Abstract

Financial Clusters to Market Analysis
Track: Business, Banking, and Insurance
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Taking into account different market analyses at the financial segment, such as new points of presence, comparative performance between agencies, or business goals definition, the establishment of homogeneous areas is fundamental to market management. GIS tools were applied to generate geostatistical analyses based on 61 variables, grouped in four components: economic activity, population profile, poverty degree, and agencies potential. The cluster model obtained was able to explain 94 percent of the variability of the agencies, and results showed a very strong dependence on spatial data. The clusters will guide the competitive intelligence planning to produce more accurate information to decision makers.

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