

DNA.

- AI-POWERED
MARKET INTELLIGENCE
AND BUSINESS APPLICATIONS. ■

■ OUR SERVICES

We work in four application areas ■



Market intelligence

Robust research and market analytics for businesses and investors.



BI, automation, and data engineering

Solutions for scattered data, multiple data sources, and manual reporting processes.



Business analytics

Make the most of your data via thorough analyses and AI-powered approaches.



Data-driven transformation

Introduce best practices in evidence-based decision-making.

OUR FIRM

We are a group of professionals who believe that data and evidence are cornerstones of business decision-making, performance, and competitive advantage.

■ **ENGAGEMENT MODELS**

Analytics solutions that create value require a solid, multidisciplinary team ■

SPECIFIC NEEDS

Consultant

Self-contained, deliverable-based projects.

RECURRENT NEEDS

Staff augmentation

Our specialists work in on-demand tasks with your team.

Subscription-based services

Our specialists work in on-demand tasks with your team.

Team members profiles

Analytics Manager

Senior Data Analyst

Data Analyst

Data Scientist

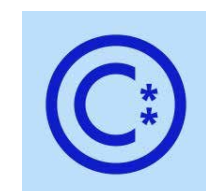
Data Engineer

Economist/ Business Analyst

Designer/UI/UX

■ OUR CLIENTS

We have been strategic partners for multiple key decisions and optimization projects with market leaders in multiple sectors ■





Market
intelligence



Business
Analytics



BI, automation
and data engineering



Data-driven
transformation

Market analysis

Research

Economics and DMACore®

Data generation

Investors

OLM®

Market, industry and competition analytics

1. Market size estimation

2. Competition mapping

3. Sectorial analysis

4. Sector performance forecasts

5. Geospatial analytics*

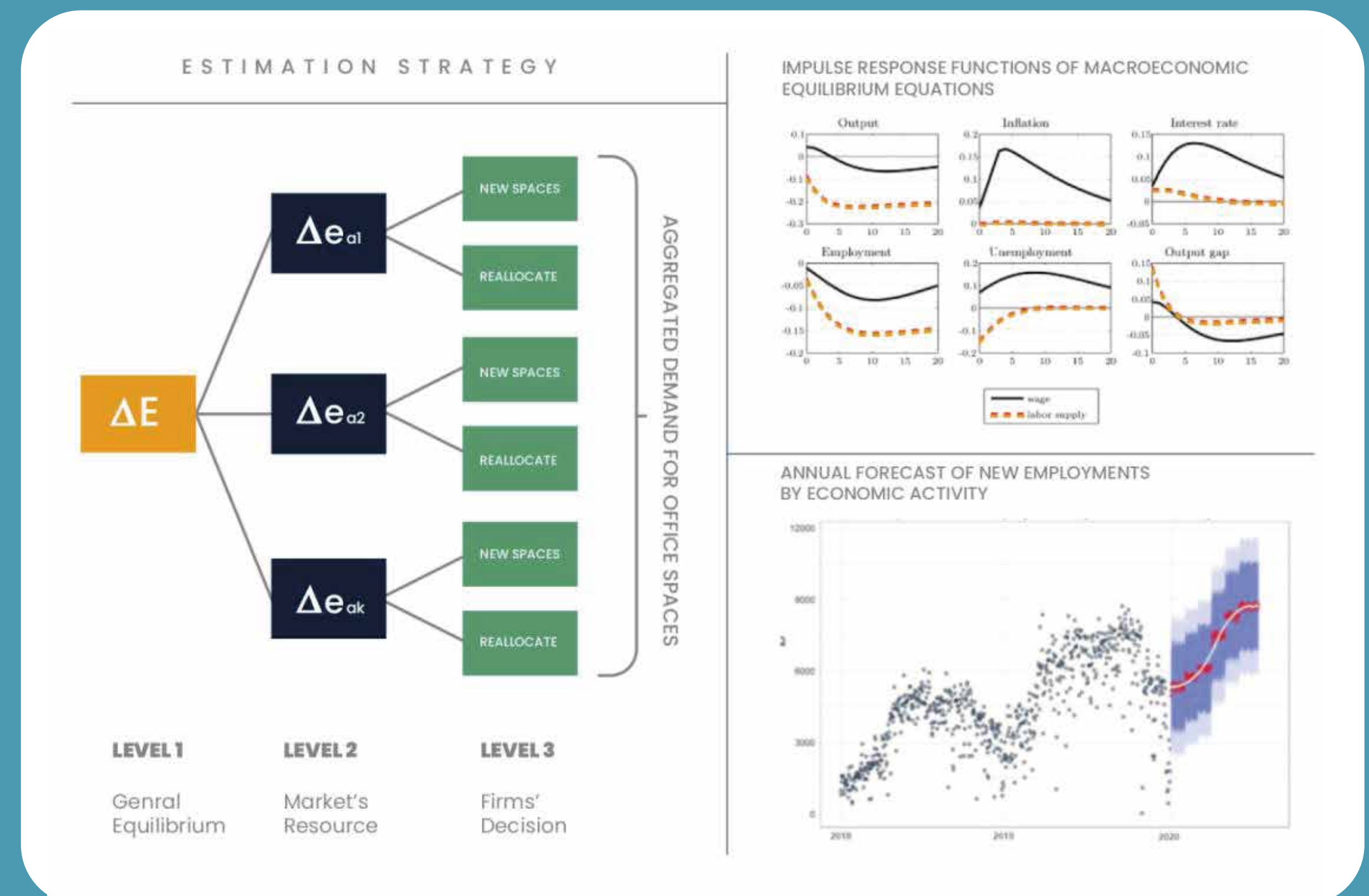
6. Mobility data analytics**

*Use high-resolution satellite and geocoded data for multiple market research applications, such as market size estimation (population), influence area definition, competition mapping, among others.

**Allows to analyze mobility patterns based on mobile devices data

Demand estimation for office space

Application:
REAL
ESTATE





Market
intelligence



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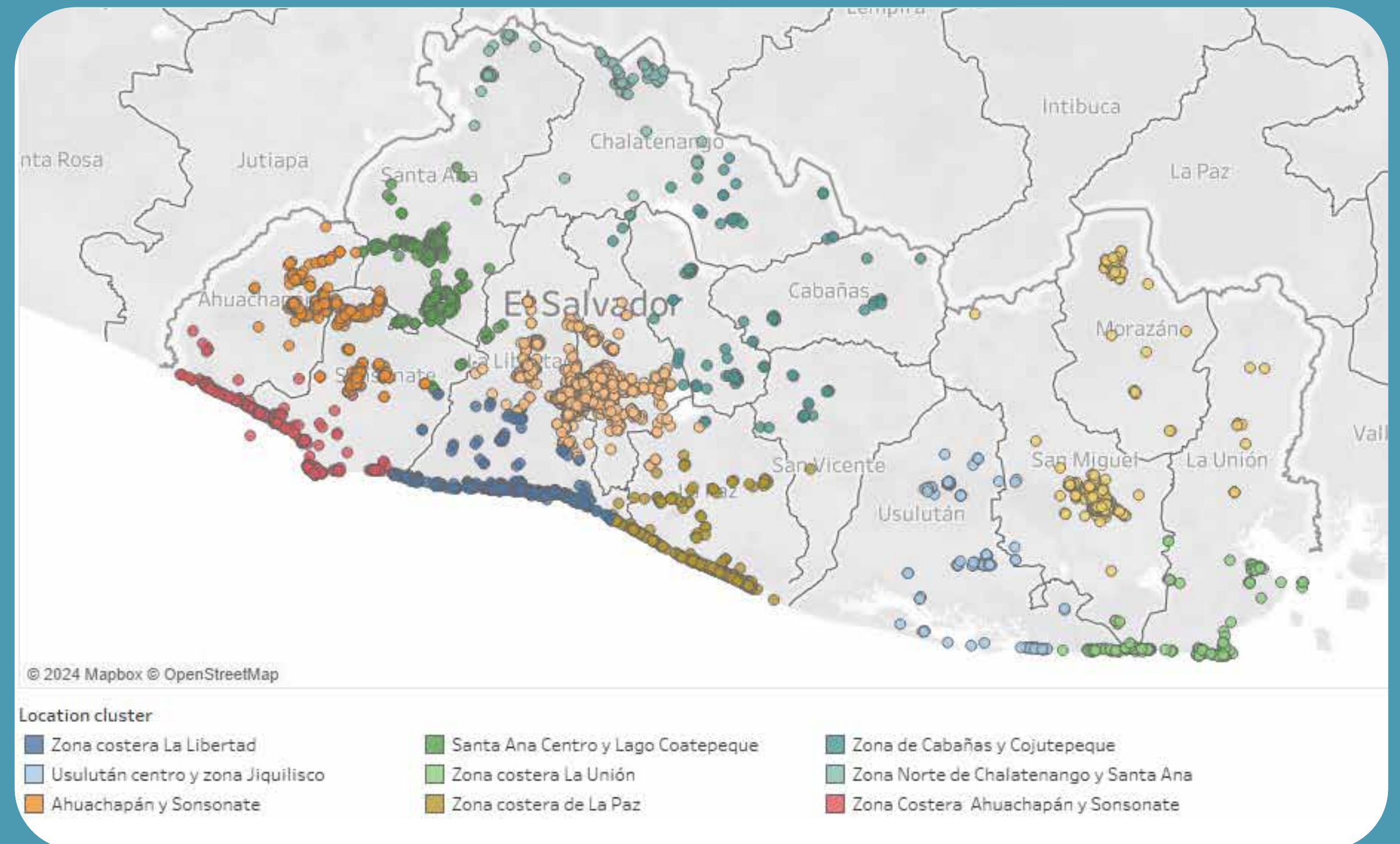
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*Use high-resolution satellite and geocoded data for multiple market research applications, such as market size estimation (population), influence area definition, competition mapping, among others.

**Allows to analyze mobility patterns based on mobile devices data

Short-term rental sector analysis in El Salvador

Application:





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5. Geospatial analytics*
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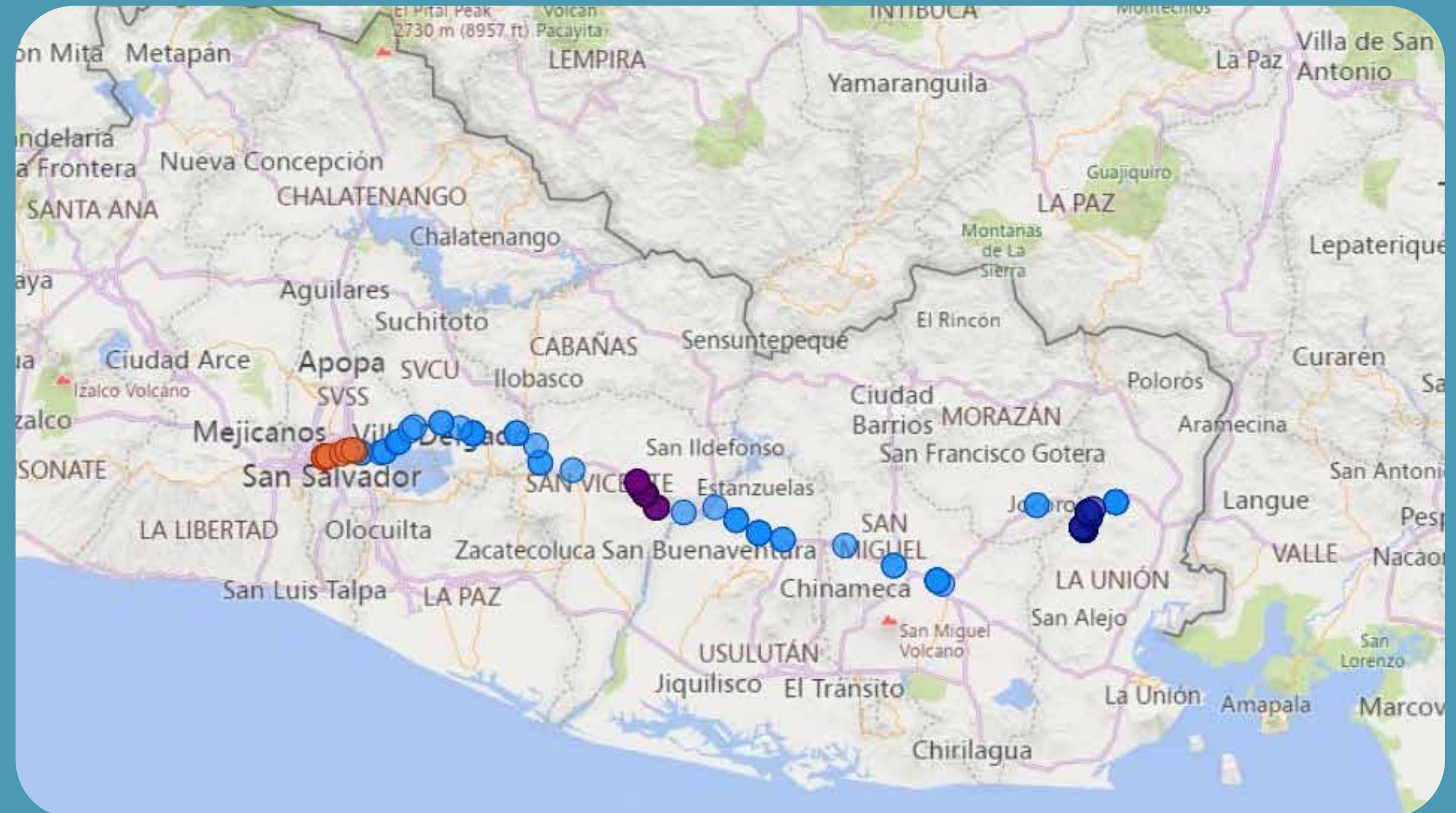
*Use high-resolution satellite and geocoded data for multiple market research applications, such as market size estimation (population), influence area definition, competition mapping, among others.

**Allows to analyze mobility patterns based on mobile devices data

Application:
Mobility patterns across different areas and to POIs



RETAIL





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Research and industry reports

Quantitative research for multiple sectors, including machine-learning applications. Our thorough approaches have helped multiple firms and investors, and our specialists have collaborated with the international development sector to produce high-quality knowledge for policy formulation.

Our firm periodically produces publications and industry reports which are accessible via our webpage.

Recent publication (jointly with IDB staff): Nowcasting Poverty in Central America, Panama, and the Dominican Republic: A Micro-simulation Approach, [accessible here](#).

Application:
**Poverty nowcasting
(short-term forecast)
in Central America**



MACROECONOMIC
POLICY

TECHNICAL NOTE N° IDB-TN-2905

**Nowcasting Poverty in Central
America, Panama, and the
Dominican Republic:
A Micro-simulation Approach.**

Carlos Eggers
Lucía Martín
Laucel Muñoz
Álvaro Salamanca

Inter-American Development Bank
Country Department Central America, Haiti, Mexico,
Panama and the Dominican Republic

April 2024





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OLM®

Economic analysis and forecasts

Our team also specializes in compiling, curing, and harmonizing relevant economic data for multiple uses. From macro data (GDP, inflation, exports, among others) to micro-level data (household surveys, labor markets, firm-level data), we provide both advisory and insights using this data.

Our firm also has proprietary forecasts (DMACore®) you can use for your own estimations and analyses. You can access them via API or raw data access.

See [here](#) for our data catalog for El Salvador.

Application:  MULTIPLE
DMACore data and forecasts

DMACore® The one-stop external data repository

- 1. Macroeconomic and sectorial**
GDP, employment, etc.
- 2. External sector**
Imports, exports, remittances, foreign investment, etc.
- 3. Demographic and Socioeconomic**
Number of people, income, household size, etc.
- 4. International data**
Commodity prices, country-risk data, etc.
- 5. Speciality dataset**
Purpose-built datasets on various topics.



Market
intelligence



Business
Analytics



BI, automation
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Data-driven
transformation

Market analysis

Research

Economics and DMACore®

Data generation

Investors

OLM®

Data generation services

1. Web scrapping

2. Robotic Process Automation (RPA)

3. Data enrichment

Application:
Price monitoring for over
38,000 products in El Salvador

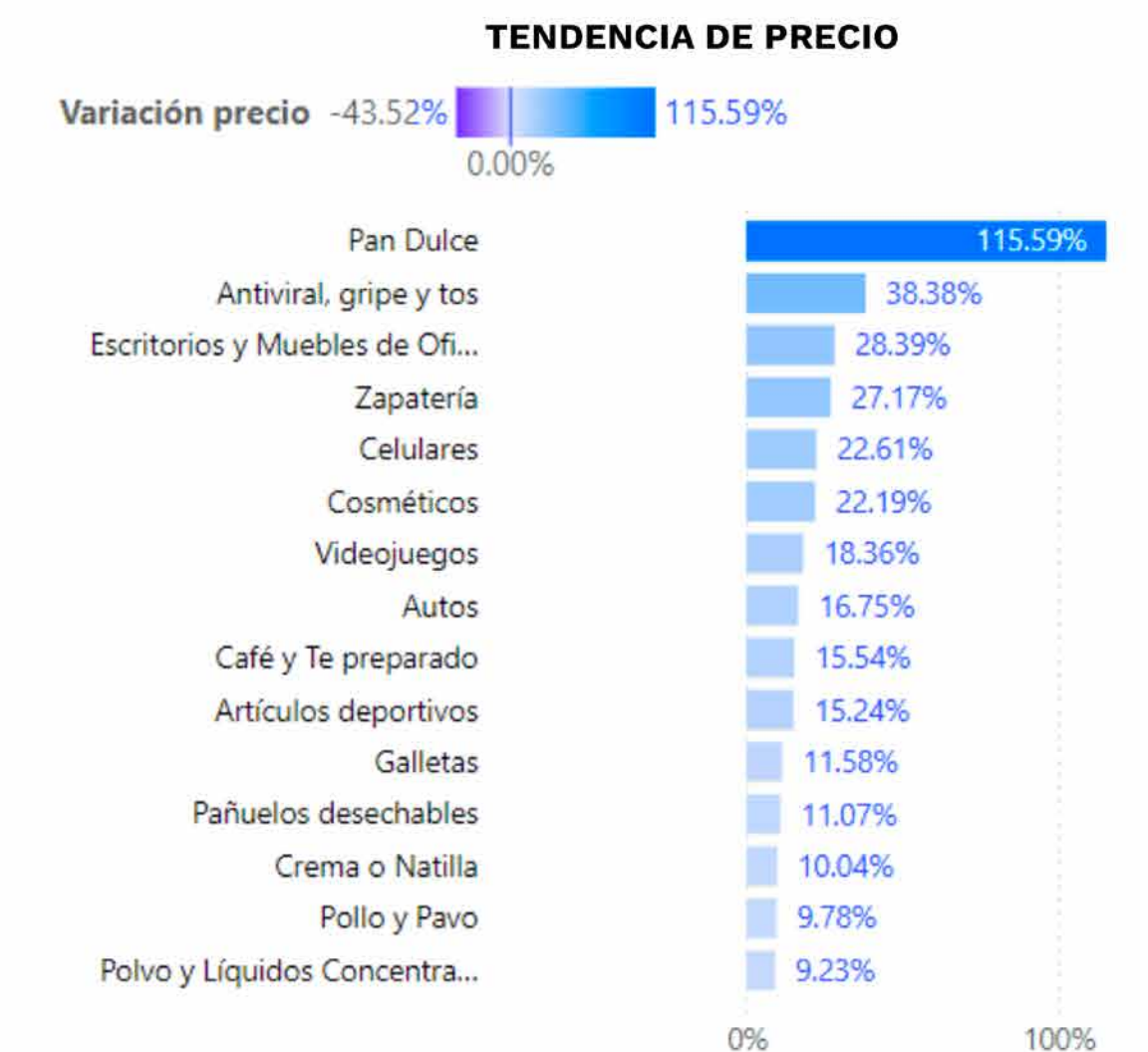
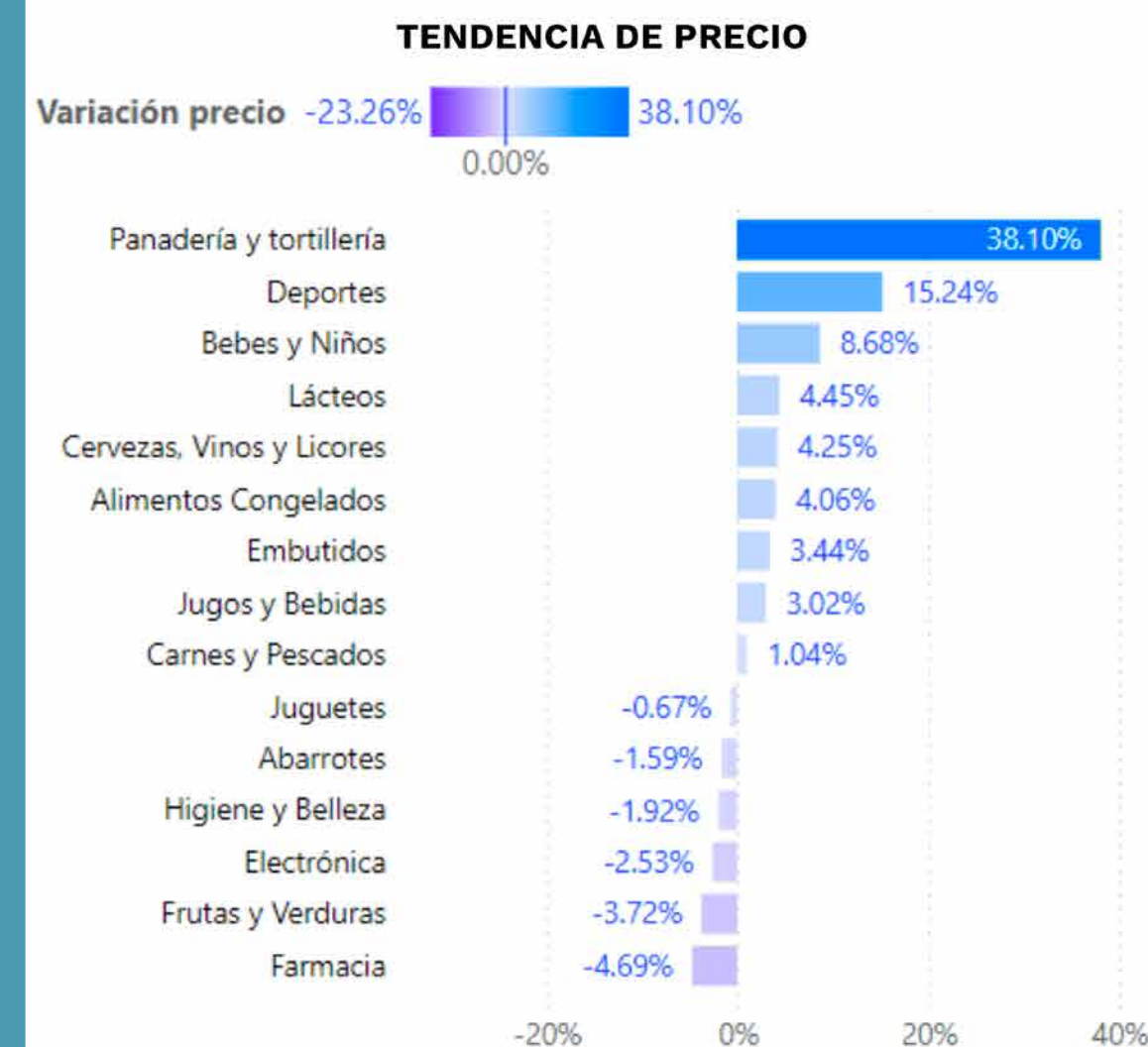


45,768
CANTIDAD
PRODUCTOS

\$9.8K
PRECIO PROMEDIO
MES ACTUAL

\$9.5K
PRECIO PROMEDIO
MES ANTERIOR

3.5%
VARIACIÓN
MENSUAL PRECIO





Market
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1. Web scrapping

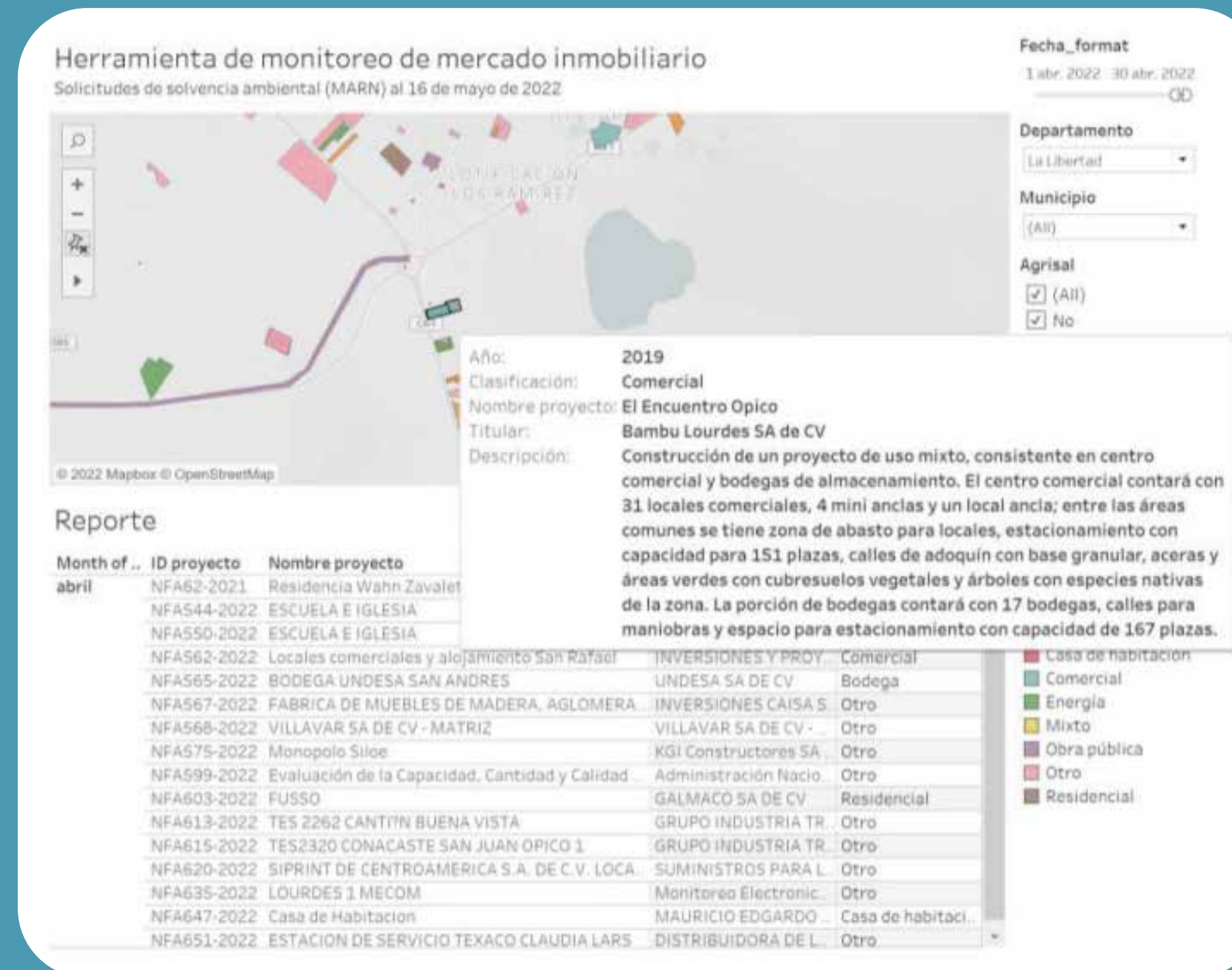
2. Robotic Process Automation (RPA)

3. Data enrichment

Application: Real estate monitor (REMonitor) in El Salvador



MULTIPLE





Market
intelligence



Business
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BI, automation
and data engineering



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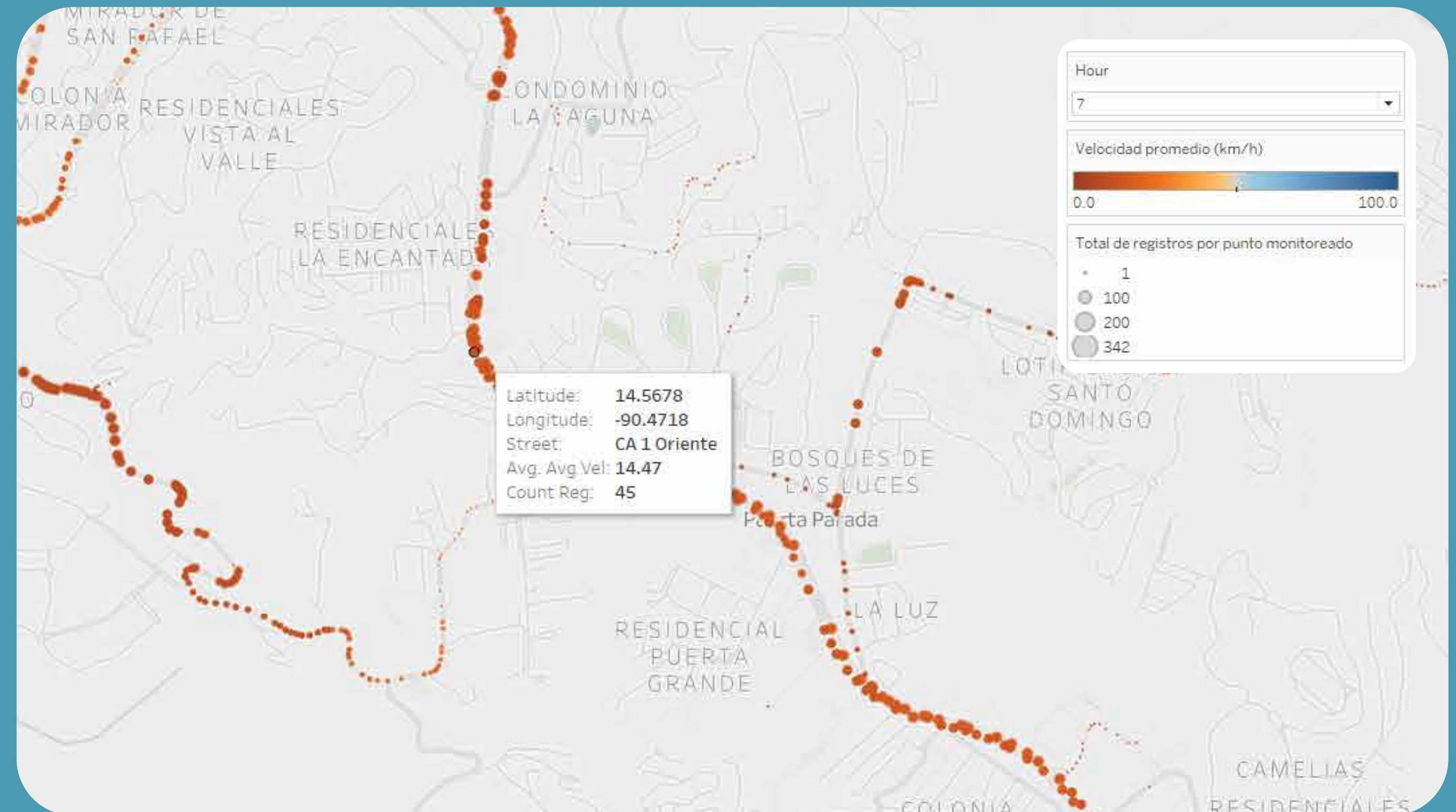
Data generation services

1. Web scrapping

2. Robotic Process Automation (RPA)

3. Data enrichment

Application:
Traffic monitor





Market
intelligence



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OLM®

Investors: enhance your due diligence

Focused on the pre-feasibility stage of investment, these services aim to answer whether there is enough market size and demand for a business venture to be profitable. We use robust methods determine the potential to capture cash flows which can later be used in financial model.

Applications include the following sectors:

1. Real Estate
2. Technology startups and Fintech
3. Retail

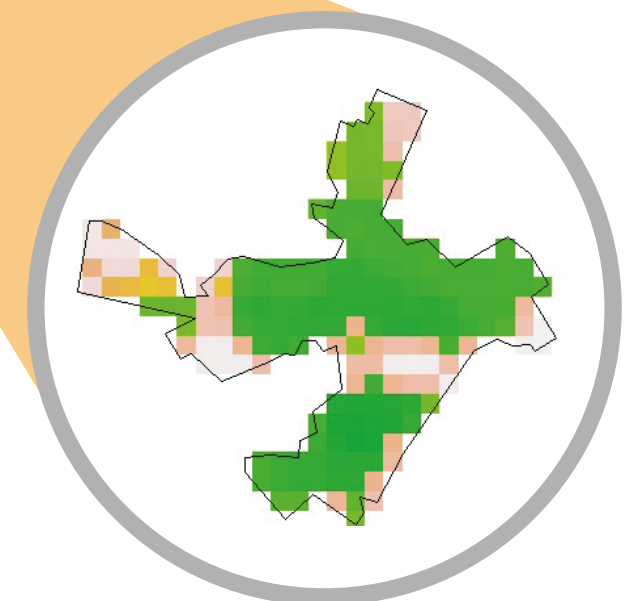
Application: using satellite data to estimate market size for a commercial real estate investment

Application: **Market size estimation using satellite data** |  **MULTIPLE**

Project influence area



Estimated population in area:
8,624 people (2019)





Market
intelligence



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Analytics



BI, automation
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Investors

OLM®

Optimal location model: OLM®

Uses geospatial analytics and high-resolution data to determine the optimal location to open a store or to build a distribution center. The model is calibrated to work with multiple use cases of the following sectors:

1. Retail

2. Logistics

3. Real estate

The Optimal Location is defined by using a six-dimensional decision model.



GRAVITY

Index that indicates how many people arrives to the area for work purposes every day.



SERVICES AND POIs

Location of businesses of relevant categories and points of interest.



MOBILITY PATTERNS

Origins of people that visit the area and concentration within the influence zone.



FUTURE PROJECTS

Location of future constructions for determining competition or synergies.



POPULATION

Number of people within an influence area using high-res satellite imagery.



TRAFFIC

Average speeds and reports on the road helps define the relevant market boundaries.

**OPTIMAL
LOCATION**
Selection across
investment prospects



Market
intelligence



Business
Analytics



BI, automation
and data engineering



Data-driven
transformation

Machine
learning models

AI-powered
business applications

Customer
analytics

Experimental
methods

Stratus-1®

Top-tier analytics using ML and AI

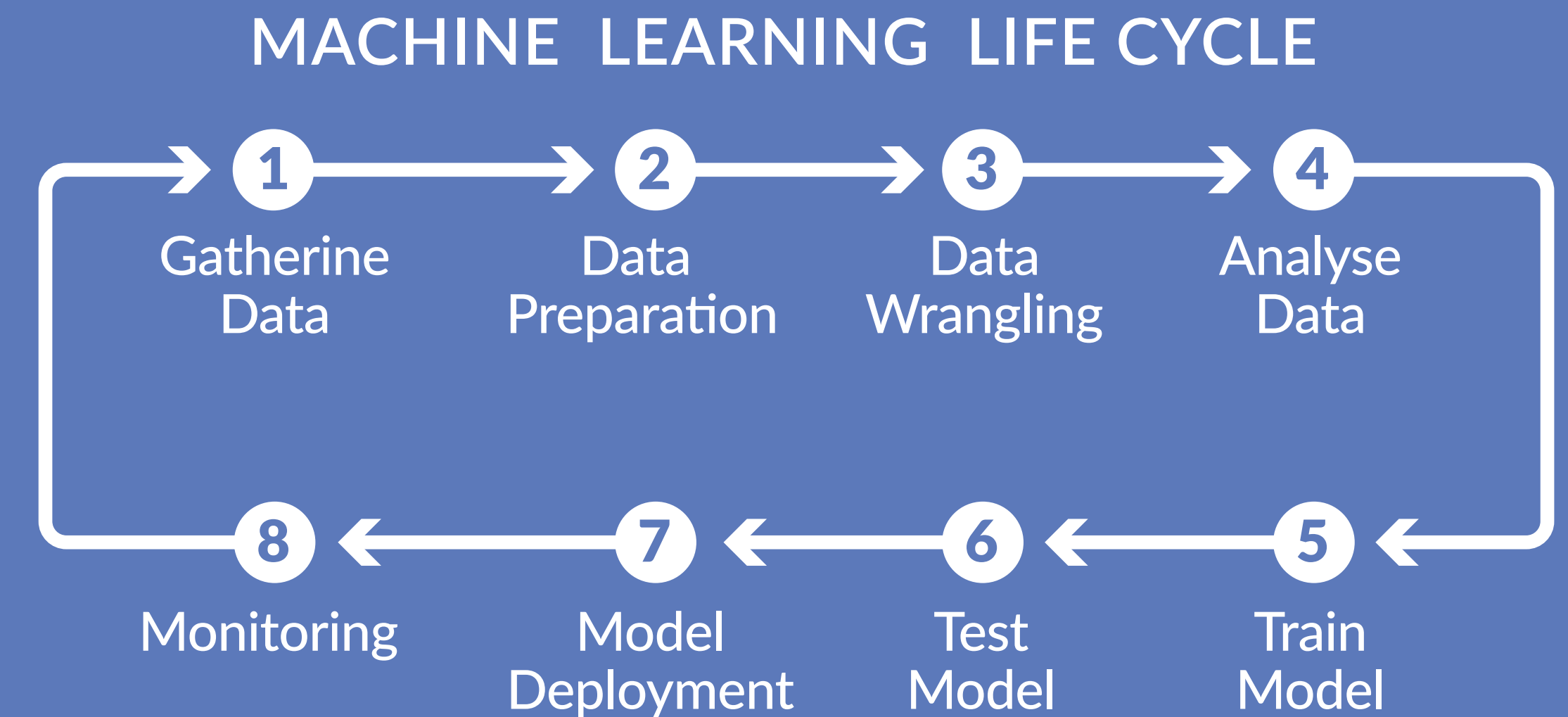
Using business data combined with market expertise, our team specializes in designing, testing, and deploying ML-powered models for a variety of purposes.

Jointly with our data engineering team, we can create robust data pipelines to obtain timely insights for decision-making and project optimization.

**This include streaming models (real time)
and near-real time data analytics.**

Applications range from dynamic sales forecasts to risk modelling. All our projects are custom-fits to the client's needs, goals, and data structures.

Application:
Multi-level risk model | FINANCIAL



“Source: Li (2022)”



Market intelligence



Business Analytics



BI, automation and data engineering



Data-driven transformation

Machine learning models

AI-powered business applications

Customer analytics

Experimental methods

Stratus-1®

Customer analytics and segmentation

1. Customer segmentation

2. Geospatial client analytics*

3. Cohort analysis and other KPI monitoring and automation

4. Near-real time client monitoring

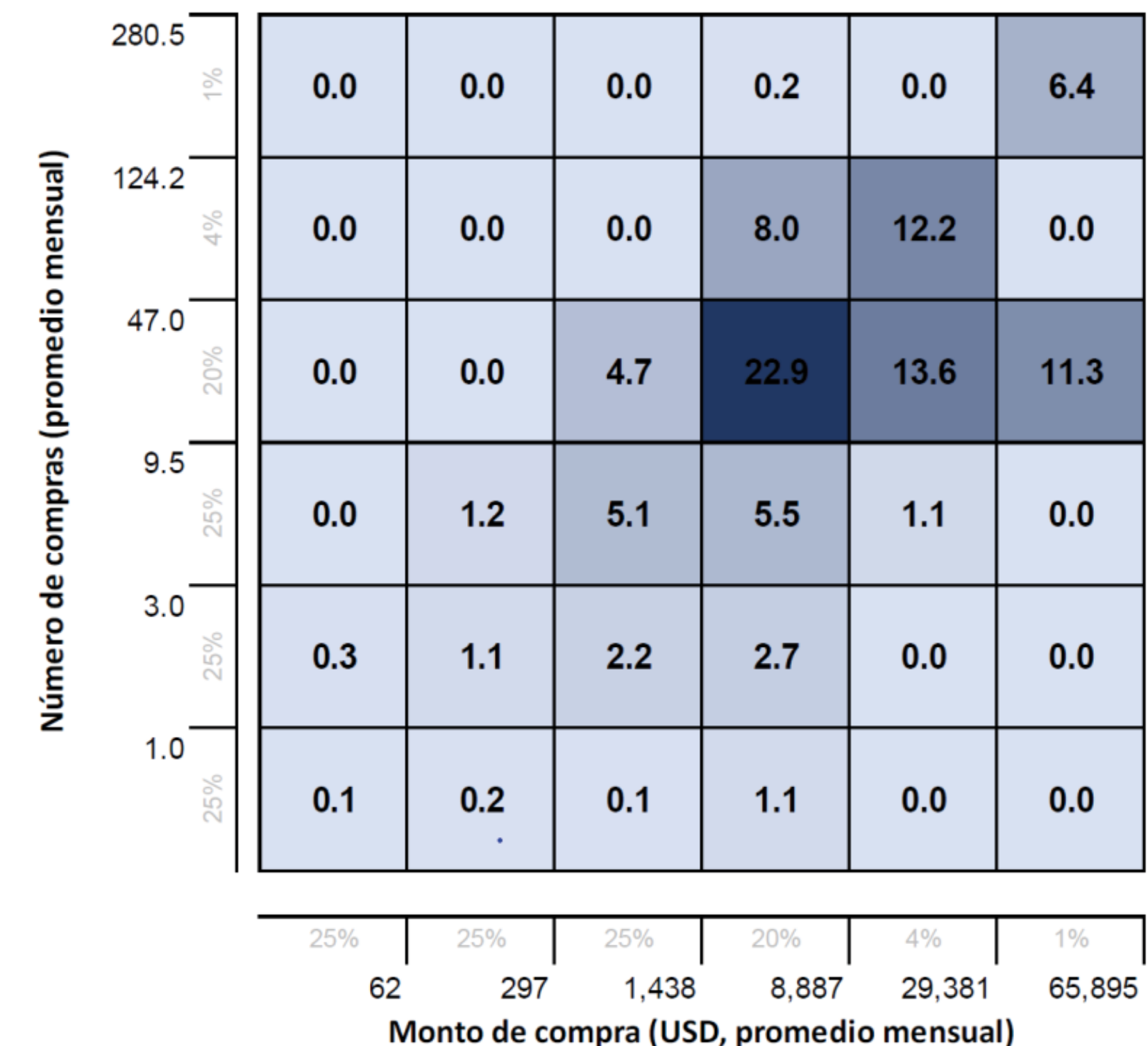
*Using geocoded client data we are able to design analytical models for a variety of puposes such as geographic clustering, influence area definition, captive market size estimation, among others

Client-Frequency-Margin (CFM) analysis

Application:



RETAIL





Market
intelligence



Business
Analytics



BI, automation
and data engineering



Data-driven
transformation

Machine
learning models

AI-powered
business applications

**Customer
analytics**

Experimental
methods

Stratus-1®

Customer analytics and segmentation

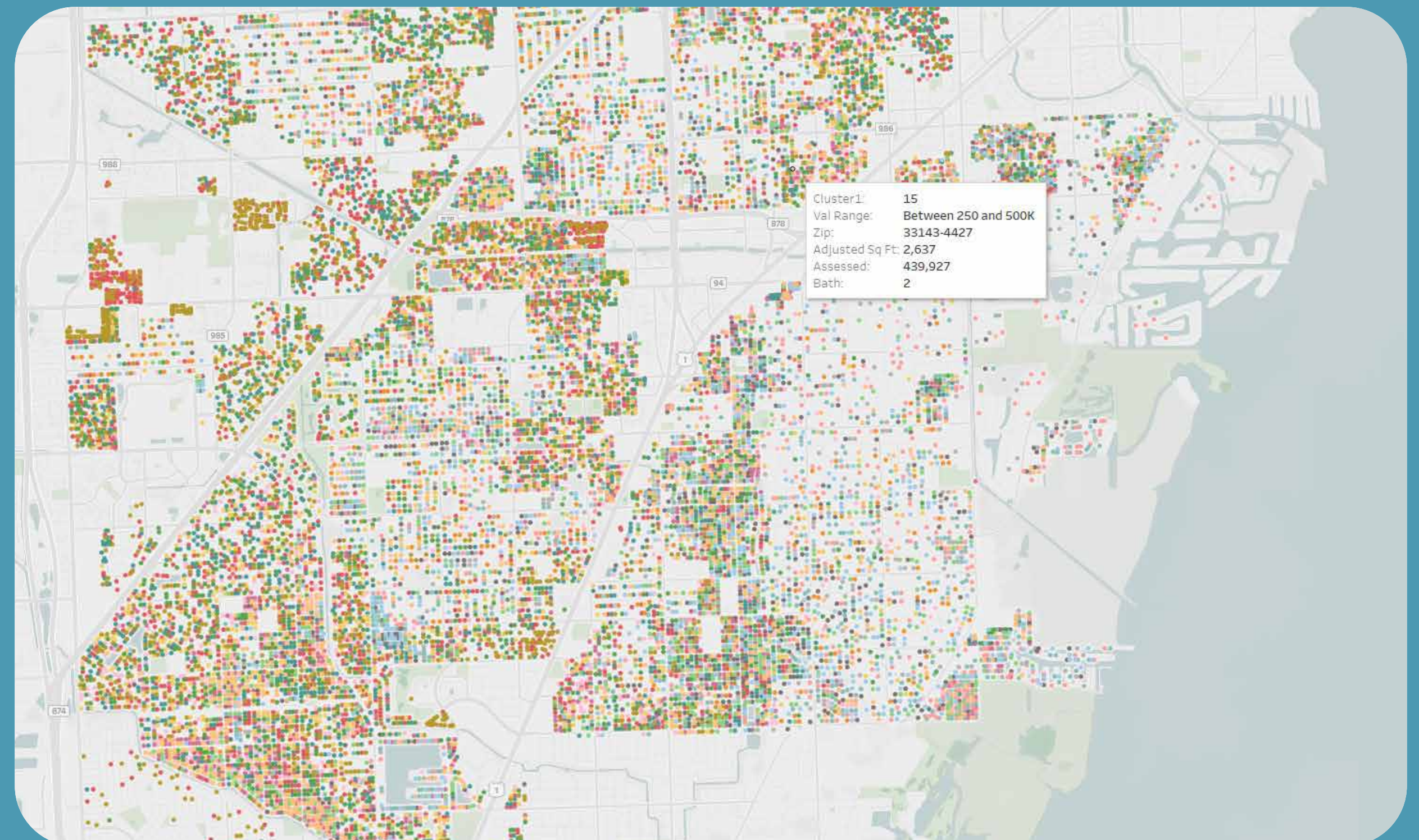
1. Customer segmentation
2. **Geospatial client analytics***
3. Cohort analysis and other KPI monitoring and automation
4. Near-real time client monitoring

*Using geocoded client data we are able to design analytical models for a variety of puposes such as geographic clustering, influence area definition, captive market size estimation, among others

Application:
**Spatial clustering for client
targeting and logistic optimization**



RETAIL





Market
intelligence



Business
Analytics



BI, automation
and data engineering

Data-driven
transformation

Machine
learning models

AI-powered
business applications

Customer
analytics

**Experimental
methods**

Stratus-1®

Experimental methods: assessing impact

Widely applied to the international development sector, this methods are gradually gaining traction in private firms. They aim to measure the impact of a particular decision (marketing campaign) in a key outcome (like sales) by creating an experimental setting.

Applications include:

1. Impact of a marketing campaign on sales
2. Effect of trainings in productivity
3. Impact of price changes on sales
4. Workplace modification effect on employee performance
5. Effect of changes in incentive schemes on employee performance

Application:
Impact (measure) of sales
training on performance



RETAIL





Market
intelligence



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BI, automation
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Data-driven
transformation

Machine
learning models

AI-powered
business applications

Customer
analytics

Experimental
methods

Stratus-1®

Stratus-1®: robust, structural forecasting

The challenge when forecasting sales is that they usually rely only on the firm's own data, reducing its predictive capability.

Our flagship forecasting model uses a structural approach, which means that it has multiple forecasting layers that work in a top-down dynamic.

The model has three layers:

1. Macroeconomic: general economic forecasts
2. Market: general industry-level forecasts
3. Firm: based on own market data

The firm-level model is entirely custom-made and trained based on the firm's data.





Market intelligence



Business Analytics



BI, automation and data engineering



Data-driven transformation

Machine learning models

AI-powered business applications

Customer analytics

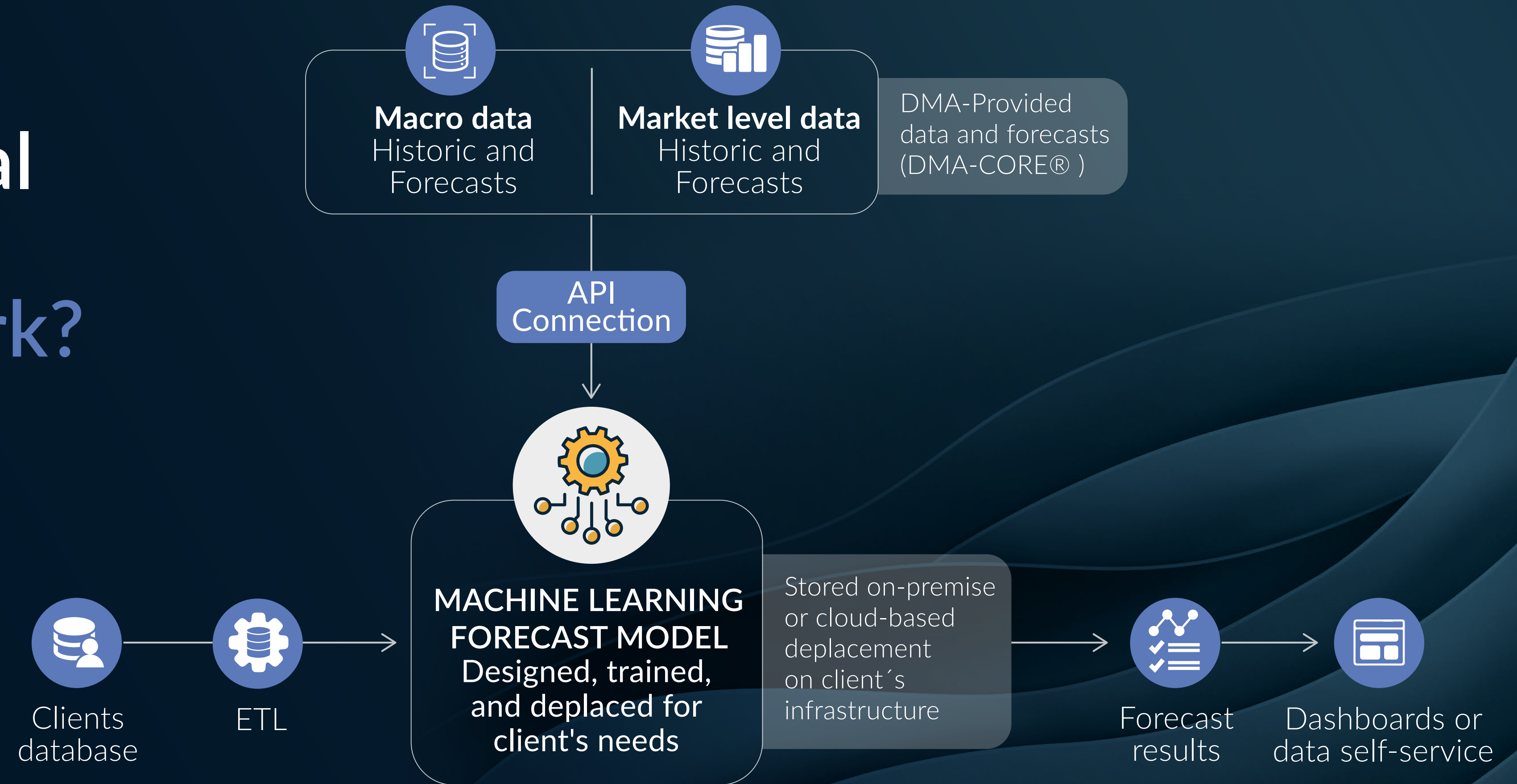
Experimental methods

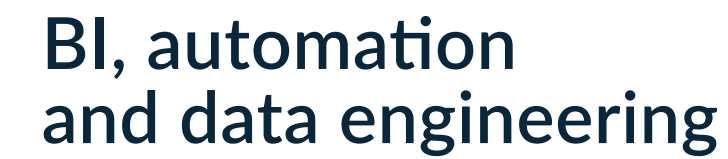
Stratus-1®

Stratus-1®: robust, structural forecasting How does it work?

We develop, train, and test a custom model for dynamic forecasts for your organization, deployed securely in your infrastructure.

**Your data never
leaves your firm!**



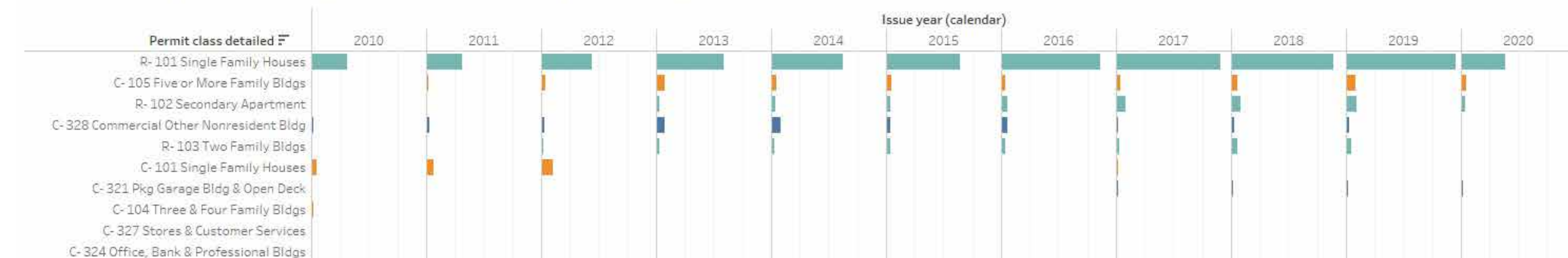
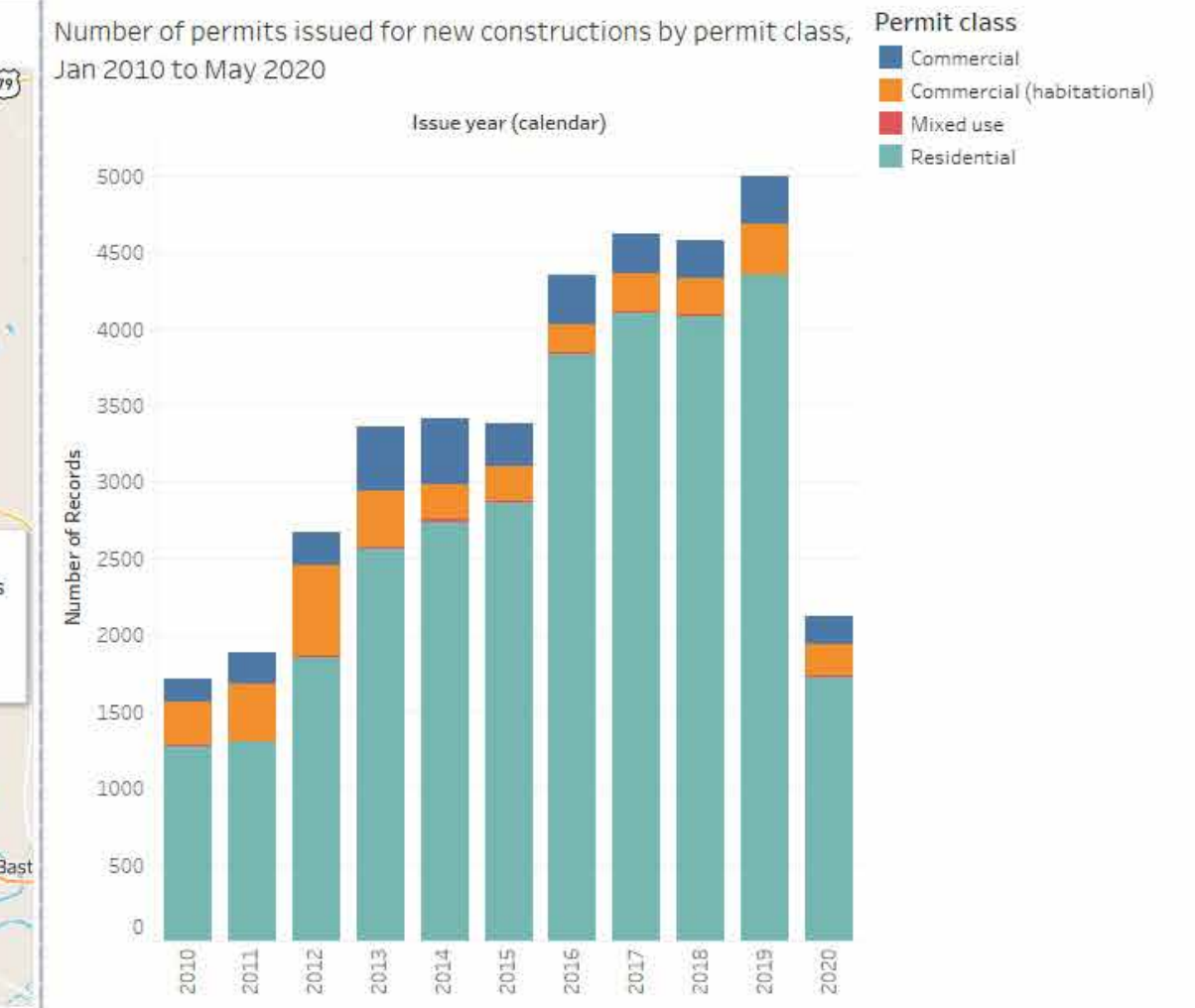
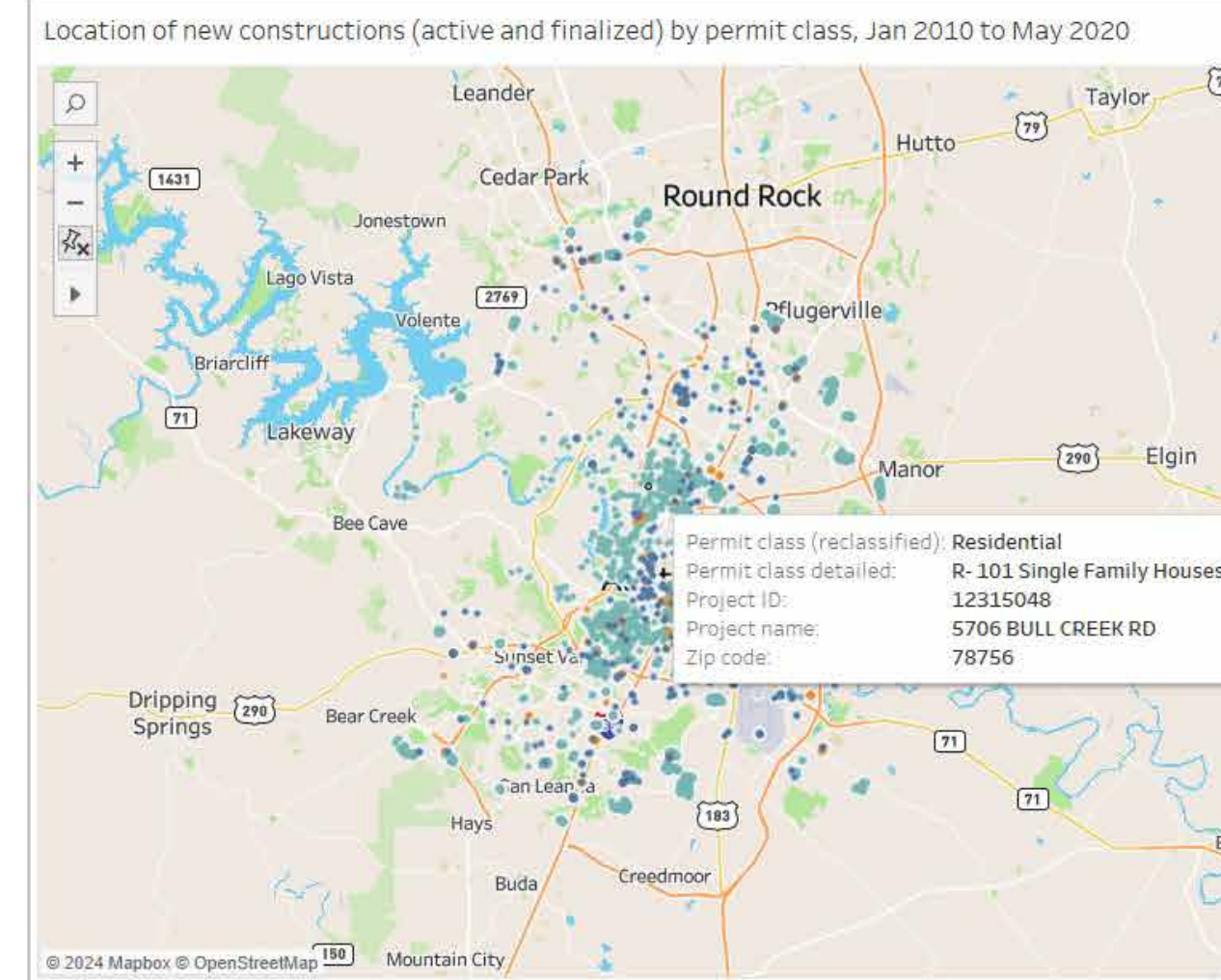


Big-data Lakehouse systems

Application: Real estate market monitor in Austin, TX



Since a static dashboard make little or no sense, our engineering team specializes in creating optimal data pipelines to assure that the data is fresh and up-to-date.





Market
intelligence



Business
Analytics



BI, automation
and data engineering



Data-driven
transformation

Dashboards
and visualizations

**Low-code,
no-code solutions**

Data warehouse
systems (DWH)

Big-data
Lakehouse systems

Automate process with ease: low-code, no code

Enterprise solutions using **Microsoft Power Platform** (Power Apps, Power Automate, Power Pages, PowerBI). From automating process to building indexed repositories, these solutions also offer ease of access since they can be deployed on SharePoint intranets and incorporate a user governance structure.

Applications include:

1. Process automation
2. Data collection integration
3. Information repositories
4. Billing systems
5. KPI monitoring systems

Application: Monitoring and evaluation, and data collection system



INTERNATIONAL
DEVELOPMENT

SISTEMA DE GESTIÓN DE DATOS

¿Qué es el SISTEMA?

El Sistema de Gestión de Datos es una herramienta que apoya la sistematización, almacenamiento, consulta y visualización de datos sobre capacitaciones y procesos formativos. Esta se almacena y opera desde SharePoint y posee tres componentes: (1) formulario de captura de información, (2) aplicativo de biblioteca y (3) tablero visualizador de datos.

1 Formulario de recolección:

Acá ingresas la información generada en las capacitaciones de los eventos.

Filtros de búsqueda

Buscar en elementos

Selecciona estado

Selecciona año

Selecciona categoría

Selecciona tipo capacitación

1 Elementos registrados

Webinar Guía Post Legitimación CCT

Desde 6/6/2023 Hasta 6/6/2023

2 Biblioteca GESDAF

Con la aplicación puedes consultar toda la información de las capacitaciones.



1 Página de búsqueda

Permite buscar por nombre de elementos

Filtra los eventos por Estado, categoría, año y tipo de capacitación

Filtros de búsqueda

Buscar en elementos

Selecciona estado

Selecciona año

Selecciona categoría

Selecciona tipo capacitación

1 Elementos registrados

Webinar Guía Post Legitimación CCT

Desde 6/6/2023 Hasta 6/6/2023

Nombre del evento, muestra la fecha de inicio y fin

Ordena alfabéticamente de la A-Z, Z-A

Botón para actualizar la aplicación

Botón que muestra los datos a detalle del evento



Market
intelligence



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Analytics



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Data-driven
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Dashboards
and visualizations

Low-code,
no-code solutions

**Data warehouse
systems (DWH)**

**Big-data
Lakehouse systems**

DWH and Big Data Lakehouse: one-stop data repositories

Create unified data repositories and data marts to make the most out of your data. Applications include structure, semi-structured, or non-structured data for end-used consumption or to support machine learning or AI applications.

To generate actionable insights or leverage AI
You first need to make sense of your data!
We can help.

Automation and data engineering services

Our services focus on creating data pipelines and automation instances ready for reporting, BI, modelling, or make the most out of AI



Design, execute,
supervise, and maintain

ETL (extract-transform- load) processes

Structured, semi-structured, or
non-structured data



Data Warehouse Systems (DWH)

Optimized for data
requests from users



From Billing, accounting,
CRM, and other systems

Integration and automation of intelligence and reporting

Includes sensor data, APIs with
relevant information, social media
data, and other origins



For either existing
or new business processes

Migration or deployment on cloud-based systems

Allowing you to escalate and
integrate cost-effectively



Big Data Lakehouse Systems

Allowing your organization to store structured,
semi-structured, or non-structured data ready
for data modelling, machine learning, and AI



Market
intelligence



Business
Analytics



BI, automation
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Data-driven
transformation

Data-driven transformation: the primer your organization needs

As firms strive to adopt a data-driven culture, these services aim to help your organization adopt the best practices in evidence-based decision making. From evaluating your data's quality and readiness to hands-on trainings, we aim to give your organization a push in the right direction.



Collaborative tools

Advisory and support to the widespread adoption and use of collaborative tools and cloud-based services.



Data audits and quality assurance

Assess if your data generation, transformation, storage, and analysis processes generate relevant and reliable data.



Hands-on trainings

Train your teams to use BI tools and develop analytics model by solving your firm's real-life business applications.

DNA.

CONTACT US

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