	3%	2%	2%	2%	1%	9.7%
Elite Households	2%	4%	1%	2%	1%	9.6%
Prosperous Acheivers	2%	4%	1%	2%	1%	9.4%
Young Affluent Mobiles	3%	2%	2%	1%	1%	8.8%
Young Urban Masses	3%	1%	2%	0%	1%	7.4%
Elder Midscale Class	2%	2%	1%	0%	1%	7.1%
Upscale Matures	1%	2%	1%	1%	0%	6.4%
Modest Families	2%	1%	1%	0%	1%	5.0%
Comfortable Retirees	2%	1%	1%	0%	0%	3.7%

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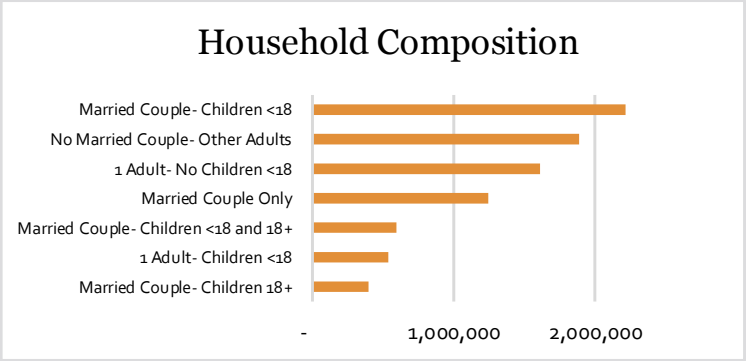
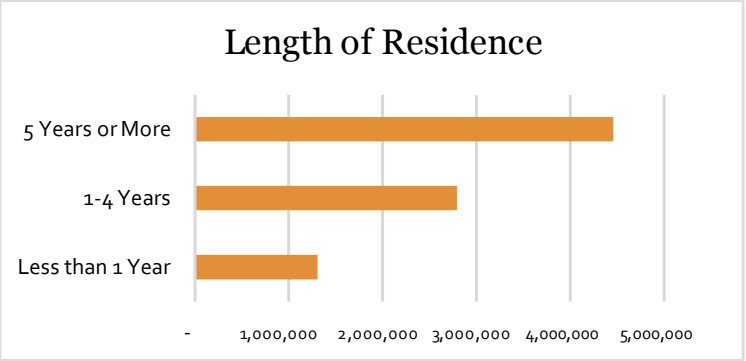
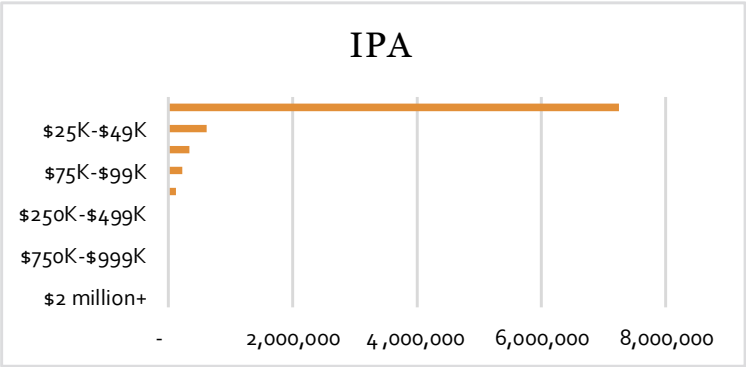
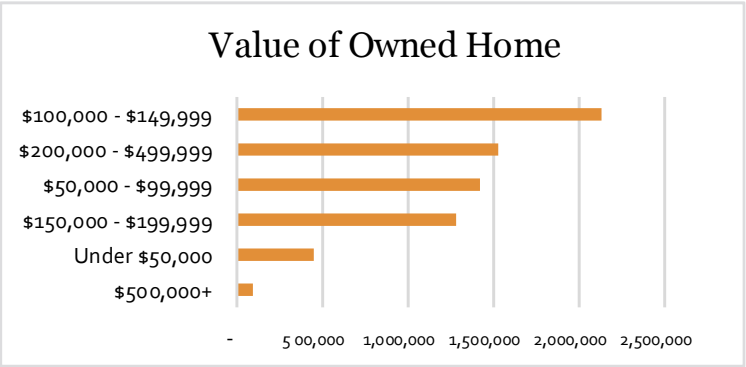
Top Segment

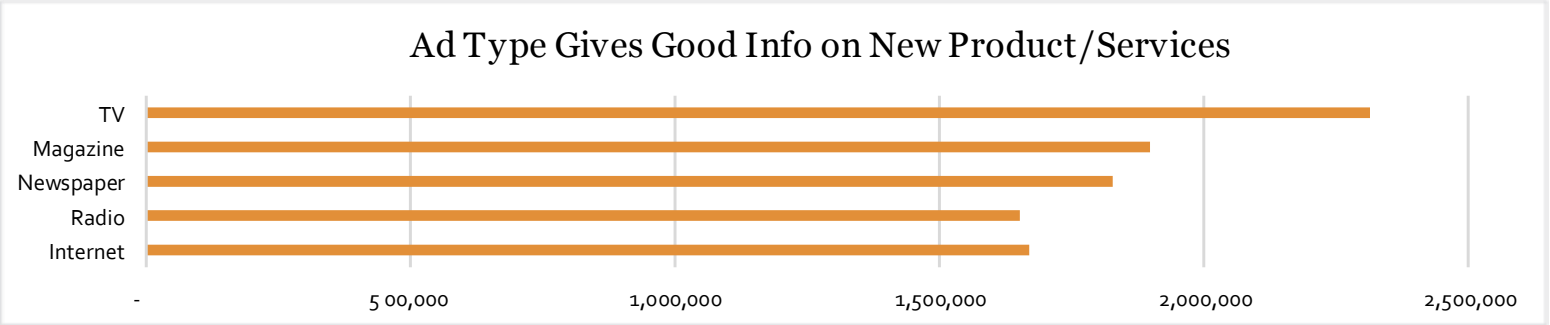
Closer Look:
Mass Markets











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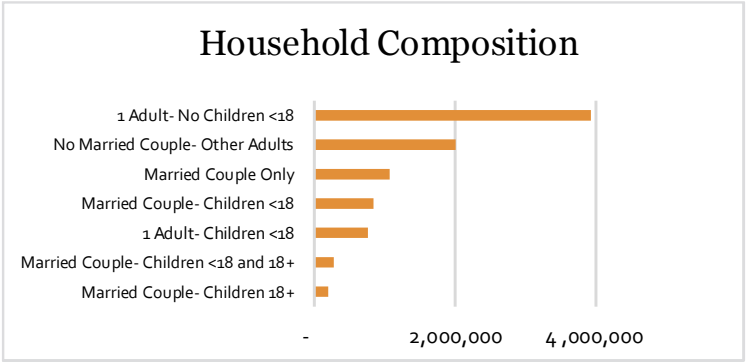
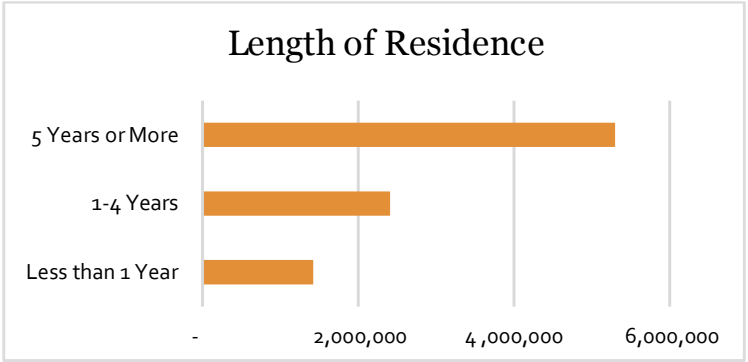
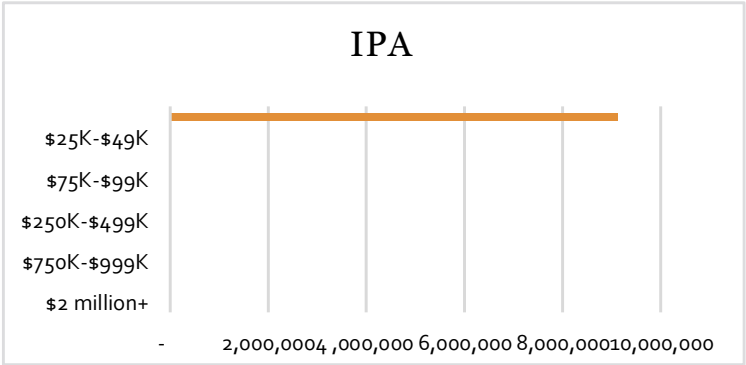
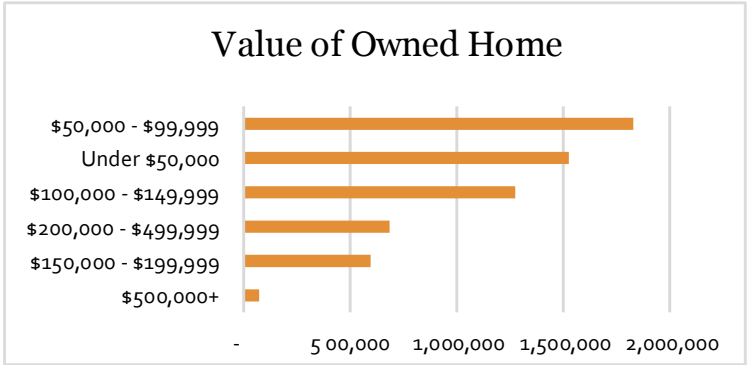
Top Segment

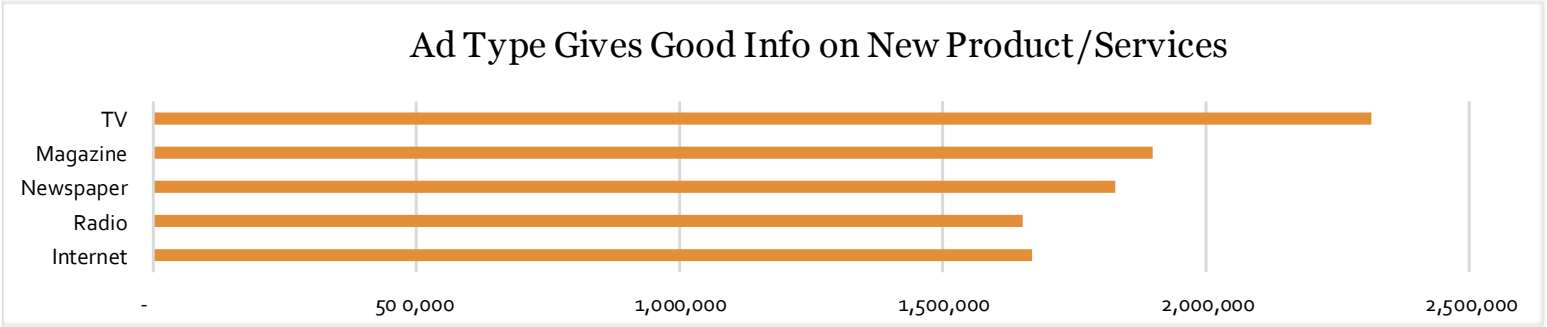
Closer Look:
Diverse Workers











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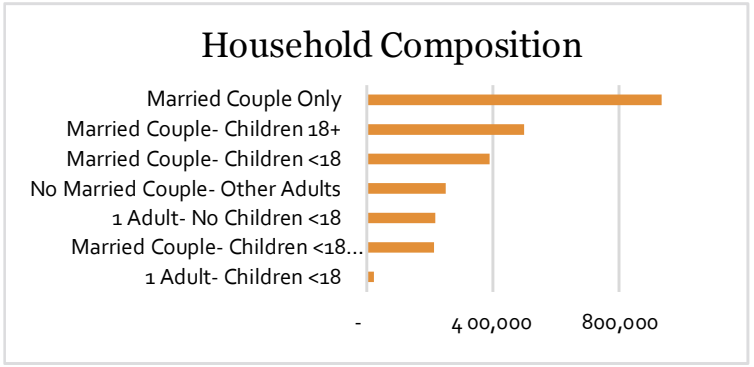
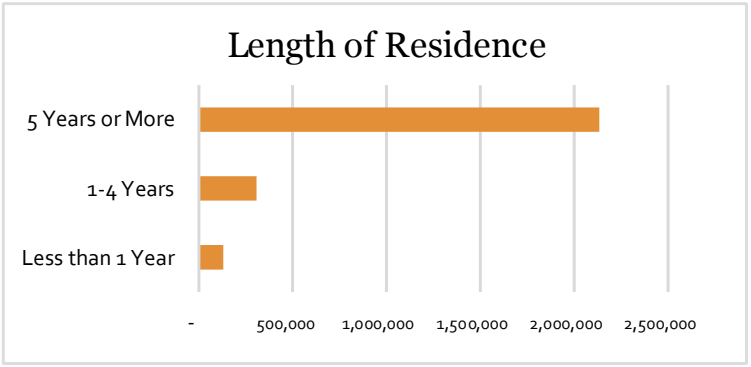
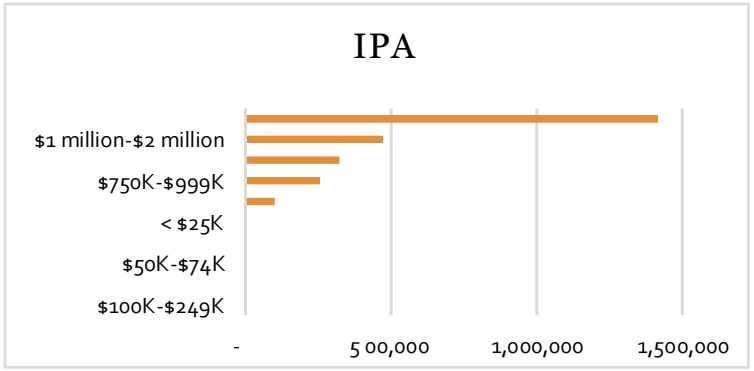
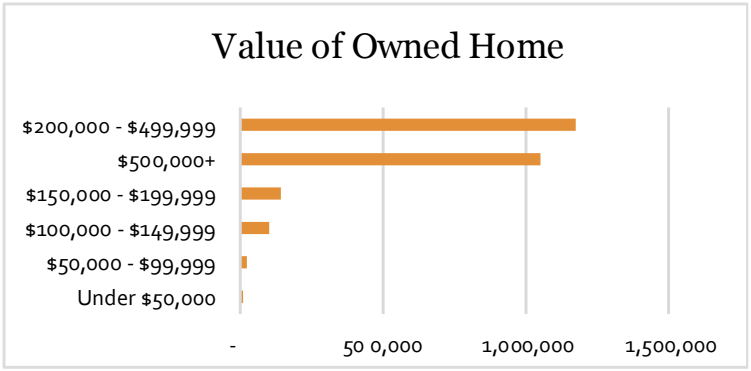
Top Segment

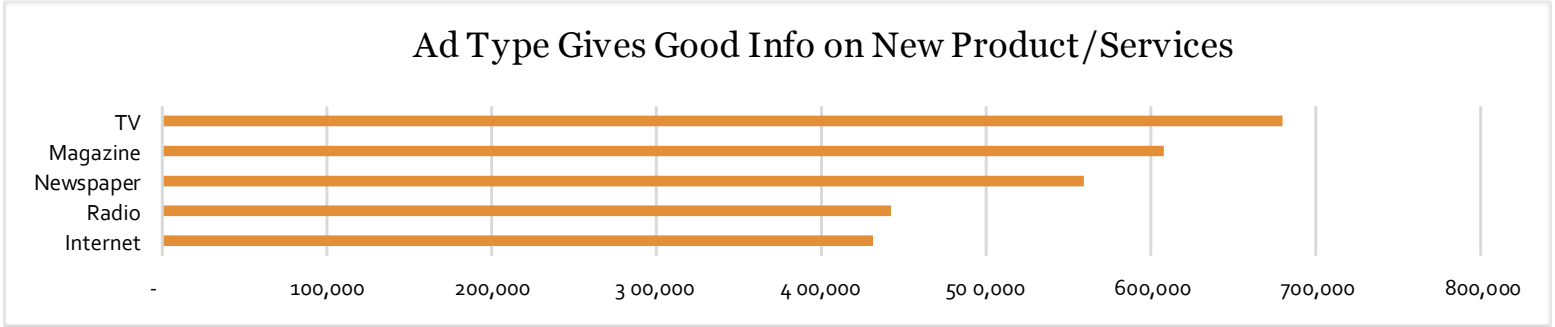
Closer Look:
Well Heeled Affluents











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Targeting

>Seven Attributes selected to rank Cities

Based on discussions with key stakeholders, 7 key attributes are selected :

1. Population Growth
2. No. of Burglaries
3. Property Crime Rate
4. Housing Construction
5. Top 3 segments : Mass Market
6. Top 3 segments : Diverse Workers
7. Top 3 segments : Well-heeled Affluents

	Scoring Weightage	10%	10%	10%	10%	20%	20%	20%	
	City	Population Growth	No. of Burglaries	Property Crime Rate	Housing Construction	Mass Market	Diverse Workers	Well-heeled Affluents	Total Score
TOP 5	Chicago	0.000%	0.231%	0.161%	0.000%	0.374%	0.524%	0.129%	1.419%
TOP 5	New York	0.002%	0.294%	0.257%	0.003%	0.107%	0.137%	0.618%	1.417%
TOP 5	Las Vegas	0.004%	0.261%	0.085%	0.002%	0.374%	0.053%	0.107%	0.885%
TOP 5	Bronx	0.004%	0.280%	0.130%	0.002%	0.112%	0.329%	0.024%	0.882%
TOP 5	Los Angeles	0.001%	0.181%	0.157%	0.001%	0.160%	0.186%	0.181%	0.867%
	Phoenix	0.004%	0.086%	0.108%	0.000%	0.124%	0.261%	0.115%	0.698%
	Tucson	0.001%	0.183%	0.104%	0.001%	0.126%	0.211%	0.041%	0.665%
	Indianapolis	0.000%	0.200%	0.100%	0.000%	0.200%	0.100%	0.000%	0.665%
	Fort Worth	0.006%	0.307%	0.089%	0.002%	0.099%	0.111%	0.014%	0.627%
	Severance	0.400%	0.000%	0.000%	0.200%	0.000%	0.000%	0.000%	0.576%

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5 Top Cities

Chicago
New York
Las Vegas
Bronx
Los Angeles

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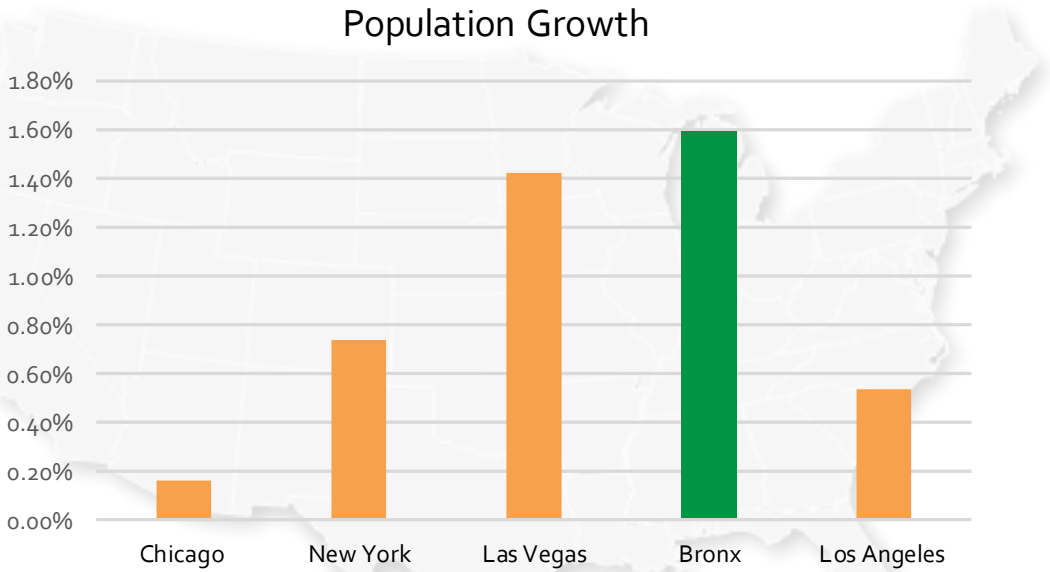
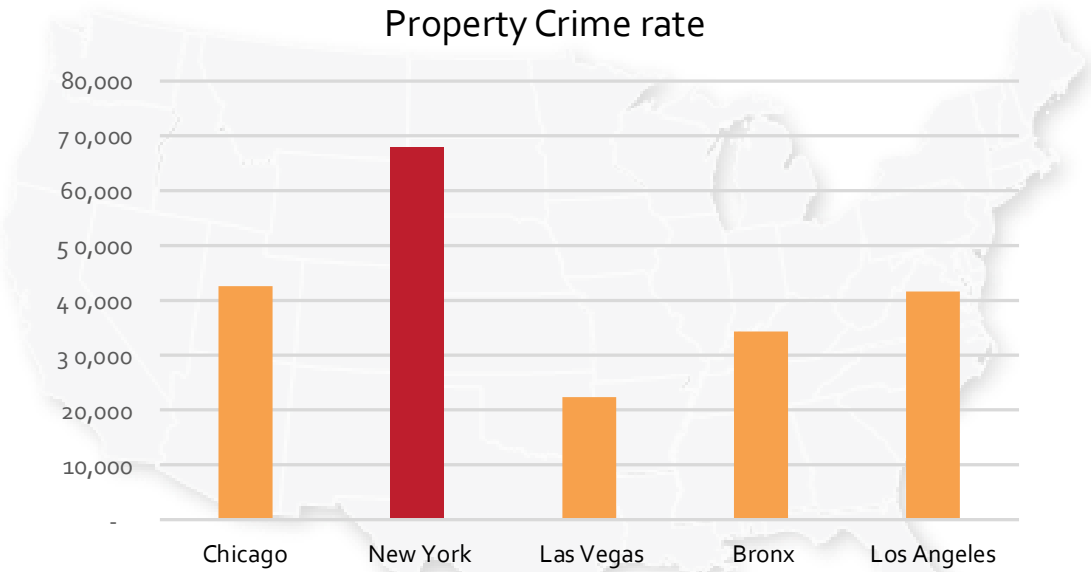
5 Top Cities

Closer Look





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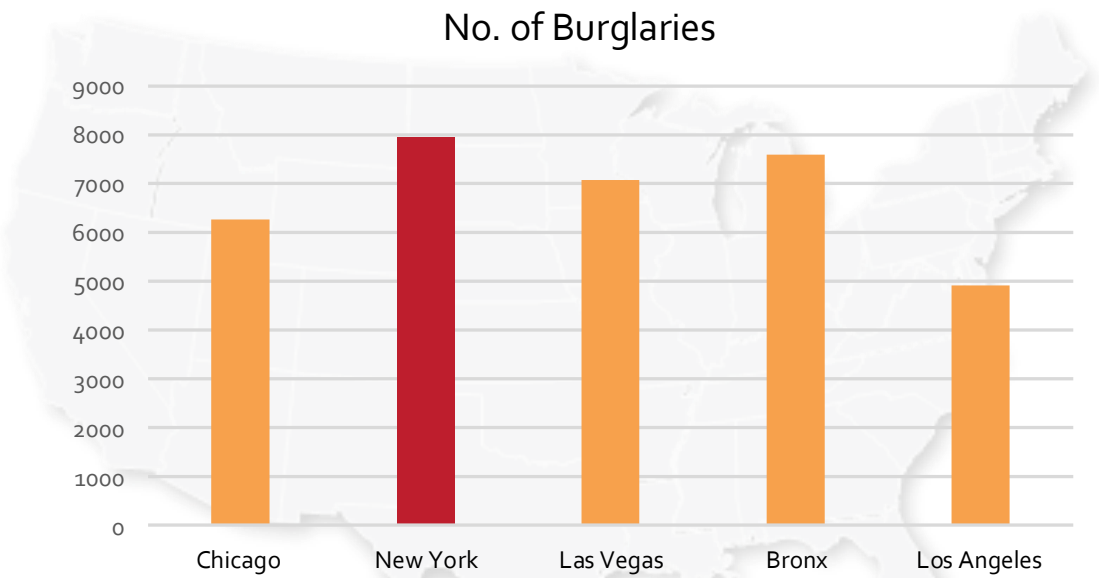
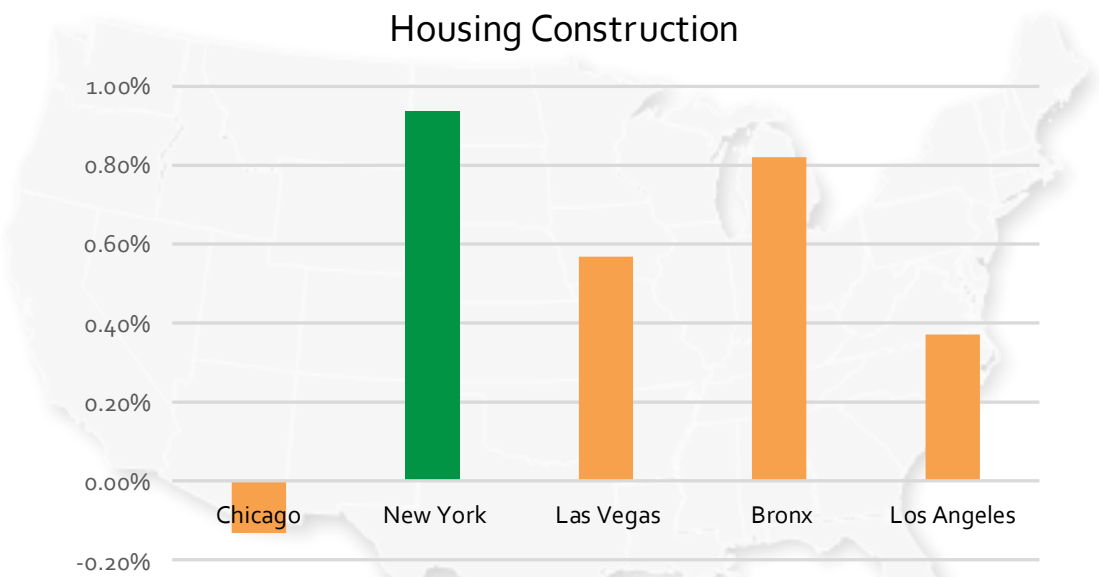
5 Top Cities

Closer Look





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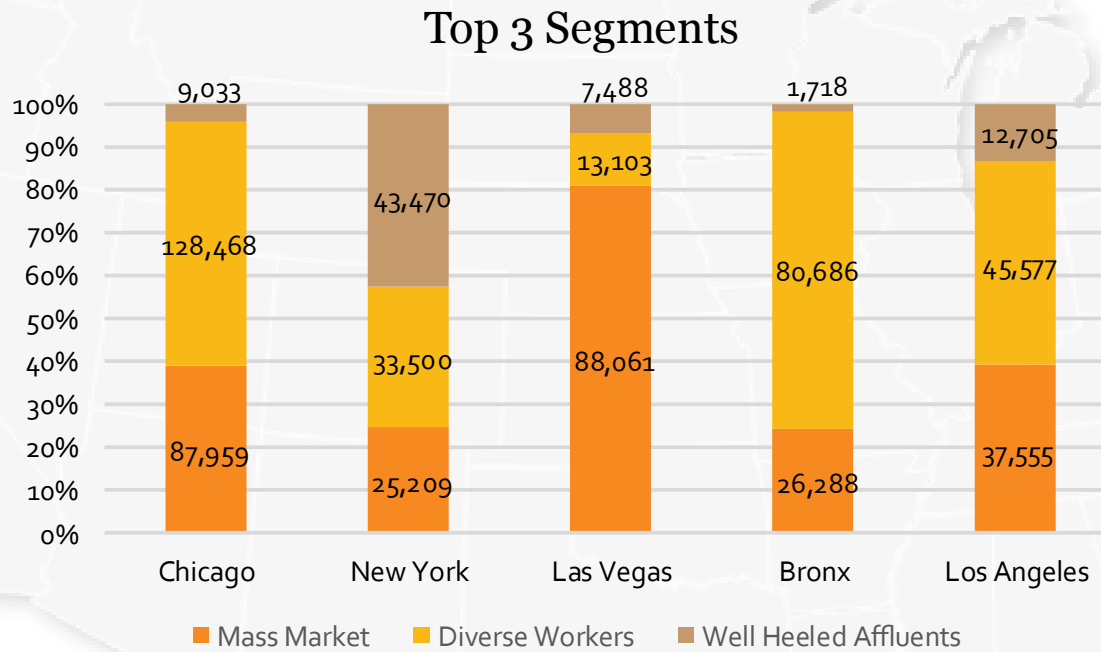
5 Top Cities

Closer Look



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Conclusions > Electric Growers

Top Customer Segments selected	Top Cities selected
1 - HIGH household counts	1 - HIGH population growth and housing construction
2 - HIGH willingness to buy security devices or switch brands	2 - HIGH property crime rate or burglaries reported
3 - HIGH propensity to pay more to buy quality products	3 - HIGH percentage of top 3 customer segments

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Questions?

Thank you!

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