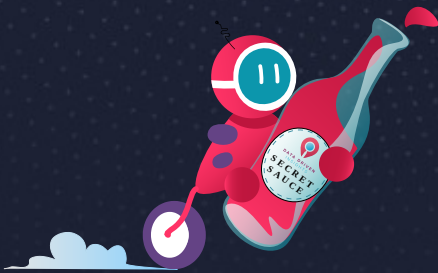




**When it comes to business growth...  
DDI is your Secret Sauce!**



**Detailed  
Catchment  
Analysis**

**GDPR  
Safe!**

**Give our  
Friendly Team  
a call**

**Gaps in  
Your Market**

**Pinpoint  
Ideal  
Customer  
Postcodes**

# Get in touch for a free consultation

**Get  
Big Data**

- **Grow your business**
- **Solve problems**
- **Save money**

**Online  
Interactive  
Reports**

**01206  
483 284**

**AI  
for You**

**Contingency  
Planning**

**Target  
Marketing**

**Custom  
Interactive  
Dashboard**



# Harnessing Big Data and AI for you



What does your your true catchment look like in terms of age, gender, or affluence?  
Which postcodes do your 'most likely' new customers live in?  
Could you boost engagement by understanding your customers better?

**If you had the chance...what Questions would you ask Big Data?**

**Big Data is the new buzzword but what does it mean? How can it help your business?**

Tech advancements in AI have made it possible to analyse vast collections of data from many different sources. *All of a sudden we can see and understand so much more about the world.* **Successful businesses will leverage this new technology to their advantage.**

**We can help you tap into this vast resource.**

But data is just 'numbers' until you can see the story in it. **We help you see your story by making your data more accessible, more manageable, and more useable. We make data work for you!** Not only can we crunch the numbers and offer recommendations on strategy, we'll give you an interactive and fully customisable report, so you can drill down and interrogate the information yourself. We can custom build a dashboard to help you keep on top of whatever you need to track and even create year on year comparisons to really supercharge your business and nail those KPIs. We can even help you deploy your marketing strategy, if you need us to.



**Think of us as your Secret Sauce... because we don't just do data, we can do it all!**



# DDI DASHBOARD

**Imagine how much time you'd save if you could analyse, track and present your data instantly and easily, creating infographics for reports and presentations at a click of a mouse – well now you can!**

**DDI Dashboard** is an online tool that gives you an instant overview of your organisation's performance - however, whenever and wherever you want it. It might be your sales funnel or KPI's you'd like to track, what about your employee wellbeing surveys or loyalty card customer purchases? [We can create a Dashboard for virtually any type of data](#), help you visualise it, manage it and put it to work for you.

Here's an example of what a typical Dashboard might look like. See at a glance the number of places available today and in future across all groups, as well as prospective customers who have enquired, requested a brochure or attended an open day. With a few clicks you can analyse your data to show conversion rates, trends and other comparisons and analysis that is most useful to you. Reporting is instant too - generate attractive and clear infographics in seconds to use in reports and presentations. **You can have Any kind of Dashboard, custom built for you.** Designed suit your team and your business needs, not just your data, our Dashboards illuminate **Actionable Insights**.

The design of the **DDI Dashboard** is clear, easy to use, and totally [customisable](#) to suit your business– choose the colours, the nomenclature and the data to be displayed, as well as the forms of analysis and comparison you need.

[Totally secure](#), the DDI Dashboard works via an API alongside your existing management information system, so no personal information is transferred or held. Just [login via your browser](#), whether you're in the office or elsewhere.

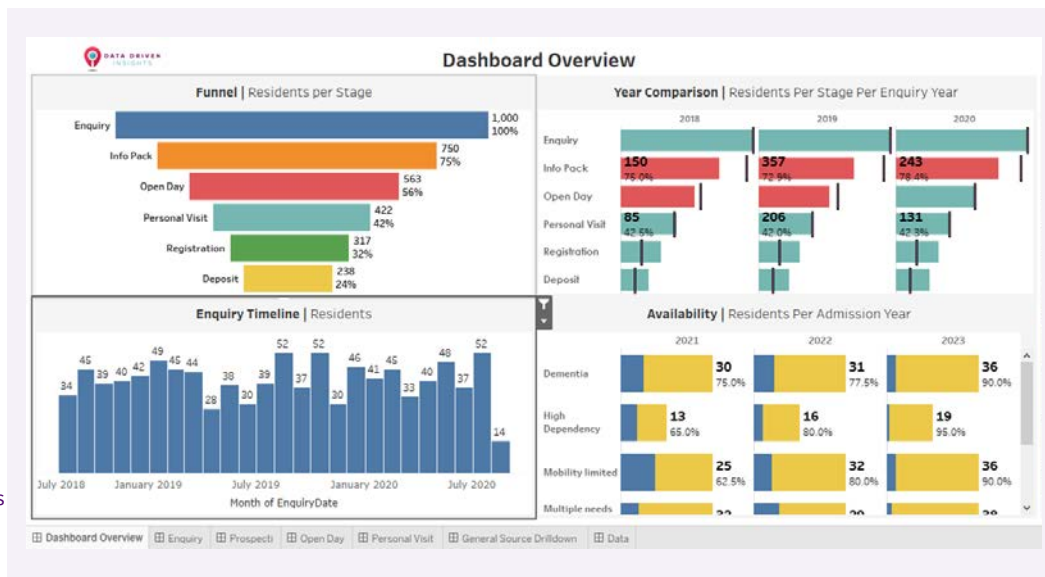
**Chat to the friendly DDI team to find out more.**



# DDI DASHBOARD

## DDI Dashboard can show:

- Enquiries - stage/month
- Conversion rates
- Year-on-year comparison
- Current availability
- Take-up of places over three years
- Where enquirers live
- Enquirers' lifestyle groups
- Brochure requesters
- Methods of communication
- Open day attendees
- Enquiries to follow up
- Plus export and print infographics for reports and presentations - instantly!





# DATA RESEARCH

**We love facts - they provide the foundation for sound planning and decision-making. The DDI team has decades of experience of researching and interrogating data to uncover the information you need to take confident next steps.**

Our **data research** projects are based on up-to-the-minute statistics - national demographics as well as sector data. We license exclusive data sets on all UK households (800+ variables to choose from) so that you can navigate challenges and spot opportunities for growth. Our experts help you identify and answer the right questions, the ones that help propel your business forward. We crunch the numbers, assess and advise, and make actionable recommendations too. **We are always on hand if you have any questions.**

## **We can help you:**

- increase customer numbers, engagement and loyalty
- raise your organisation's profile in its target market and sector to aid recruitment and attract high-calibre staff and volunteers
- understand how your market is changing
- strategically plan for the future based upon the very best projections available for your catchment area

DDI uses a combination of **qualitative and quantitative** research methods to acquire exactly the intelligence you need to understand the **realities** of your organisation's situation and where the **opportunities** for success lie.

The next few pages detail our standard data research projects, but every one is customisable to suit your organisation.

## **What Questions would help propel your business forward?**

## M360 Catchment Analysis

### The view from the mountain top!

**All the information you need to fully understand the 'Landscape' of your organisation. Your market size, shape and share, as well as a 'Lifestyle' assessment of your catchment will help you to identify prime opportunities and gaps in the market.**

We access Big Data and combine it with **in-house AI** and **bespoke data analysis tools** to provide you with a complete catchment analysis.

We can tell you where to find new customers, offer intelligence about your market and how it may change in future, and even offer recommendations about what your organisation can do to capitalise on future changes.

The example M360 on the next page shows just a small sample of the information you can learn. It shows lifestyle profiles for the area by postcode and even the profiles of customers who've made an enquiry. **The breakdown of lifestyle profiles used here is typical but totally customisable too.**

Market position, full catchment analysis,  
year on year analysis, population projections

### M360 Executive Summary can include

1. **Current/Potential customers** (Heat map, Travel, Lifestyle)
2. **Your Catchment Area** (Geo-mapping, Dominant Lifestyle)
3. **Your Market** (Size, Share, Projection)
4. **Your Competition** (Number and Location, other relevant information dependent upon request)

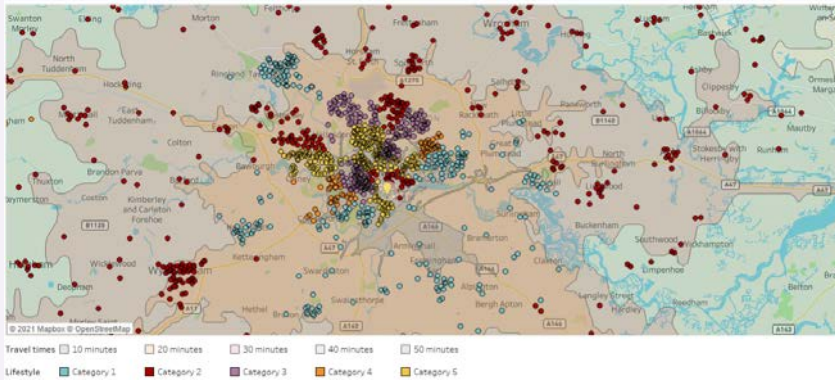
### What you can expect

- **GDPR Safe - we only use postcodes**
- **Learn your customer profile types - 800+ variables**
- **Learn where your customer types live by postcode**
- **Understand the profile of your catchment**
- **See Gaps in the market or Overlaps**
- **Visualise catchments over multiple sites**
- **10 year projections based on the most comprehensive data**



# DATA RESEARCH - M360

Lifestyles Of Your Catchment

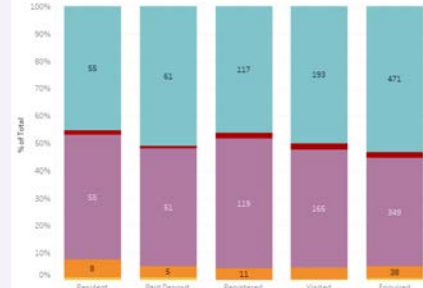


Lifestyles of Families

UK Base	Category 1	Category 2	Category 3	Category 4	Category 5
% of group aged over 65	22%	9%	27%	22%	18%
Property type	Detached house	Maisonette	Semi-detached house	Terraced house	Terraced house
House tenure	Owned outright	Owned outright	Owner occupied	Owner occupied	Social renting
Social Grade	A	A/B	C1	D/E	E
Car type	Luxury or Executive	Luxury or Executive	Small Family	Main or Supermini	None
Supermarket	Waitrose	Waitrose	Sainsburys	Co-op	Asda
Newspapers read	Daily Telegraph	The Independent	Daily Express	Daily Mirror	Daily Star

Check out the M360 live demo  
[www.ddinsights.io](http://www.ddinsights.io)

Lifestyles of Enquiries





### **DDI hills & valleys**

#### **Are your marketing efforts focused on the right locations and the right customers?**

Our catchment analysis shows you where your prospective new customers live and where they don't, so you can target your marketing more effectively and make the best use of your budget.

This is essential information for profile-raising and planning.

[Market and prospective customer analysis](#)

### **DDI tides**

#### **An examination of your organisation's fluctuations over time.**

This research lets you know if your organisation is occupying your desired position in the market, and can help identify customer trends.

It's invaluable for staying a step ahead of the competition and keeping your niche.

[Market positioning](#)

### **DDI new homes**

#### **The key to potential new customers and staff.**

Intelligence on where new homes are to be built in your area and whether or not the new residents are likely to fall into your organisation's target market.

[Residential construction and planning insight](#)

### **DDI denizens**

#### **How will your local population and target demographic look in ten years' time?**

DDI's access to UK-wide demographic data enables us to show you, so you can prepare your organisation for the changes to come and make the most of the opportunities.

Absolutely necessary for future-proofing, action planning and budgeting.

[Population projections](#)



# DATA RESEARCH

## DDI commutes

### **How far are your customers prepared to travel to you?**

We map the locations of your current customers to let you know how much time they actually spend travelling to use your service.

This knowledge can really reduce your marketing costs and is invaluable when planning your marketing strategy.

Required reading for profile-raising and OOH planning.

[Travel time analysis](#)

## DDI birth rates

### **Insights into birth rate trends in your target market, by gender if required.**

Invaluable for forward planning and budgeting for facilities development and marketing.

[Analysis of birth rates trends](#)

## DDI OOH and DOOH planning

### **Maximise the potential of the routes your customers regularly use.**

How efficiently is transport information being used? And is it being used effectively in your marketing?

A clearer understanding of your customer profiles combined with logistical information can yield information on 'high potential' sites for this type of advertising.

[Transport use analysis](#)

## DDI competitor results

### **Depending on your industry and the available data, it may be possible to assess how your competition stacks up.**

Results can then be compared with your own to help illuminate your organisation's strengths and weaknesses

[Competitor comparison](#)

# DATA RESEARCH

## DDI customer homes

**Essential information when planning future profile-raising and marketing.**

Clear visualisation of current customer's home locations. This vital report helps clarify the profile of the people who use your service, or buy your products now.

We have access to over 800 variables, down to postcode level so if you know where they live, we can tell you many things about them such as:

- age, education or affluence
- home ownership, number of children at home
- favourite social media, likely brand use, interests and values

This deeper knowledge about your customers and the community you share will give you more grounds for engagement.

[Current customer home locations heat maps](#)

## DDI home moves

**How many potential customers are relocating to your catchment area, and where they have come from?**

This knowledge allows for more targeted marketing and better strategic planning, it also helps you understand your community so you can engage with them better.

[House move trends](#)

## DDI healthcheck

**Identify trends and stay on top of KPIs by repeating research projects at regular intervals.**

Totally bespoke, the **DDI healthcheck** can comprise one or more research projects, and can offer accurate and valuable 'trend and performance' comparison over time.

This information can all be included within a bespoke **DDI Dashboard** (see page 4) which is online, interactive, and totally secure. Easy to use, you and your team can keep on track, create instant reports and evidence your excellent decision making.

**Call to discuss your requirements with us.**



# SURVEYS

**DDI's survey researchers really enjoy speaking to your current customers, to find out what they like and don't like, and also to those who chose alternative provision, to ask the reasons behind their decision.**

They don't mind asking the **tough questions** and, in fact, our respondents welcome the opportunity to **share their opinions**, good and bad. We're then able to report back to you the **unvarnished truth** about perceptions of your organisation.

Our surveys are carried out by friendly, experienced researchers, who gently interview the respondents on their views, which are invaluable to you as you **fine-tune your offer** and **your processes**. Our research teams have over 35 years of experience speaking with the public and have hosted conversations with over 250,000 adults and children.

Ultimately, this feedback is absolutely vital to:

- understand how your organisations is perceived by community, customers, and staff
- illuminate strengths and weaknesses in your services, products or processes
- understand your competitor's strengths and weaknesses

All of DDI's surveys are customisable and we will be happy to create a bespoke project for you, in order to give you the specific insights you need.

**Would your organisation benefit from feedback on your services or products?**

# SURVEYS

## DDI non-joiners

**Why did some customers not join? Why did they go elsewhere? You provide the list of contacts and we do the rest, resulting in a report that uncovers the reasons customers who visited were not converted.**

During a 10- to 15-minute informal conversation with people who showed an interest in your organisation but ultimately did not choose it, our researchers find out what they did choose, why they considered your organisation, what they were looking for, and any push/pull factors that were instrumental in the decision-making process.

Telephone interviews with individuals who did not choose your organisation - essential in order to improve conversion rates and fine-tune your offering.

## DDI early leavers

**What were the factors that caused customers to leave before a natural transition point? What could your organisation have done to keep them?**

During a 10- to 15-minute informal conversation with customers who left your organisation before a natural exit point, our researchers find out which option they ultimately chose, why they decided you were no longer the right for them, what they were looking for, and any push/pull factors that ultimately led them to choose the alternative.

Telephone interviews with individuals who left before the usual exit point - essential in order to improve retention rates



# SURVEYS

## DDI customer satisfaction

**How satisfied are your customers? What is your organisation doing well, and not so well? How can you improve?**

Through an online survey or more targeted telephone interview, we can speak with your organisation's customers (all of them, or segmented by age, gender or any other variable) to determine which aspects of your service they are pleased with, and which aspects they would like to see improved.

Survey of current customers

## DDI mystery shop

**What are your prospective customers' first impressions? How does your sales or conversions process compare to your competitors'?**

One of our experienced mystery shoppers will visit 'under-cover' to give an impartial report and insights.

Customer experience research

## DDI awareness

**What do customers in your market know about your organisation? What do they think of it?**

Our researchers reach out to a panel of suitable customers to gauge their awareness and knowledge of your market, in particular your organisation and others considered to be key competitors, to understand the defining factors and inform your future marketing messages.

Awareness research

## DDI staff wellbeing

**How high is staff morale?**

Our researchers undertake an online survey of all staff to gauge their morale and their opinions on the support available to them, enabling leaders to ensure staff engagement and to understand any concerns before they become significant.

Staff survey



# BUSINESS STRATEGY

**DDI provides independent, affordable, technical and strategic support to those responsible for the financial health of their organisation.**

We can help identify, at an early stage, [potential threats](#) to organisations' financial robustness, and work with clients to develop long-term [strategic plans](#). Confidentiality and trust are central to the approach, as is close collaboration with boards and financial teams.

**Chat to the friendly DDI team to find out more.**

## DDI building and funding strategy

- Identification and modelling of alternative strategic options
- Preparation of business plans with a view to raising external investment
- Identifying working capital facility needs and support arranging
- Identification of long-term funding needs and arranging support
- Stakeholder management through change

## DDI financial reporting

- Assessment of the robustness of the existing financial reporting systems
- Cash flow modelling, in particular to identify cyclical versus structural deficits
- Profitability analysis by department including identification of fixed and variable costs
- KPI reporting
- Financial projections modelling



# MARKETING

**The DDI team can bring fresh ideas and new vigour to your marketing planning and assist with your everyday marketing, PR and communications activities.**

Not only can we crunch the numbers to ensure your decisions are supported by facts, we can even help you implement your marketing plan if you need us to. **We are happy to manage this or work alongside and support your current marketing department or Agency.** Whatever you need to ensure every bit of energy propels your organisation in the right direction.

DDI's strategic marketing professionals **maximise the opportunities revealed by market research** and work with you to develop workable action plans, tailored to make the best use of your resources and focused on achieving your organisation's aims.

**Totally customisable** - elements of any service can be combined to create a package that suits your specific requirements.

Our **Media & PR** service gives one-off or on-going support to help communicate your key marketing messages to the wider world. We can support your team or Agency with detailed market intelligence or even work to help you create a strategy for brand promotion and media release.





# Data Driven Insights AND YOU

**We illuminate where you are now, your market size, shape and share as well as a market forecast, so you can move forward with confidence in your everyday decision making and strategic planning.**

## **Think of us as your Secret Sauce...**

We're a market research company...but we don't just provide the data...we make sense of it for you! We craft interactive, online reports so you can continue to gain insight now and in the future. Our in-house team can build custom dashboards to track virtually any information you need to keep tabs on. **Together, these tools can have a powerful effect upon the success of your business.** These tools have the ability to grow with your business as you expand too, even to multiple sites. You can build on that data, year after year.

## **We like to think we're part of the team.**

As consultants, we work closely with you to understand your requirements, your aims for your project and your ultimate goals. **We can provide any level of support, from white label data analysis, a range of custom market research projects, through to full marketing, PR and business strategy support.** We are also very happy to work alongside, in a supporting role, to the teams and suppliers you may already have in place.

Communication is continual throughout and we are more than happy to present the findings in person, or virtually, giving you the level of detail you need. We're just a phone call away should you have any questions. **We really want to help you to get the most out of your DDI project,** so we are happy to recommend the next steps that can add further value and move your organisation forward.

To find out how DDI can be instrumental in your organisation's future success, please get in touch for a chat.

**We look forward to hearing from you!**



# Your Thoughts



## It's helpful to understand what we do in terms of your own needs.

That's what we're all about really, **helping you figure out where you'd like to be, and how to get there.** We'll help you understand exactly where you are now, in context with your community, market, and competition, so you can define what success looks like for your business.

## Once you know where you are, you can create your roadmap to success.

So...

What are your goals for your business?

What do you **think** is preventing you from achieving them?

Are you unsure of your **market position** or your **competition**?

Do you want to expand but need to ensure your product/market is a good fit?

Do you **want to see more customers** or better serve the ones you have?

Do you need to shave ££ off of your marketing budget?

## These are the kinds of Questions we can help to answer

**Give us a call, we're more than happy to chat about your needs and our initial consultation is always free.**



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