

# 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, chap. 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

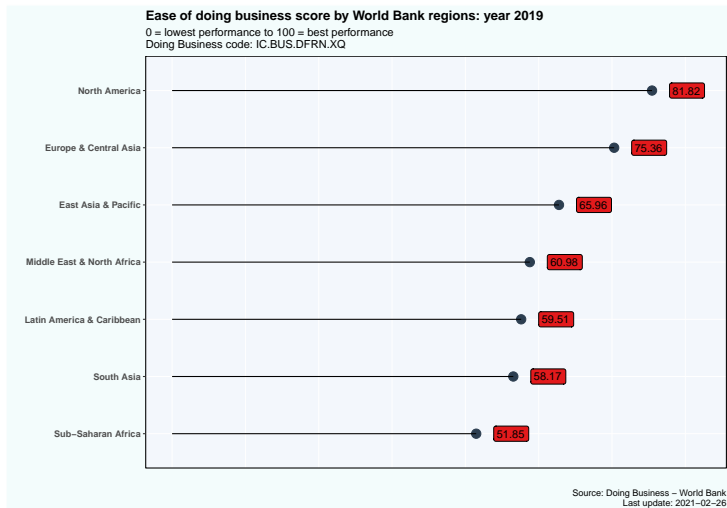
- What is measure in *Doing Business* 2020? (World Bank 2020, p 3)
  - Opening a business
    - 🏠 Starting a business
  - Getting a location
    - 🔧 Dealing with construction permits
    - ⚡ Getting electricity
    - 🏢 Registering property
  - Accessing finance
    - 📄 Getting credit
    - 👤 Protecting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

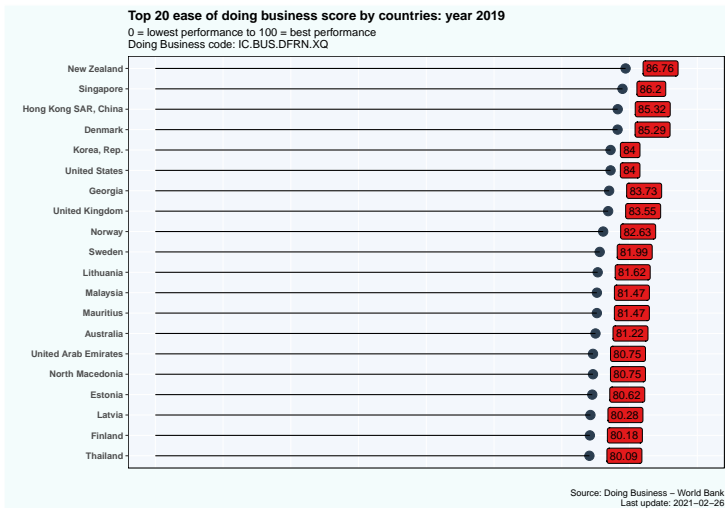
- Some data about *Doing Business* 2020 which corresponds to year 2019





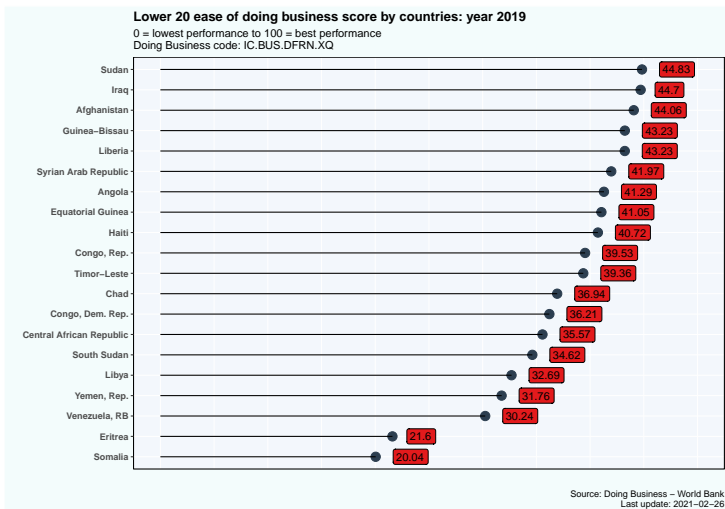
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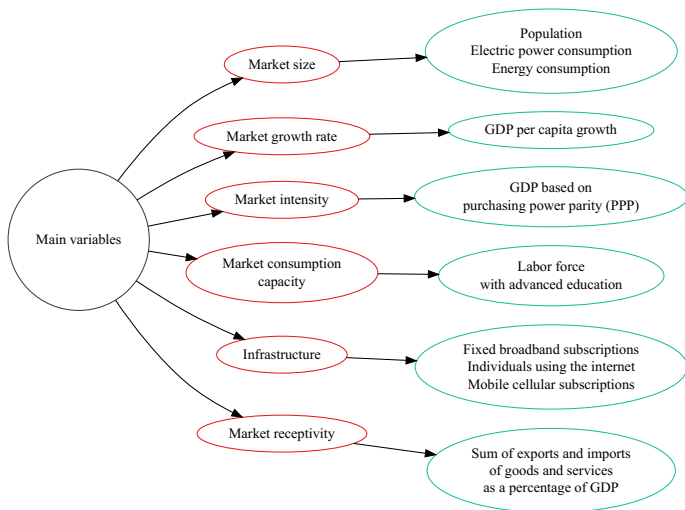
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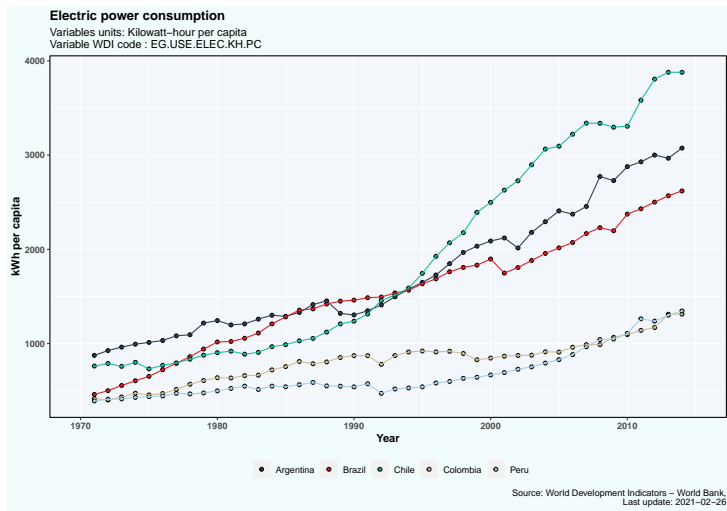
# Market-potential analysis

- Main topics commonly included and possible variables



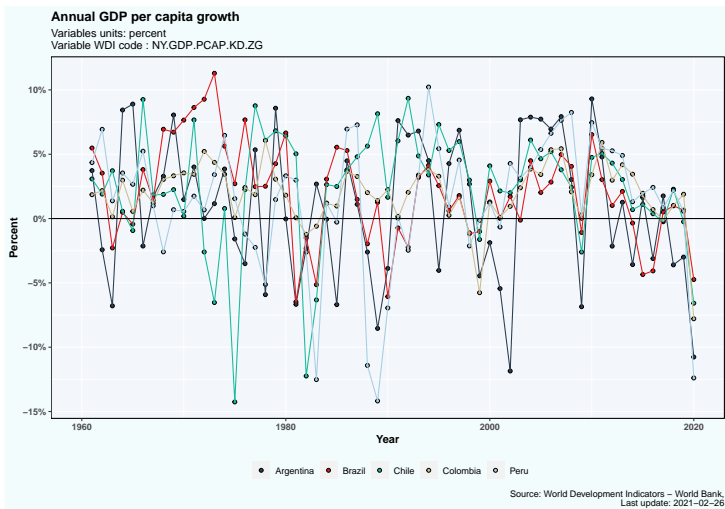
# Market-potential analysis

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



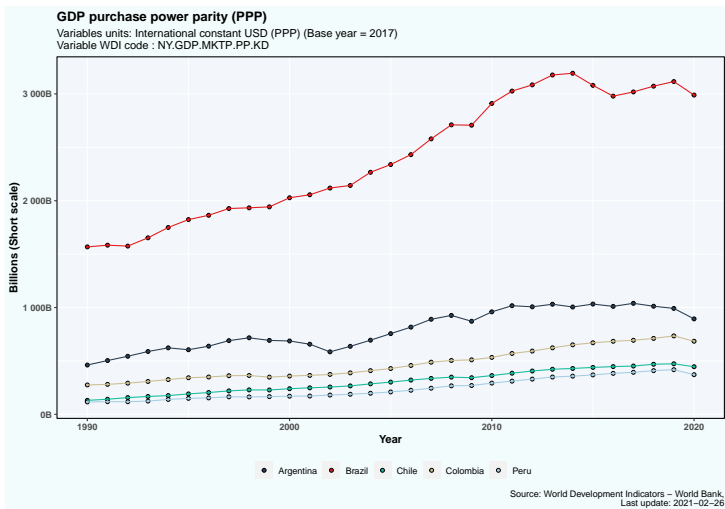
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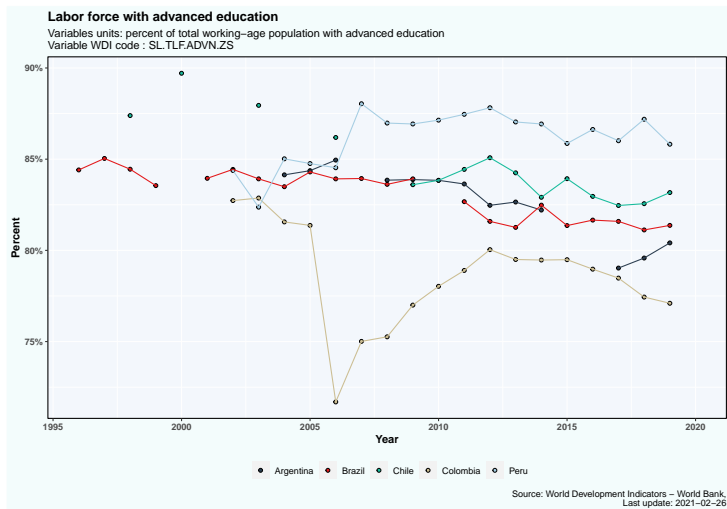
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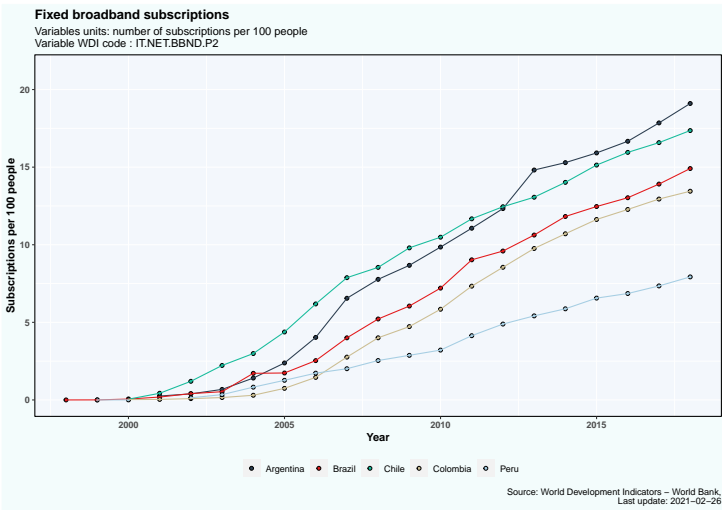
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# Market-potential analysis

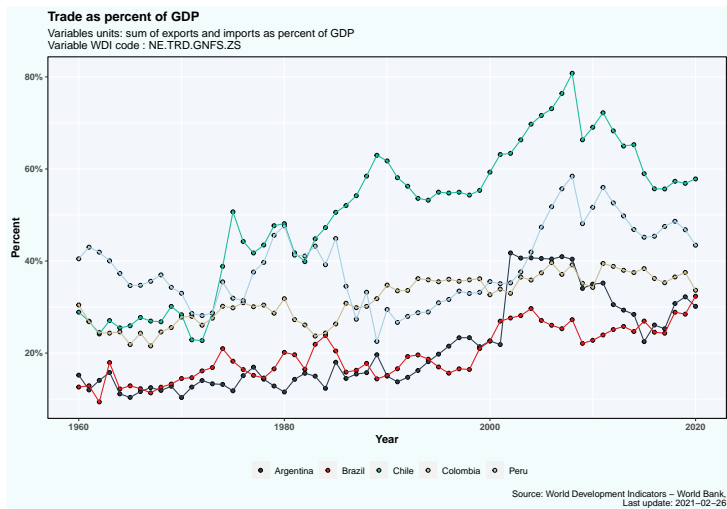
- Some data for the case of selected countries in South America





# Market-potential analysis

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



# 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/](https://unstats.un.org/home/nso_sites/)
- Data DANE<sup>1</sup> (Colombia): <https://sitios.dane.gov.co/anda-index/>

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<sup>1</sup>Departamento 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/>

# Acknowledgments

- To my family that supports me
- To the taxpayers of Colombia and the **UMNG students** who pay my salary
- To the **Business Science** and **R4DS Online Learning** communities where I learn **R**
- 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

- GreenBook. 2019. "2019 GreenBook Market Leaders Report."  
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