

Analyzing international opportunities

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Please Read Me

- Check the message **Welcome greeting** published in the News Bulletin Board.
- Dear student please edit your profile uploading a photo where your face is clearly visible.
- The purpose of the virtual meetings is to answer questions and not to make a summary of the study material.
- This presentation is based on (Wild and Wild 2020, Chapter 12)

Purpose

Understand the importance of analyzing the characteristics of the national economies to select a market and point out how to do it using data

National business environment

- Data

- Doing Business - World Bank: <https://www.doingbusiness.org/>
- Doing Business 2020: (World Bank 2020)





- Methodology

- <https://www.doingbusiness.org/> > Methodology
- Knowing your data
 - **Doesn't** measure all aspects of the business environment that matter to companies or investors
 - Only 10 topics with the specific aim on measuring business regulations are cover

National business environment

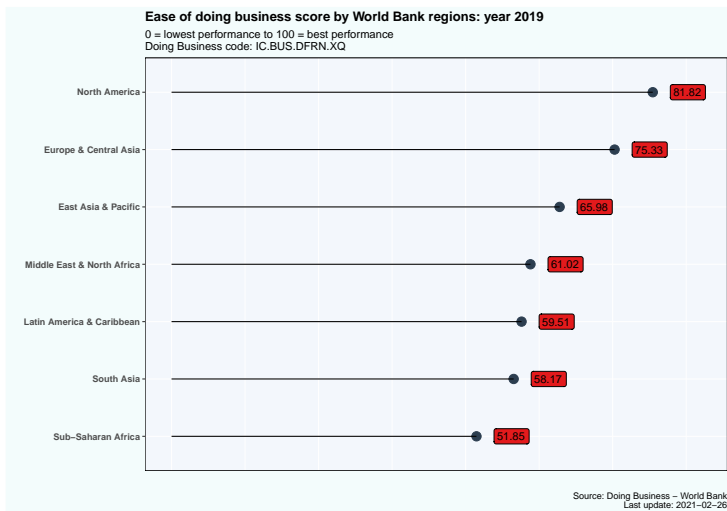
- What is measure in *Doing Business* 2020? (World Bank 2020, p 3)
 - Opening a business
 - 🏠 Starting a business
 - Getting a location
 - 🔧 Dealing with construction permits
 - ⚡ Getting electricity
 - 🏢 Registering property
 - Accessing finance
 - 🏧 Getting credit
 - 👤 Protecting minority investors

National business environment

- What is measure in *Doing Business* 2020? (World Bank 2020, p 3)
 - Dealing with day-to-day operations
 -  Paying taxes
 -  Trading across borders
 - Operating in a secure business environment
 -  Enforcing contracts
 -  Resolving insolvency

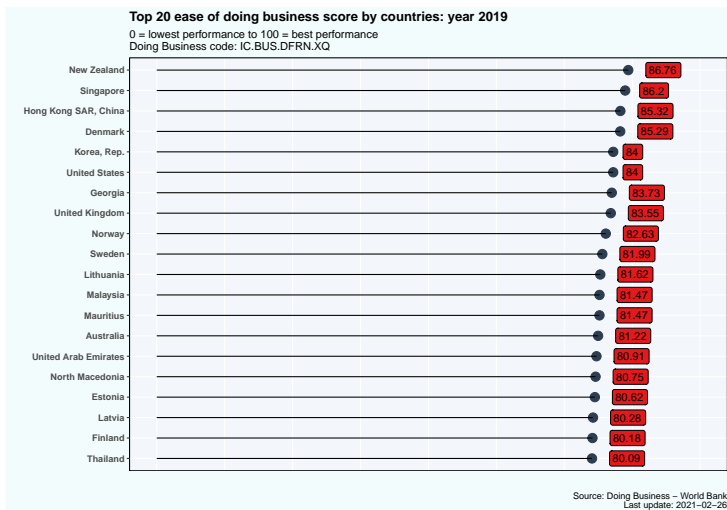
National business environment

- Some data about *Doing Business* 2020 which corresponds to year 2019



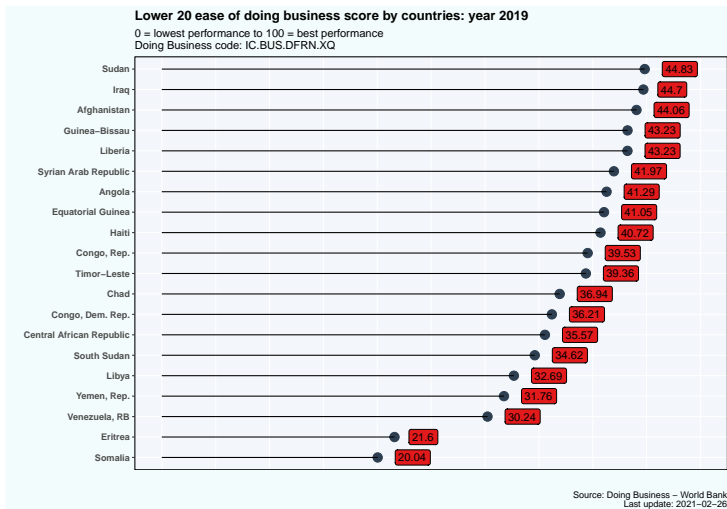
National business environment

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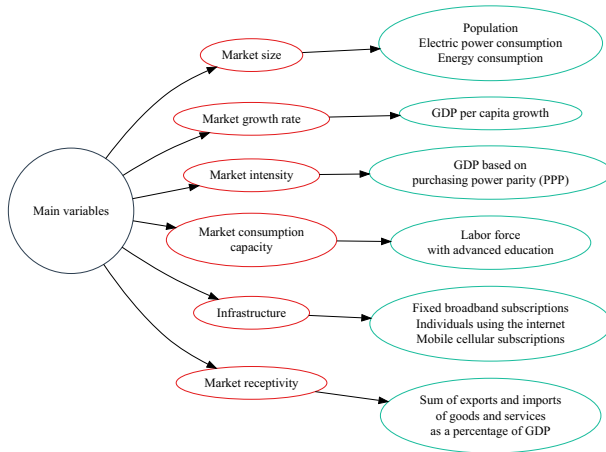
National business environment

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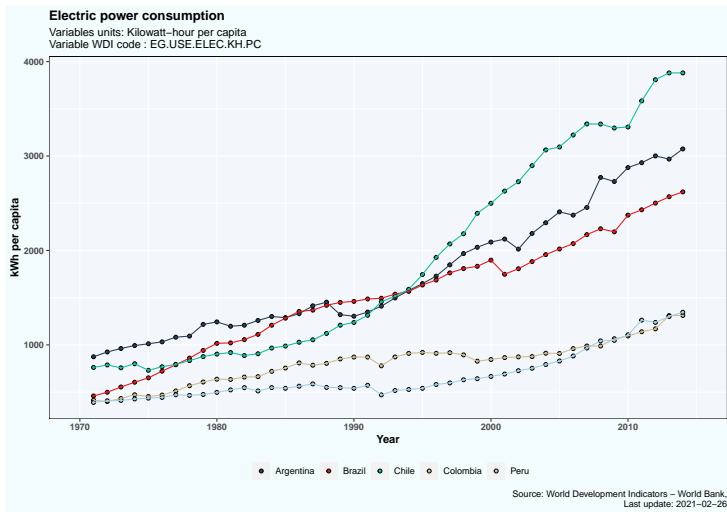
Market-potential analysis

- Main topics commonly included and possible variables



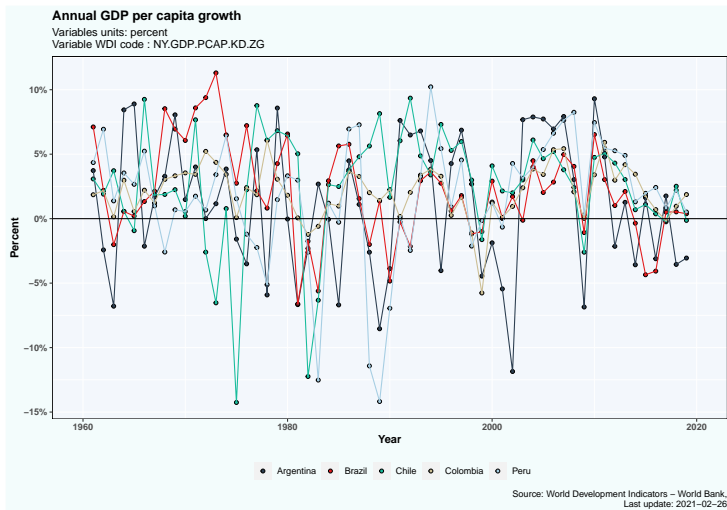
Market-potential analysis

- Some data for the case of selected countries in South America



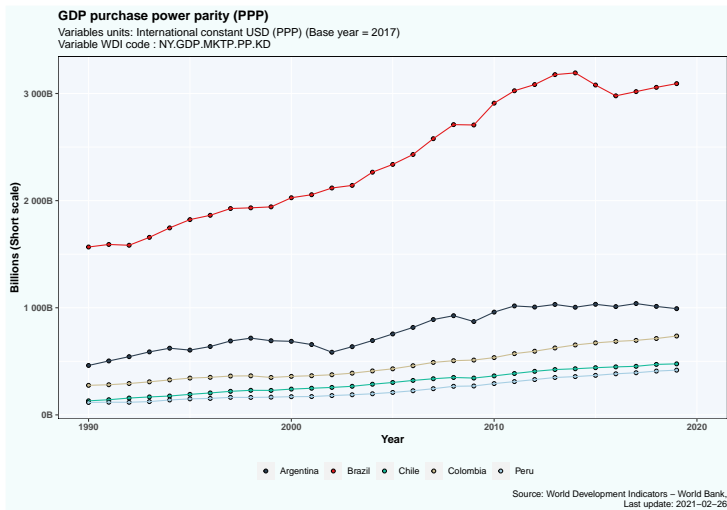
Market-potential analysis

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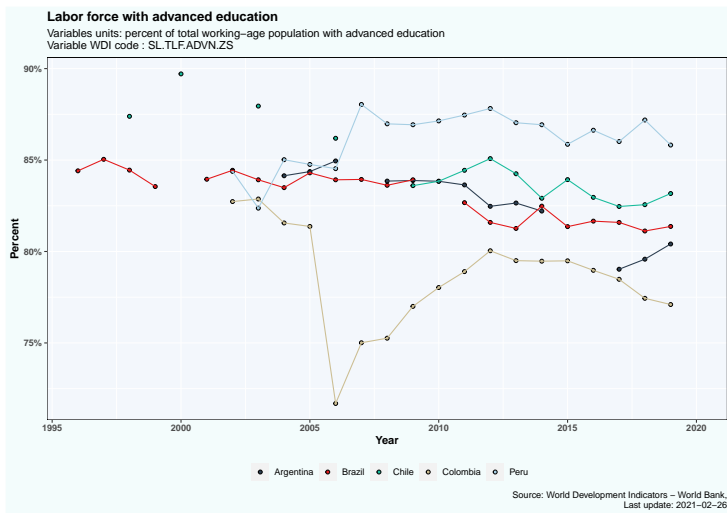
Market-potential analysis

- Some data for the case of selected countries in South America



Market-potential analysis

- Some data for the case of selected countries in South America



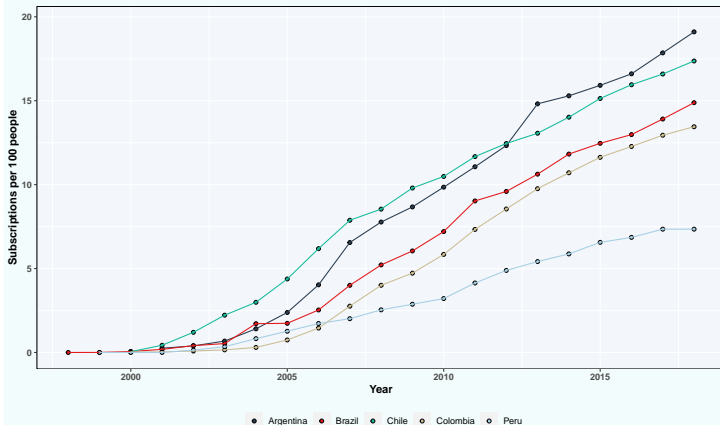
Market-potential analysis

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Fixed broadband subscriptions

Variables units: number of subscriptions per 100 people

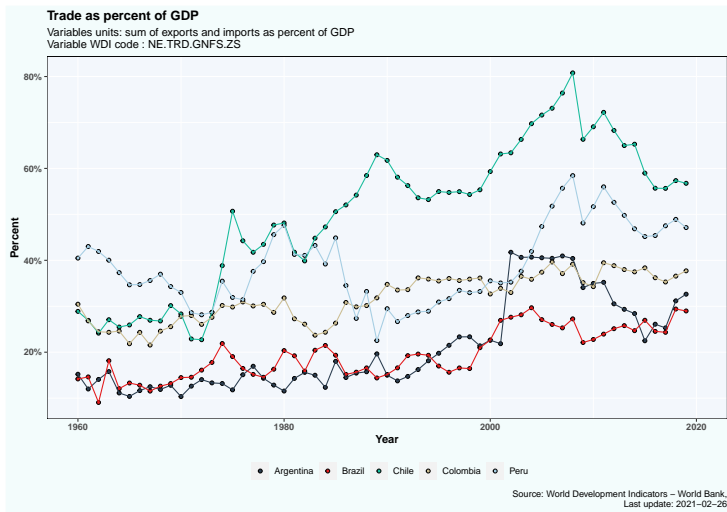
Variable WDI code : IT.NET.BBND.P2



Source: World Development Indicators – World Bank,
Last update: 2021-02-26

Market-potential analysis

- Some data for the case of selected countries in South America



Secondary market research

● Market research companies





- Outside USA
 - Euromonitor International: <https://www.euromonitor.com/>
- Inside or with a subsidiary in USA (GreenBook 2019, p 12-13)
 - Nielsen Holdings PLC: <https://www.nielsen.com/us/en/>
 - Gartner, Inc: <https://www.gartner.com/en/>
 - IQVIA: <https://www.iqvia.com/>
 - Kantar: <https://www.kantar.com/>
 - Information Resources, Inc: <https://www.iriworldwide.com/en-us>

● Government agencies

- National statistical offices: https://unstats.un.org/home/nso_sites/
- Data DANE¹ (Colombia): <https://sitios.dane.gov.co/anda-index/>

¹Departamento Administrativo Nacional de Estadística

Secondary market research

- Software for Data Analysis
 -  is a free software environment for statistical computing and graphics
 - <https://www.r-project.org/>
 -  is an interpreted, high-level, general-purpose programming language
 - <https://www.python.org/about/>
- Tools to use with  and 
 - **Rstudio IDE** is an integrated development environment (IDE) for R
 - <https://rstudio.com/products/rstudio/download/>
 - **Anaconda** is a python distribution, with installation and package management tools
 - <https://www.anaconda.com/products/individual>

Secondary market research

- Learning Data Analysis



- **Statistical Inference via Data Science:** <https://moderndive.com/>
 - **R for Data Science:** <https://r4ds.had.co.nz/>



- **Python Data Science Handbook:**
<https://jakevdp.github.io/PythonDataScienceHandbook/>

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- To my family that supports me
- To the taxpayers of Colombia and the **UMNG students** who pay my salary
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- To the **R Core Team**, the creators of **RStudio IDE** and the authors and maintainers of the packages **tidyverse**, **tidyquant**, **wbstats**, **DiagrammeR** and **tinytex** for allowing me to access these tools without paying for a license
- To the **Linux kernel community** for allowing me the possibility to use some **Linux distributions** as my main **OS** without paying for a license

References

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