



PREDICTIVE
ANALYTICS
INTEGRATORS

INTRODUCTION TO CANBACK

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CANBACK
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Founded by Dr. Staffan Canback, we are an elite management consulting firm anchored in predictive analytics and market knowledge.

Canback serves clients through five practices: Strategy, M&A Due Diligence, Sources of Growth, Corporate Finance, and Organizational Performance.

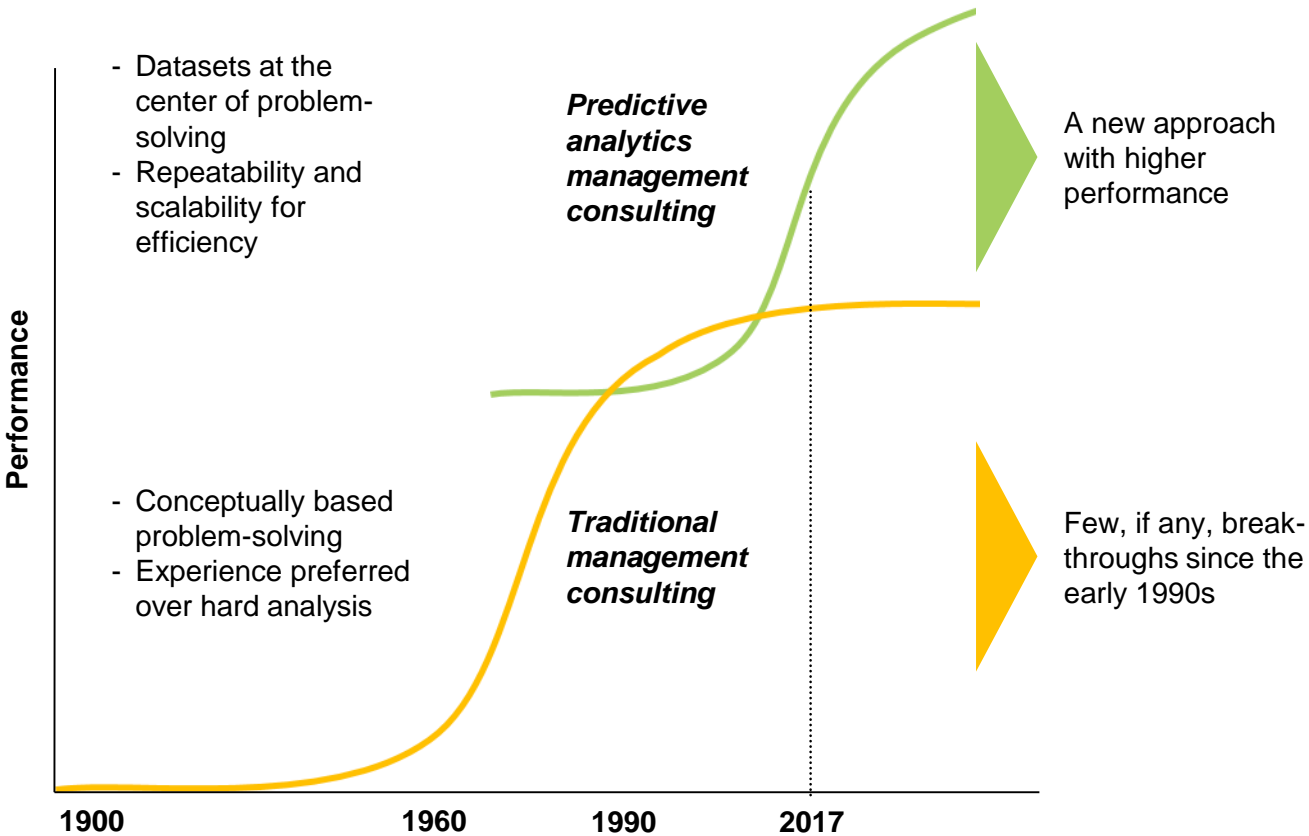
We operate globally with the world's largest companies as clients. This has taken us to 87 countries since our founding in 2004.

We also offer analytic services with the Canback Global Income Distribution Database (C-GIDD) as our cardinal product.

Canback is a subsidiary of The Economist Group since 2015.



MANAGEMENT CONSULTING INDUSTRY S-CURVE



“The future is already here, it is just unevenly distributed”

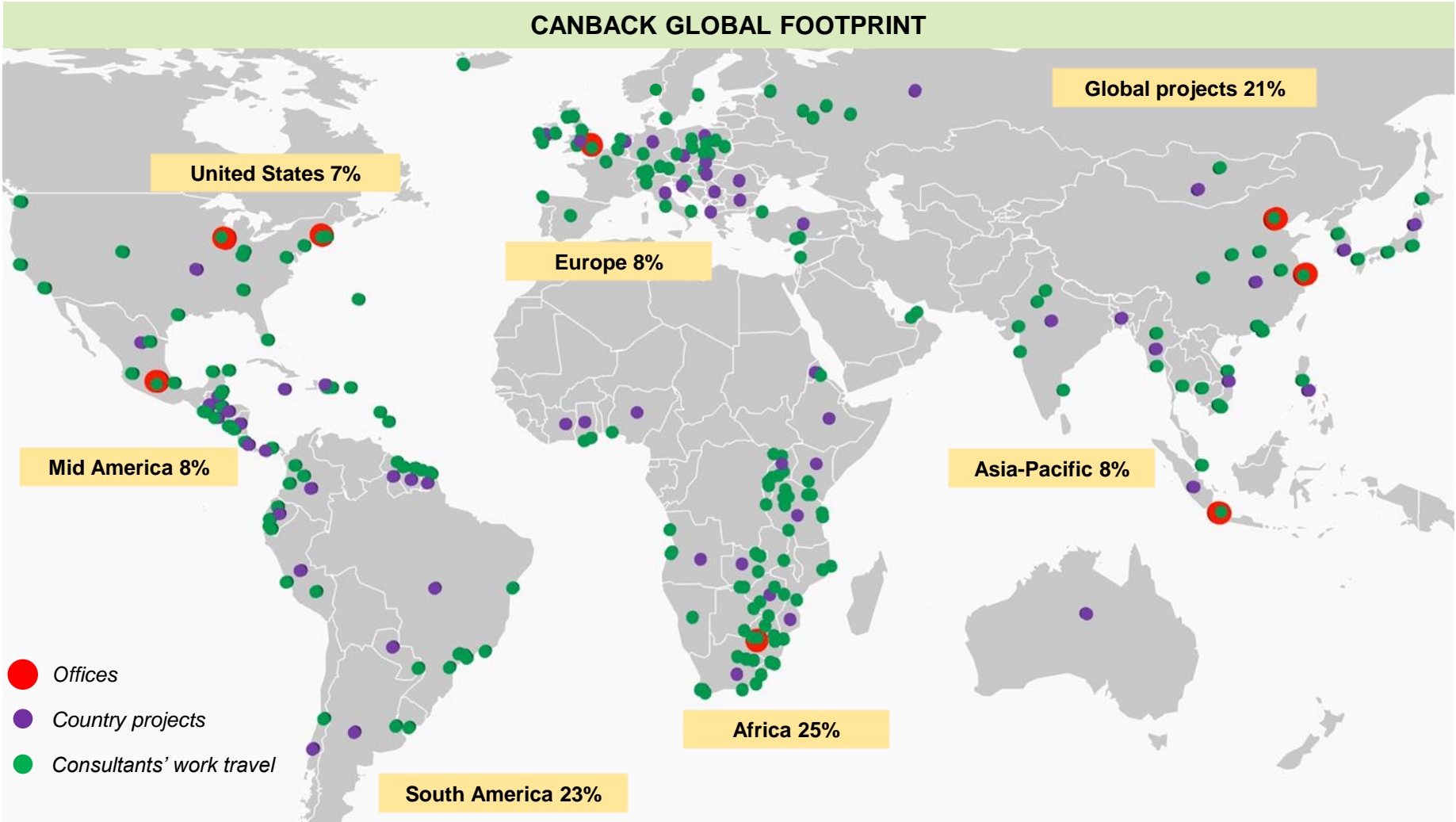


Canback is often cited in the press, research reports, annual reports, and investor presentations





Canback has worked on the ground in 87 countries



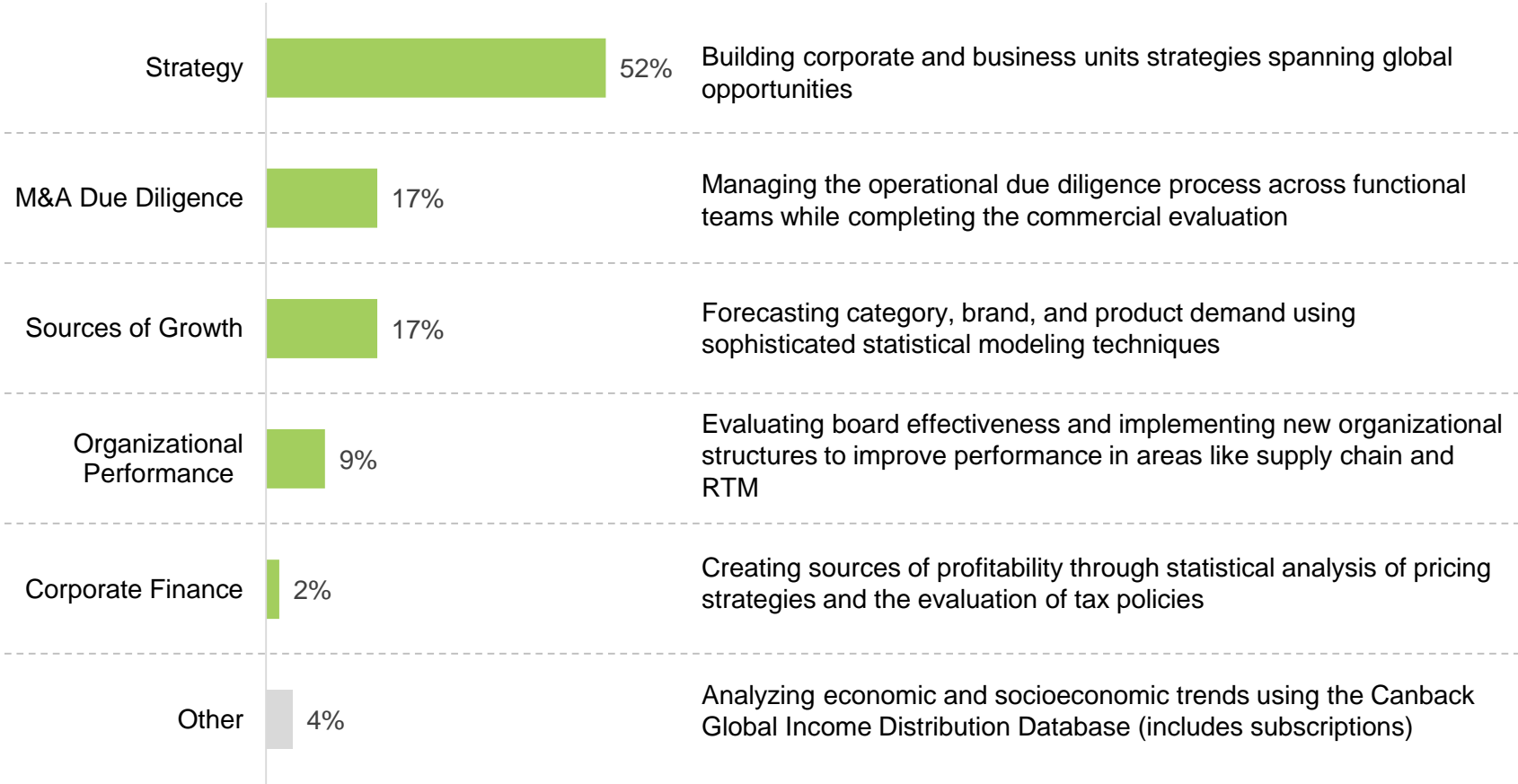


Canback has worked on a large variety of projects, usually with a commercial focus

CANBACK PRACTICES

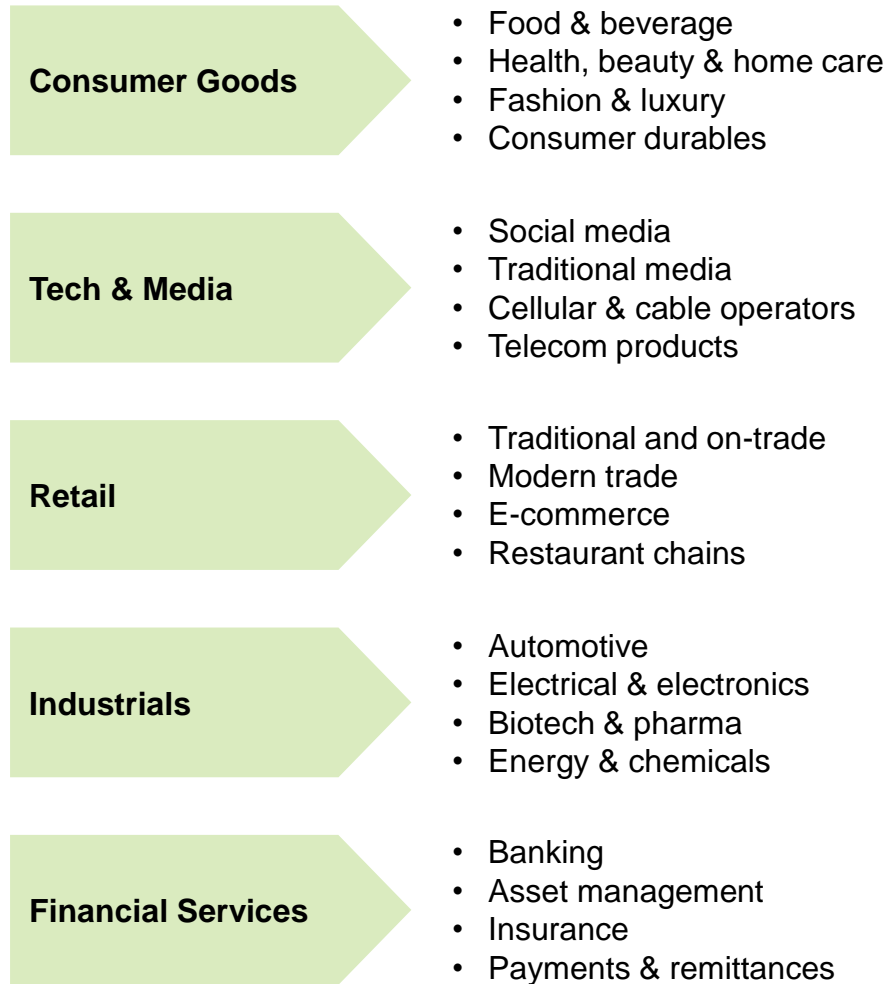
Projects split

Overview



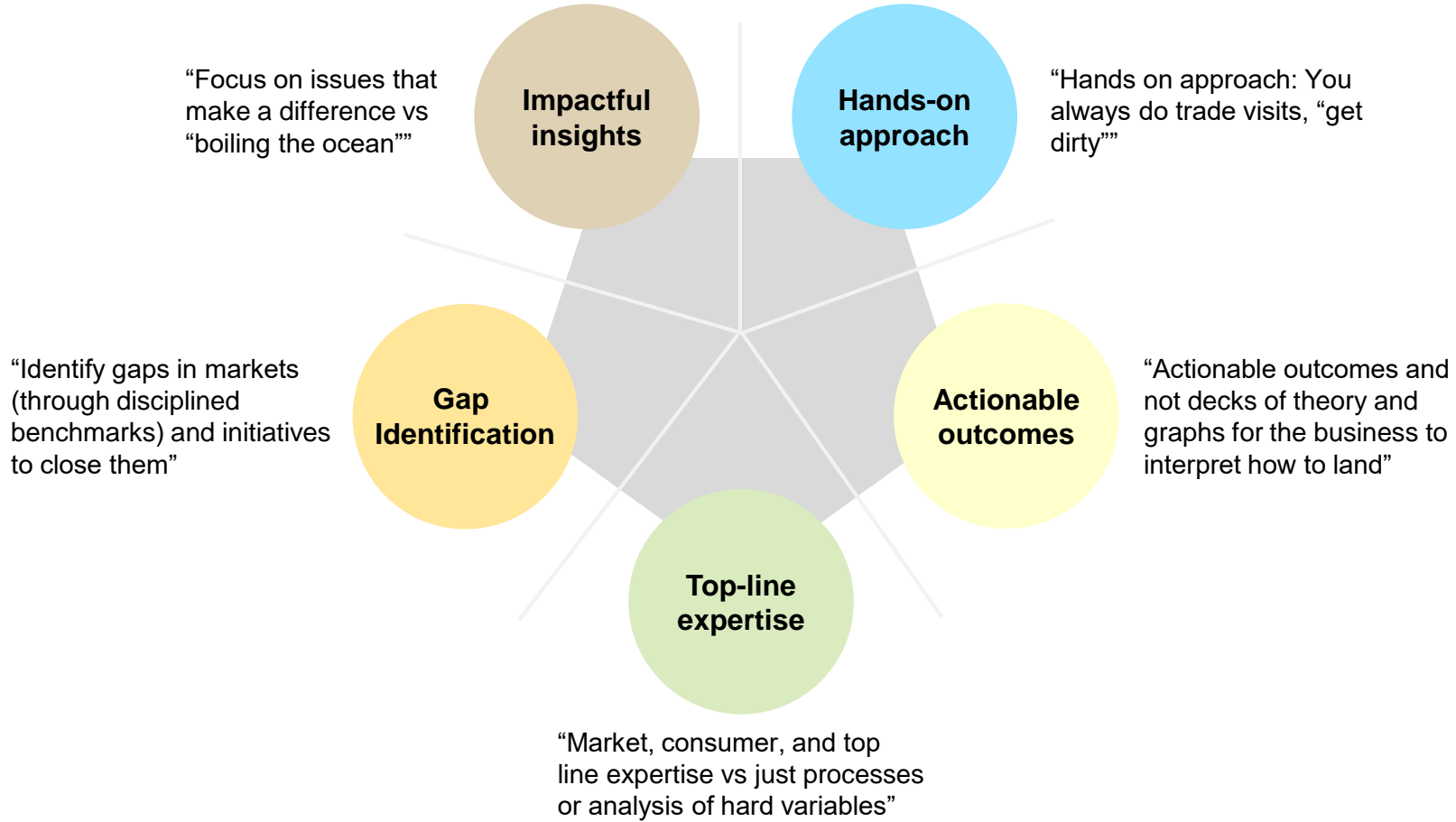


Canback works predominantly in five sectors serving industrial players and investment firms





In the words of the CEO of a Mexican company with 45,000 employees

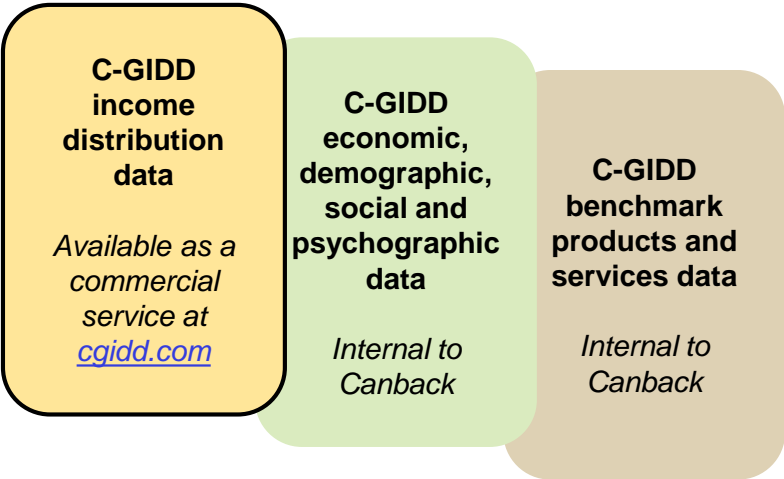




C-GIDD COVERAGE

- **The world's only database with complete subnational data series**
- GDP, household income, size of income brackets, size of socioeconomic classes, population
- 213 countries, 697 subdivisions and 997 cities
- Subnational: 2002-2027
National: 1970-2037

C-GIDD MODULES

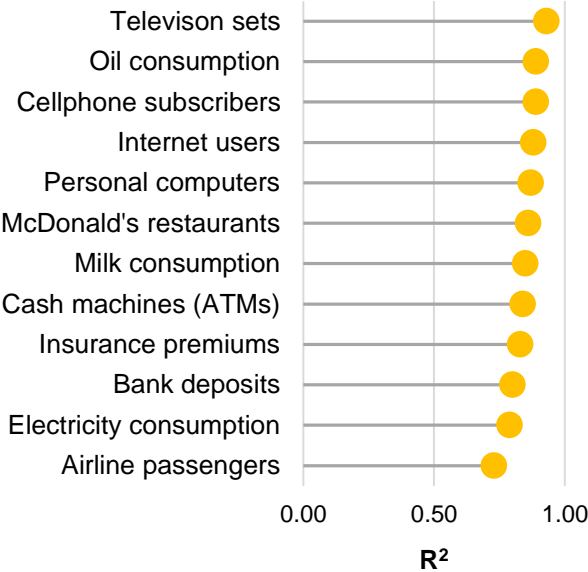


EXAMPLES OF C-GIDD USES

- Quantify number of households at specific income or socioeconomic levels
- Compare consumer market sizes across geographies in a uniform way
- Merge with category or sales data to spot new or under-developed opportunities

EXPLANATORY POWER OF C-GIDD

Demand variance explained by income above category-specific thresholds





C-GIDD customers include a cross-section of large companies





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