Deloitte.

Drone Market Analytics
Unlimited growth potential

New Growth Opportunities

Highlights & Business Issues

Each market has its own specificities, so treating all neighborhoods the same way when we do know that even between nearby streets there are different business dynamics, is minimizing the market potential and miss out on growth opportunities. Drone analytical model has emerged as a natural answer to this problem that matched our client's pain point.

To support a Financial Institution capture untapped potential in specific markets, we customized and structured the Growth Plans by setting out an exhaustive internal performance analysis as well as assessment of commercial potential around the area of influence, identification of the branches with the best performance practices, definition of goals and initiatives to be implemented.

By comparing a wide range of activity indicators of the client's branches with a group branches with similar characteristics (peer group) our team adapted the analytical models to the reality of the client, improved and evolved from there based on the experience of implementation in different scenarios and translated them into commercial plans with concrete initiatives, appropriate for each micro segment.

> Drone helps organizations to grow and improve their market performance by identifying the growth potential of micro-markets.

Approach

Combining Drone's geo-referenced analytical model and its powerful database, enriched by very detailed demographic, economic and business data, we got a perfect characterization of the client's micro-markets based on **7 key dimensions**: physical presence, pricing strategy, commercial dynamics, digital performance, acquisition strategy, communication and advertising and team training.
Our team ensured the entire process, from the analysis and identification of priority micro-markets to the growth plans elaboration.

For each branch, according to their differences, strategic actions were defined to capture the potential. These actions differed between micro markets, in order to address the deficiencies identified in each one of them.

Drone's methodology consisted in the following 5 phases:

🌐 Phase 01 - Defining and characterizing micro markets

📊 Phase 02 - Quantifying micro markets

🎚️ Phase 03 – Prioritizing and selecting micro markets

◎ Phase 04 – Deep dive of priorize micro markets

🚀 Phase 05 – Specific growth plans by micro market
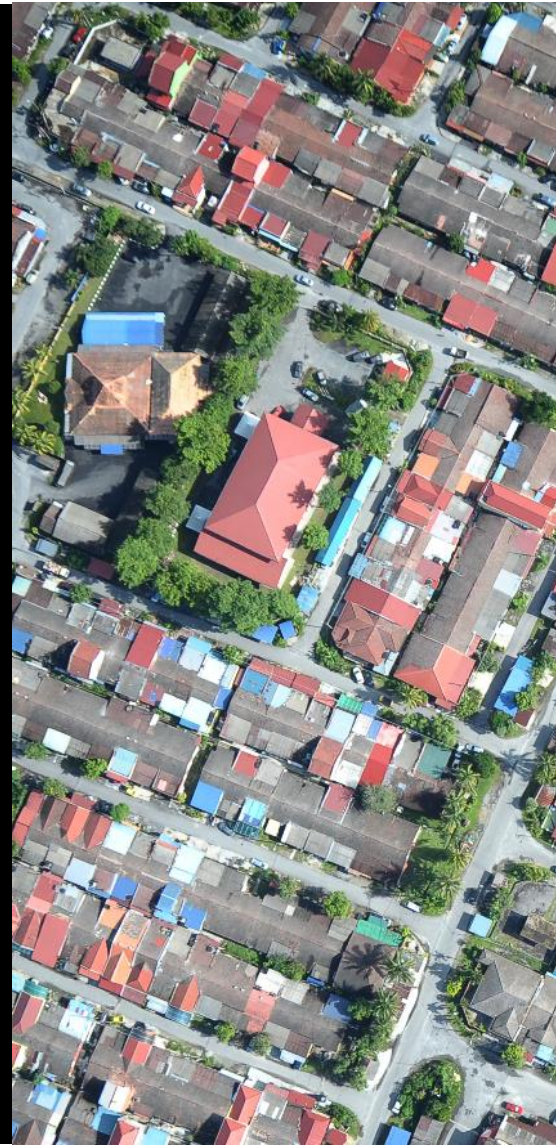
Results

Taking advantage of Deloitte´s **Drone analytical model**, the following results were delivered to the client:

Detailed micro market analysis:
- Rich and accurate insights for each micro market
- Optimization of physical branch networks – size, location, type, team
- Specific inputs oriented to the client's business

Tailored Business Plan
- Business plans oriented towards specific accelerators, which enhance the sustained growth of the business
- Definition of specific business strategies by territorial clusters
- Development of specific growth plans for branches with high potential

Effective commercial strategy
- Resources and effort oriented towards the initiatives with the greatest potential for success
- Better results considering growth and profitability
- Improved customer service

> Going deeper to find countless opportunities for growth. The success lies in the details.

Ready to zoom-in? Let's talk.

Tiago Durão
Partner
tdurao@@deloitte.pt

Hervé Silva
Partner
hervsilva@deloitte.pt

Bernardo Ferrão
Associate Partner
bferrao@deloitte.pt