



Market Segmentation Analysis

The Powerlytics Business data contains the full financial statements (e.g. income statements, balance sheets and financial ratios) from all 27M for profit businesses that file tax returns in the United States.

Powerlytics customers can leverage the Powerlytics Business data to perform market segmentation by sales range and industry to identify top market performers by industry and geography, which will feed overall Small Business market strategy.

Example:

- **Market** – Select all Small Businesses in the United States with annual sales ≤\$250K
- **Industry** – Select all NAICS4 industries that are **outperforming the overall “Market” by 5%** in Compound Annual Growth Rate (CAGR) – “Top 50” & “Top 25”
- **Portfolio A** – Select the geography for a desired industry in the Top 50 or Top 25 that is outperforming the overall “Industry” by 5% in CAGR (e.g. Data Processing in Indiana)
- **Portfolio B** – Select the geography for another desired industry in the Top 50 or Top 25 that is outperforming the overall “Industry” by 5% in CAGR (e.g. Auto Equipment Rental in Texas)

Note: Additional portfolios, “Outperforming” percentages and industries are user defined based on portfolio analysis objectives. The geography portfolios would be identified from the study and clustered accordingly.

Market Segmentation Analysis - LFO4									
Segment	NAICS	NAICS Description	Geo	2013 # of SB Clients	2009	2010	2011	2012	2013
Total # of SB Clients (<= \$500K in Sales)	n/a	n/a	n/a	n/a	4,150,558	4,349,992	4,804,603	5,529,610	6,750,379
“Market” YoY Sales Growth (<=\$500K in Sales)	n/a	n/a	n/a	n/a	7.88%	9.07%	3.29%	1.89%	7.81%
“Industry” YoY Sales Growth (Top 50 of “Market”)	See below	n/a	n/a	662,957	9.83%	5.81%	4.82%	4.48%	10.49%
“Industry” YoY Sales Growth (Top 25 of “Market”)	See below	n/a	n/a	579,558	11.65%	12.39%	7.23%	5.34%	9.89%
“Portfolio A” YoY Sales Growth	5182	Data Processing, Hosting, etc.	Indiana	1,261	4.13%	4.95%	6.41%	7.34%	8.21%
“Portfolio B” YoY Sales Growth	5321	Auto equipment Rental and Leasing	Texas	3,044	6.47%	9.13%	10.32%	11.95%	14.96%