



# CentralAmerica*Data*

business information

**VALUE PROPOSAL**

# About Us

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CentralAmericaData is a research firm with more than 12 years of experience in developing solutions for governments and companies in the U.S. and Latin America.

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Using modern technologies and tools for managing large volumes of data, we develop data-driven information solutions for corporations with local or multinational operation.

# Our Story

**MarketDataMéxico**  
Inteligencia Comercial

In 2018, we began operating the MarketDataMexico brand, as a commercial presentation to serve our clients in the Mexican market.

2008

Our trajectory in the information business began in 2008, under the CentralAmericaData brand, our commercial presentation in Central America and the Andean region.

**CentralAmericaData**  
información de negocios

2018

2021

We launched our holding brand, with which we currently serve corporations throughout Latin America, the United States and other regions of the world.

**PREDIK**  
Data-Driven

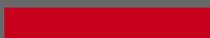
**We are not a traditional  
market research firm...**



**We solve  
business  
problems using  
data.**



# Every piece of data has some value, if it is properly analyzed and related to others.



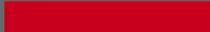
Macroeconomic data, pedestrian mobility, freight movement, distribution routes, storage center locations, vehicle mobility, production line times, competitors' locations, consumer actions.... every piece of information has value.

# What do we do with these large amounts of information?



We generate value for companies, helping them to analyze the universe of external information and combine it with their own data to improve their business decision-making processes.

# How do we do it?



A talented group of data scientists, economists and engineers, with the support of business consultants, analyze our clients' problems, to design and implement tailor-made solutions.

# Our value proposal



# Our fields of action

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Geomarketing  
and geospatial  
models



Consumer  
Insights



Real Estate  
analytics



Market  
Intelligence



Solutions to  
unique problems

# Geomarketing and geospatial models

Analysis and processing of geospatial data that provide value in business decision making.

- Identification and characterization of points of sale.
- Models for forecasting turnover per point based on data such as floating population, pedestrian traffic, vehicular traffic, sociodemographic information, preferences for products or services, socioeconomic level, among others.
- Evaluation of the suitability of areas for new openings in point-of-sale expansion strategies.
- Information systems to analyze the evolution of green areas or built-up areas by zones, by means of satellite photographs.

# Consumer insights



Interactive information systems to understand consumer behavior, preferences, trends and habits.

- Consumer preference studies through the use of Big Data management techniques.
- Consumer profiles according to products or services, brands, points of sale, among others.
- Inventory evaluation and measurement in online markets.
- Word and concept affinity analysis.
- E-Commerce studies.



# Real Estate analytics



Market research with public, private and alternative data sources.

- Price studies by zones and property environment analysis.
- Comprehensive solutions with interactive maps of floating population, mobility and residential and commercial real estate inventory.
- Segmented analysis by markets: residential, commercial, industrial.
- Feasibility assessment through demand modeling based on price per square meter.



# Market Intelligence



Ad-hoc market research with public data sources and alternative data, extensive experience in B2B sectors.

- Development of B2B market measurement models.
  - Total market measurement: measurement of apparent consumption, in addition to the measurement of "traditional" channels (sell-out, etc.), achieving a more accurate approximation of the total market size.
  - Evaluation of new production lines from a commercial perspective, both mass consumption and industrial products.
- Foreign trade studies.

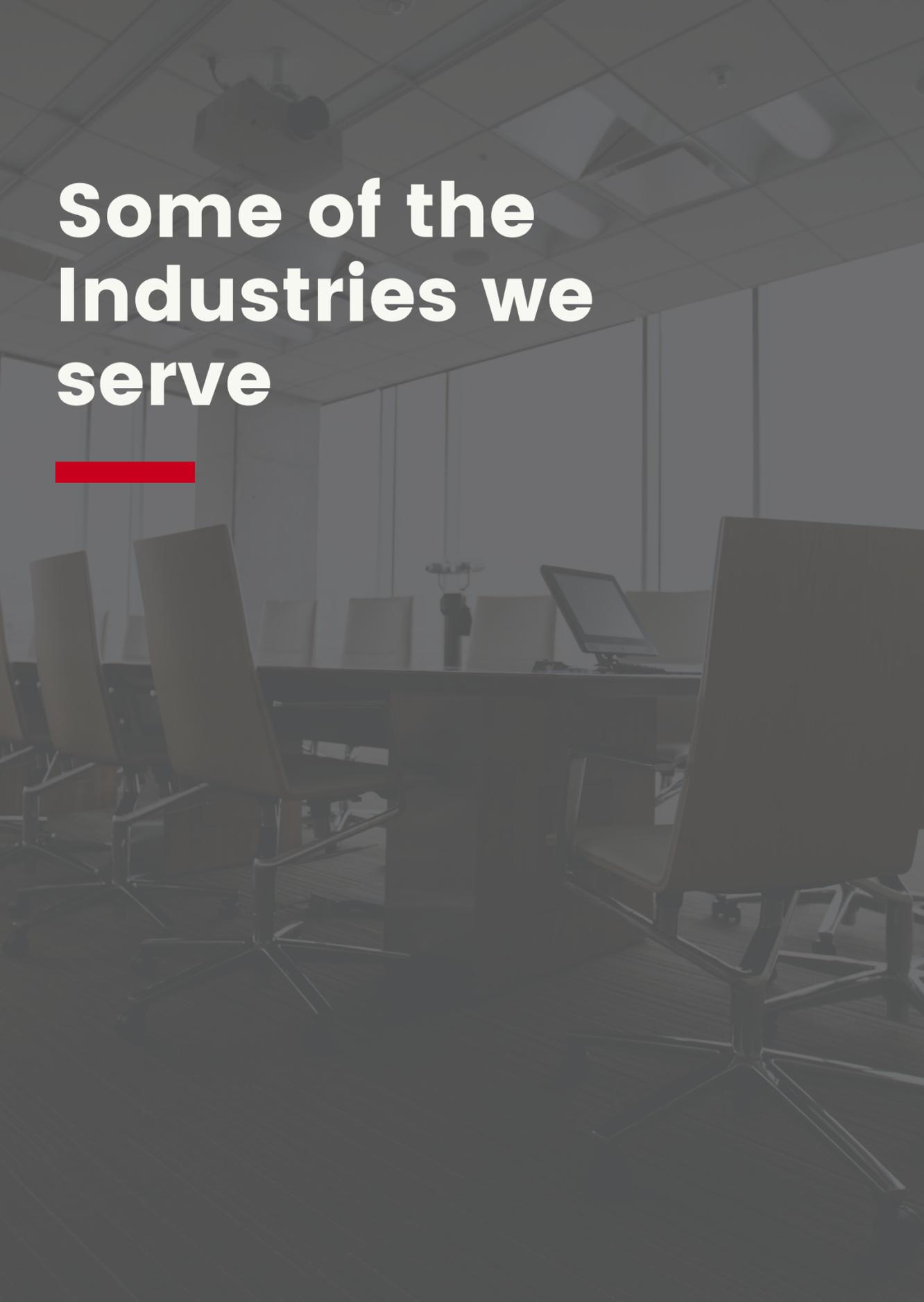


# Solutions to unique problems



We help our clients solve, with technology and methodologies based on data management, complex problems unique to each operation.

- **Probabilistic models** for asset recovery, based on all types of alternative data, from satellite images to cellular device mobility.
- **Development of algorithms and mathematical models** to infer economic relationships between companies, physical facilities, and others.
- **Design and conceptualization** of distribution plans of large commercial or industrial areas through mathematical models based on the management of large volumes of information.



# Some of the Industries we serve

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Retail

Logistics and packaging

Chemicals and plastics

Agroindustry

Health and Pharmaceuticals

Consumer electronics

COstruction and infrastructure

Food and beverages

Banking and finance

Oil and energy

Automotive industry

Education

Real Estate market

Some of the companies who trust our work.





## BUSINESS CONTACT

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