



Businesses generate more **data** than ever.



But **data** is only meaningful if you do something with it.



40% of companies struggle to attract and retain top-tier **data** talent.

(MIT Research)



Universities need years to adjust to the growing demand for **data** analysts.



Kalinax nurtures business and tech savvy talent to provide data services to businesses
when they need it the most - **today**.



Our Mission

to bring data science to organisations who lack data expertise

Our values

Trust | Knowledge | Efficiency | People

Our Services

Data Mining	Data Analysis	Data Visualization	Data Science
100+ databases	Extract, Clean, Validate	Top-tier (Tableau, Qlik)	Predictive
Industry Trends & Insights	Merge, Customize, Personalize	Cloud-based (internet platforms)	Algorithms
Data Storytelling	Automate, Integrate	Marketing driven	Statistics

Our experts come from organisations like:



Bringing experience with applications like:

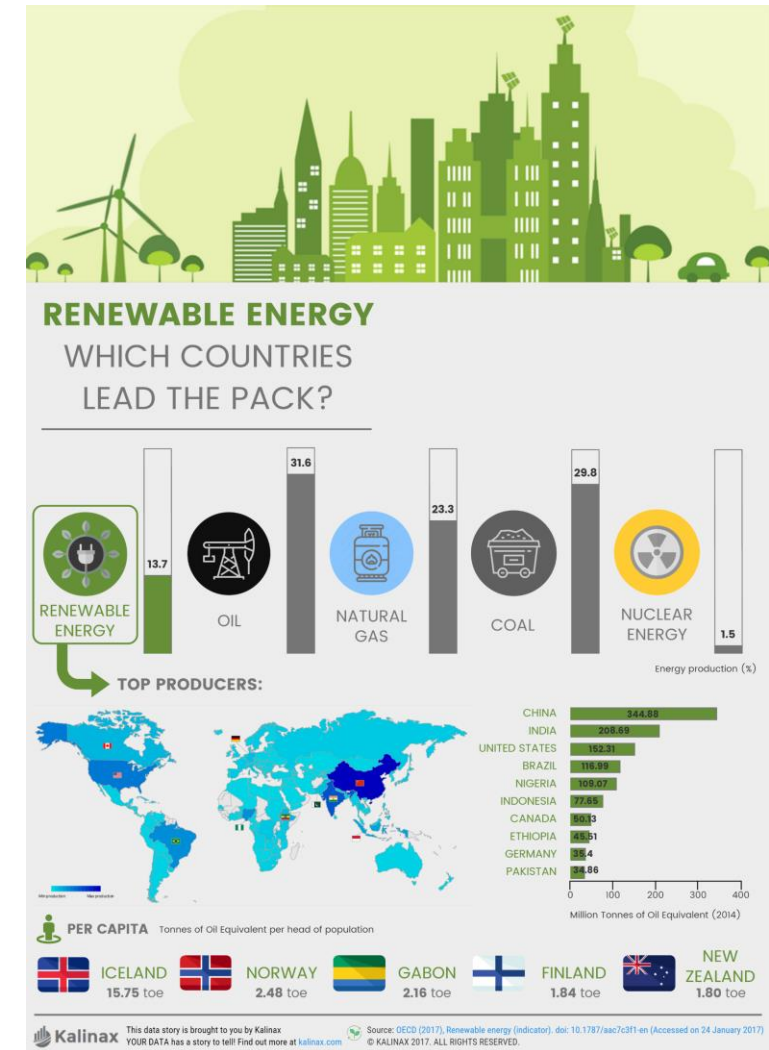
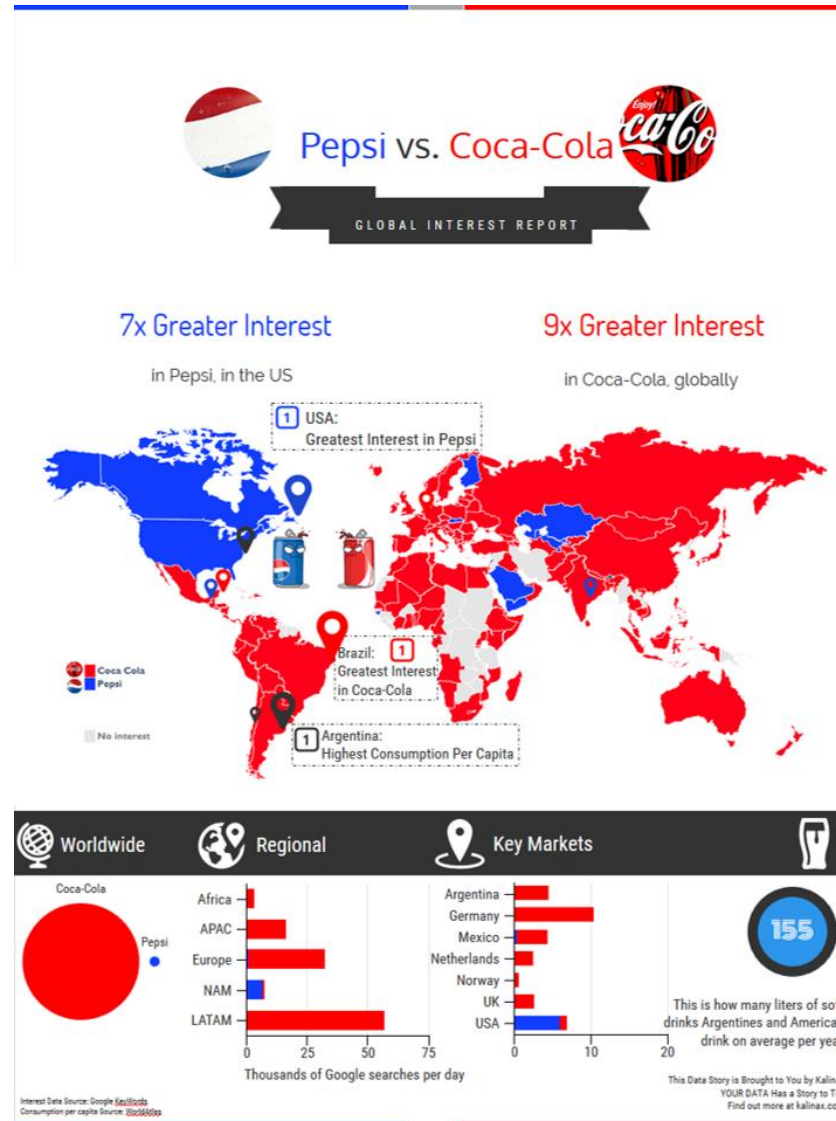
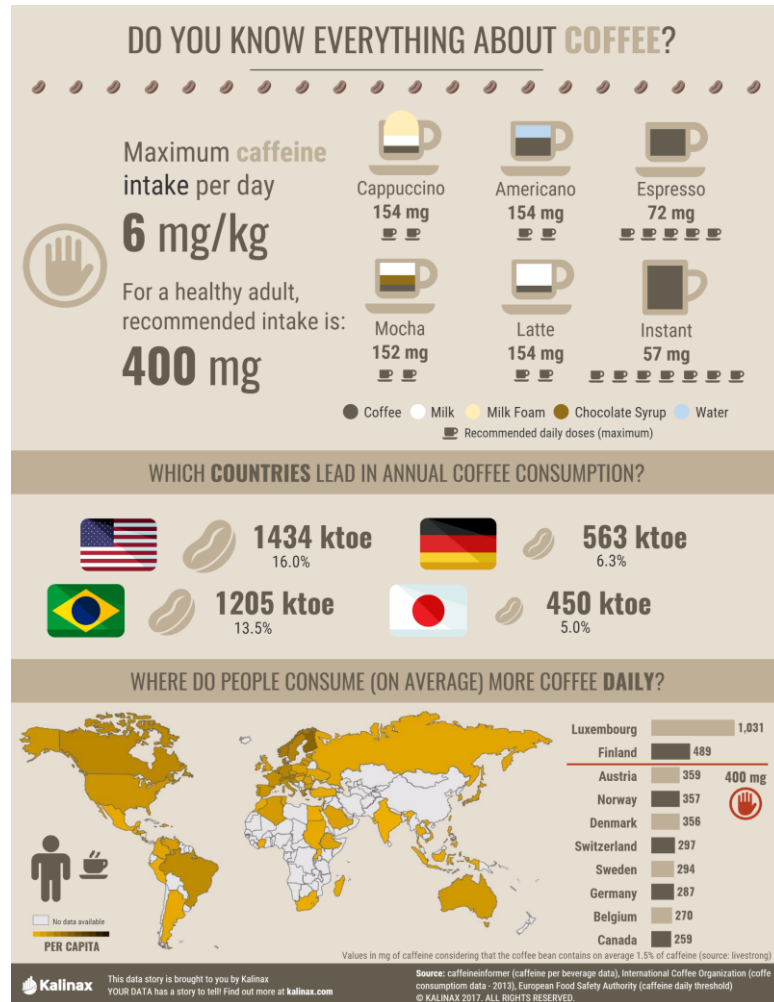


When and how Kalinax can help you

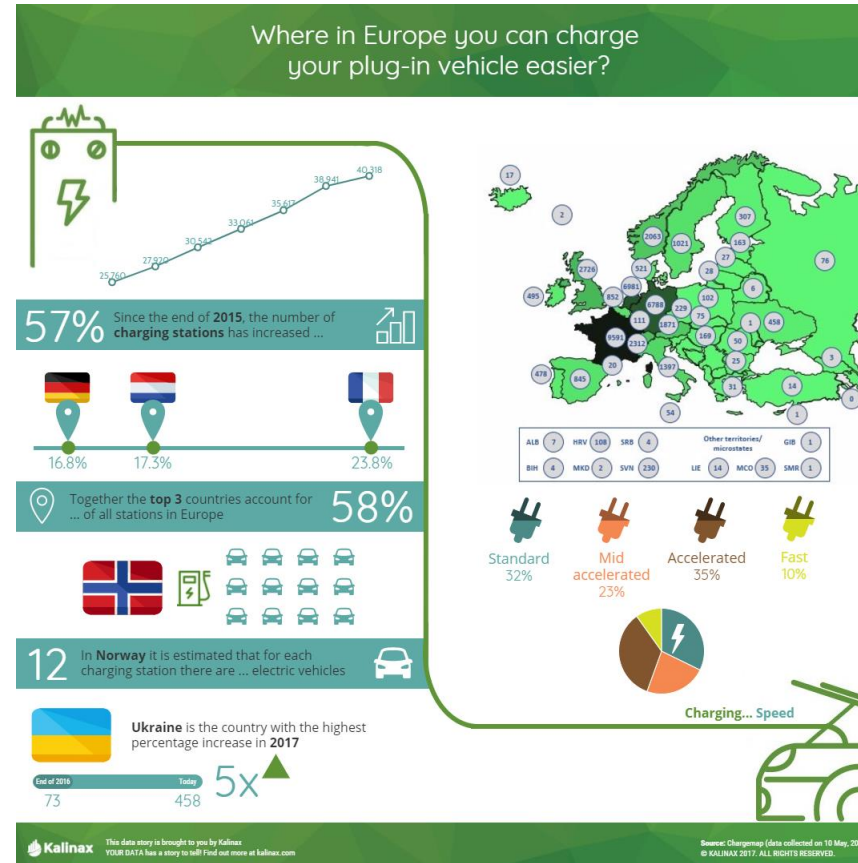
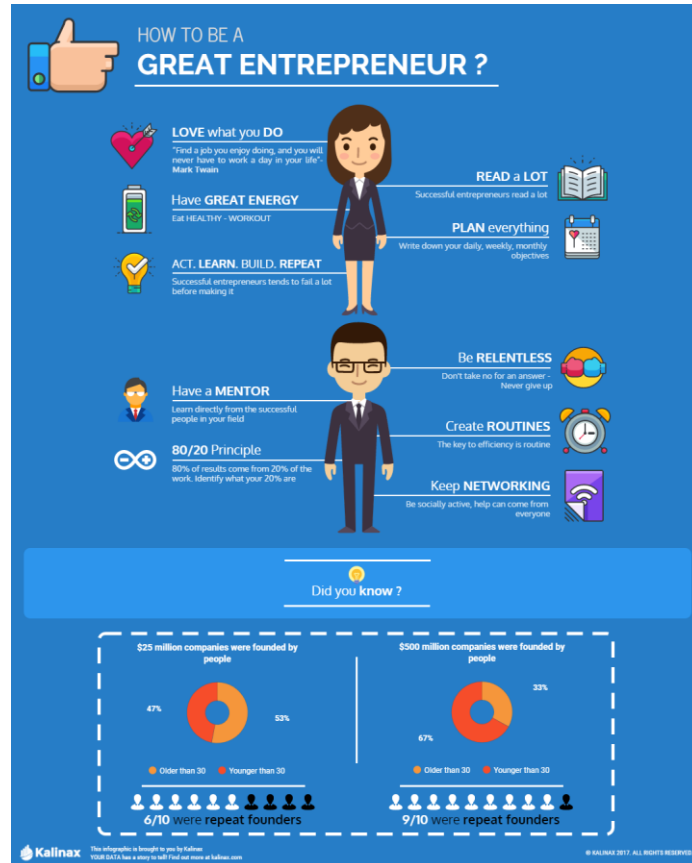
Service	Scenario 1	Scenario 2	Why use this service?
Market Analysis (incl. Data Mining)	Market research, competitor analysis, marketing campaign reviews, strategy assessment.	Missing information on a certain project or account.	Position your business as a thought leader, improve return-on-investment, build knowledge of your market and competition.
Data Analysis	You collect information, but not doing much with it.	You have purchased a BI/data software but not sure how to use it to its optimal benefits.	Streamline your reporting, dashboards, operations. Make data-driven decisions.
Data Visualization	You collect and analyse a lot of information, but not many people in the business understand it or take action.	You have purchased a data visualization tool but not sure how to optimally use it.	Turn data into visuals that more users can understand. Ease the senior management in their day-to-day decision making. Visualise results, call for action.
Data Science	You need to answer complex business questions with the power of internal and/or external data.	You need statistical models and algorithms to improve business performance and/or forecasting.	Understand your business better, predict future events, run simulations and ease the way senior management can plan ahead.

This table only provides the most common scenarios

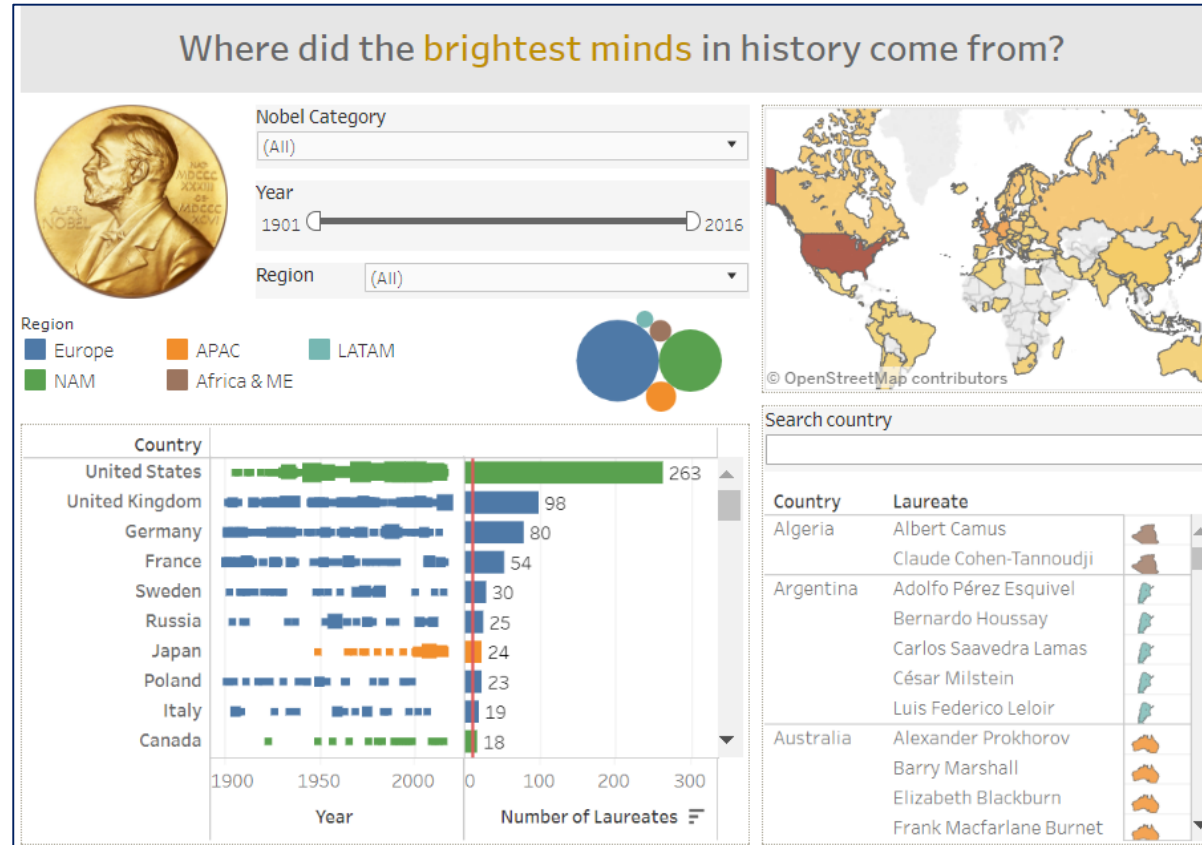
Our infographics (sample):



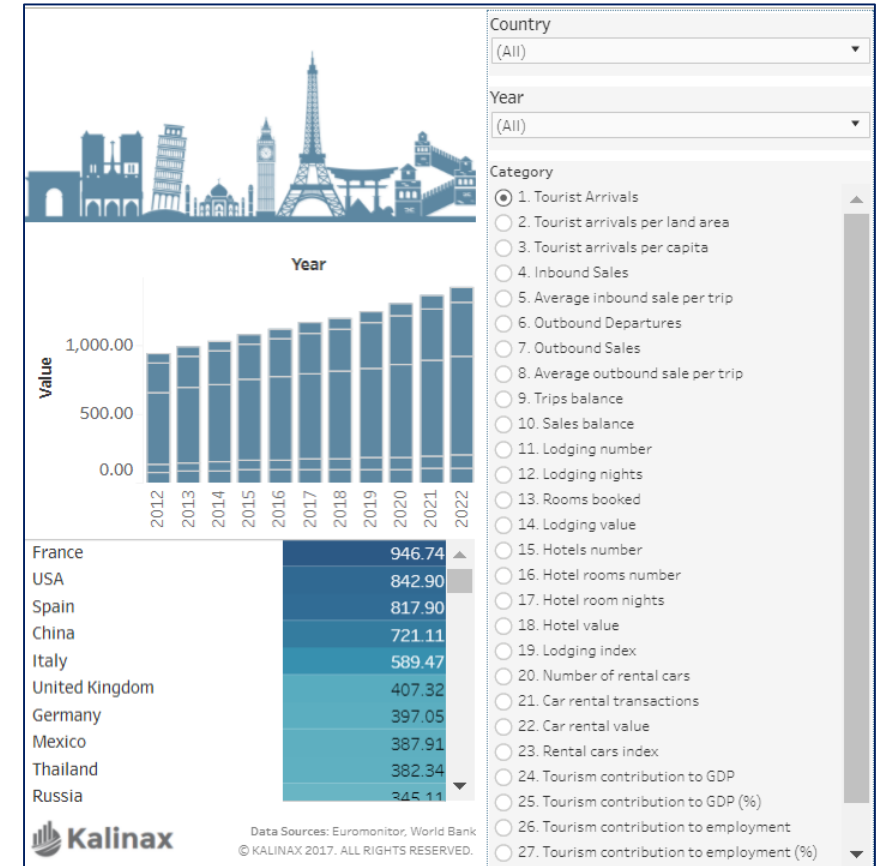
Our infographics (sample):



Publicly available samples of our interactive charts:



GO!



GO!

Any commercial examples of our work?



Case Study 1: Empowering Travel

Agency Spring
Advertising Agency - Denmark

**AGENCY
SPRING**

Challenge:

Find and digest reliable data on private accommodation booked by German tourists abroad. Provide an in-depth understanding of the market and expectations for the upcoming season, in numbers, split by home and host location. Industry trends and analysis.

Our solution:

Kalinax supplied **Agency Spring** with relevant key insights into holiday home rentals in the particular region the business is in, as well as key insights into consumer behaviour, which met all major objectives for a pitch they prepared to win a German client. Even though the information requested is not publicly available, Kalinax screened over 15 databases and designed a purpose-built algorithm to provide our client exactly what they needed: an in-depth understanding of their client's market, and details on the impact of the holiday rental booking trend on German holiday makers.

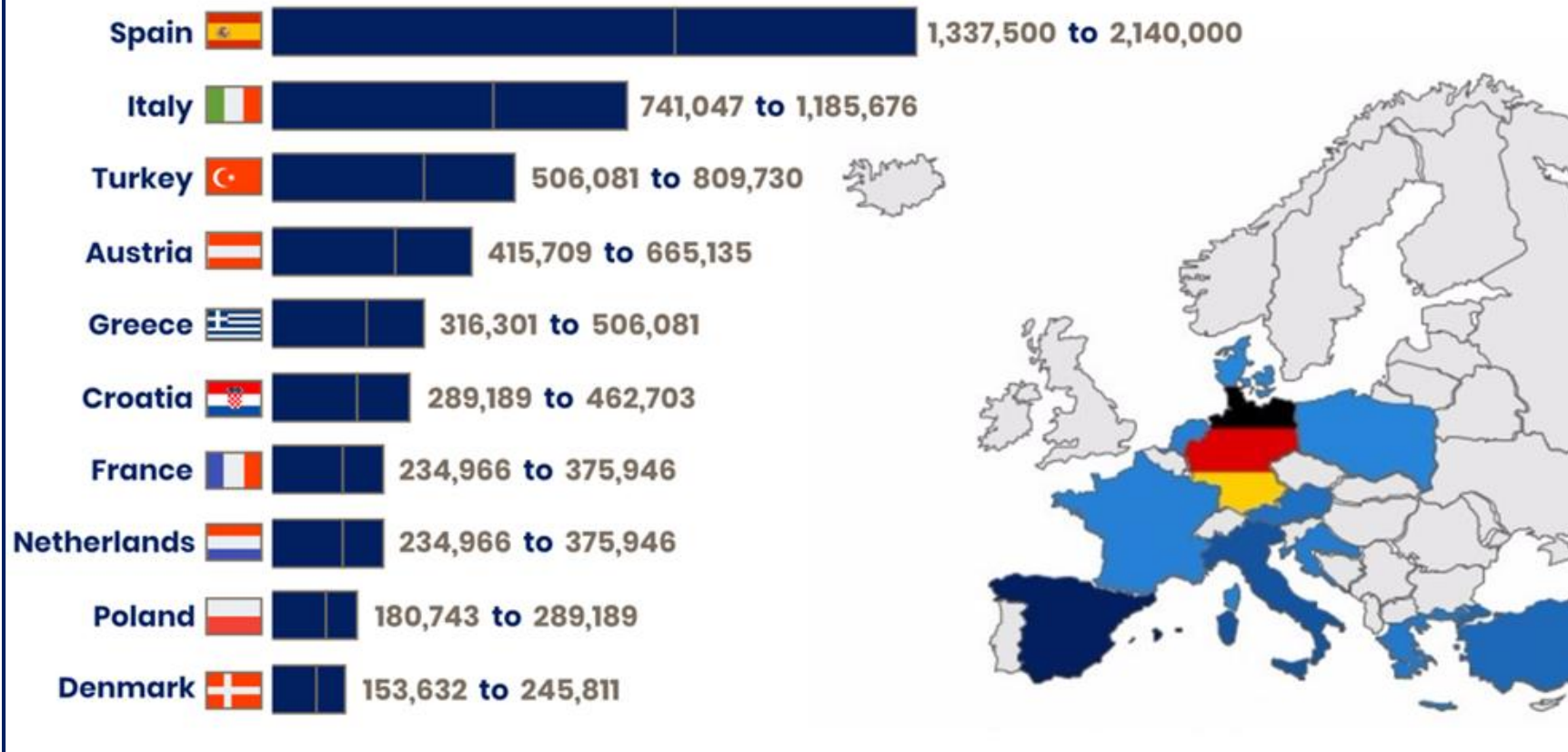
Outcome:

Agency Spring were pleased with our work delivered **at short notice and on value**.

Case Study 1: Empowering Travel (contd.)

How many holiday homes are Germans expected to book abroad?

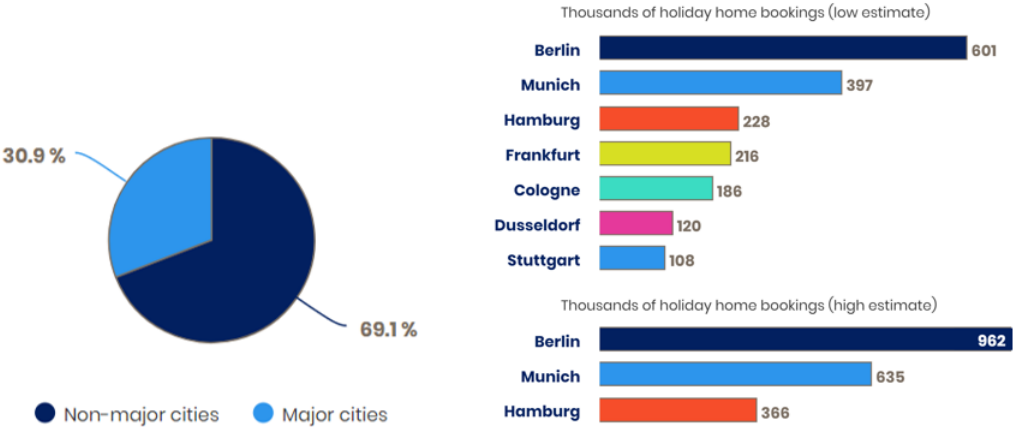
All figures refer to number of expected holiday home bookings from Germany, per year.
Estimations based on our in-house developed algorithm.



Case Study 1: Empowering Travel (contd.)

Where in Germany are these bookings likely to come from?

Estimations based on our in-house developed algorithm



Germany is a Top 10 market for major holiday home platforms



- **14 million (3.6%)** of Tripadvisor's unique visitors are from Germany (2017).
- Tripadvisor is considered the upcoming global player in holiday home rentals for 2017.

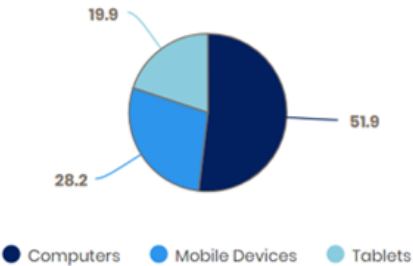


- **2.4 million (2.4%)** of HomeAway's website visitors are from Germany (2017).

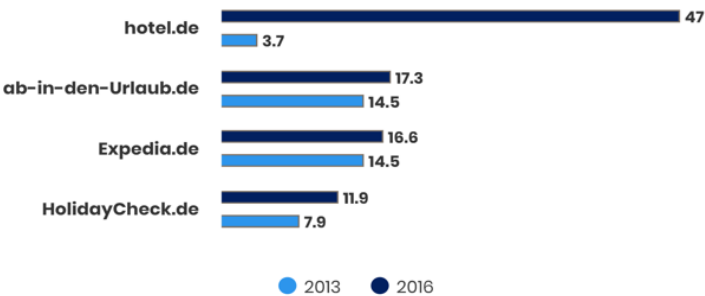


- Surveys put Germans among the most open to platforms like Airbnb (**35%** have considered using or used such platforms).

Holiday Homes online search by device (Last 12 months, Sep 17 2017)



German travellers: Platforms of choice



Consumer Survey Findings on most frequent booking services (2013-2016) (%)

Case Study 2: Empowering Clean Investment

Private Investors Chile & Latin America

Challenge:

Present a summary of the largest Merger & Acquisition deals in the Renewable Energy space for Chile & Latin America in 2016-2017, split by energy type. Trends & Insights.

Audience:

Investors looking for market insights, analysis and recommendations.

Scope:

Latin America, last 3 years of data, all renewable energy types. Brief summary: What, where, when is trending.

Timeline:

Data Mining complete within **72 hours**.
End to end delivered within **9 business days**.

What's trending in 2016/2017*?

Trends on deal volume by target country excluding Brazil

Total deal value Variation since 2015

Top 3 target countries

Top 2 deals

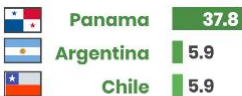
LEGEND



Geothermal

49.6 **-95%**

mil. USD



37.8 mil. USD
15/06/2017

Generadora del Atlantico (Panama)

Consortium (Panama, UK)
 Odinsa (Colombia, Virgin Is.)

5.9 mil. USD
14/09/2016

Albares Renovables (Argentina)

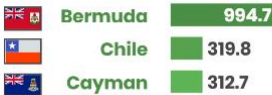
Petrobras Argentina (Argentina)
 Albares Renovables (Argentina)



Solar

1,751.1 **-60%**

mil. USD



319.8 mil. USD
31/06/2016

Gas Atacama (Chile)

Empresa Nacional de Electricidad (Chile)
 Southern Cross Capital (Argentina)

47.2 mil. USD
04/11/2016

Boer Power Holdings (Virgin Islands)

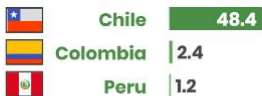
Shanghai Galaxy Investment (China)
 Boer Power Holdings (Virgin Islands)



Hydro

51.9 **-94%**

mil. USD



48.4 mil. USD
27/03/2017

Pacific Hydro Chacayes (Chile)

Pacific Hydro Chile (Chile)
 Astaldi SPA (Italy)

2.4 mil. USD
13/01/2016

Isagen (Colombia)

Brookfield Colombia Investments (Colombia)
 Government of Colombia (Colombia)



Wind

1,380.6 **165%**

mil. USD



1008.9 mil. USD
15/12/2016

Ventika wind farms (Mexico)

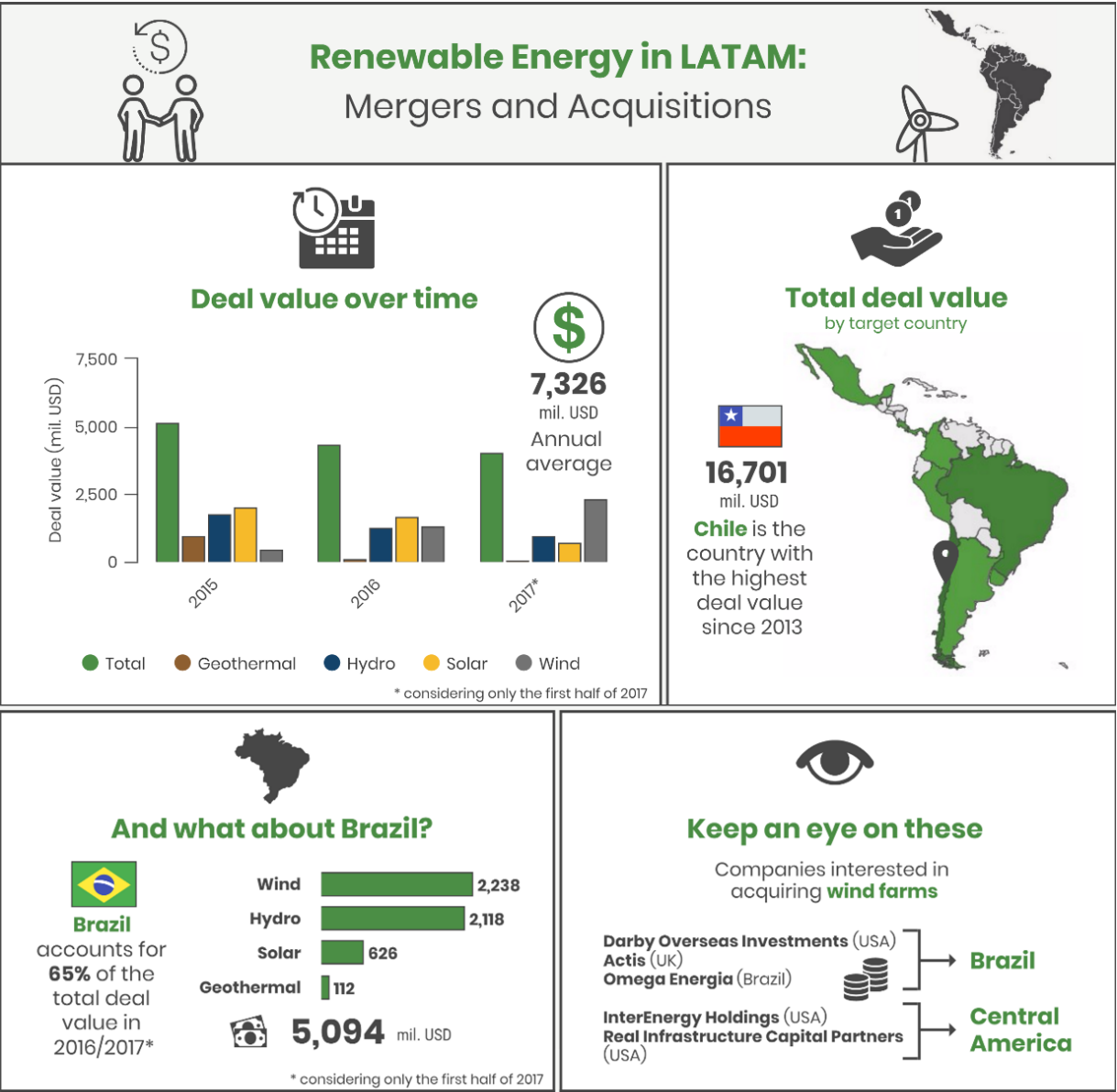
IENova (Mexico)
 Fisterra Energy (Spain)

186.4 mil. USD
05/12/2016

InterEnergy Holdings (Virgin Islands)

Grupo Vicini (Dominican Republic)
 International Finance Corporation (USA)

Case Study 2: Empowering Clean Investment (contd.)



Case Study 3: Empowering Data Journalism

Harpers Bazaar Magazine - Mexico



Challenge:

Present a summary of the Mexican E-commerce market: What do Mexicans buy online, insights on behavior, preferred platforms and payment methods. Trends.

Audience:

E-Commerce potential customers, targeted by a Mexican e-commerce business.

Scope:

Mexico, 2017, trends, industry stats, surveys.

Timeline:

Market analysis complete within **72 hours**.
End to end delivered within **4 business days**.



Case Study 4: Empowering Knowledge

Supported by:

Michael Ashworth Associates (MAA)
Facilitation - France



Challenge:

MAA aims to position themselves as thought leaders in the space of facilitation (in business) in Europe. To do so, their main goal was to develop and launch the first cross-country Facilitation survey (including 12 countries) on facilitation. They had the support of key industry organisations (the International Association of Facilitators, the IAF) but lacked the technical skills to launch and analyse a low-cost survey on this scale.

Our solution:

Kalinax helped MAA to identify low-cost survey and analysis solutions which met all major objectives, while they enabled the survey to be executed in multiple languages. We also provided a value-adding service by hosting all survey pages on our servers and website, with no additional cost to our client, and set up processes that enabled cross-language results analysis.

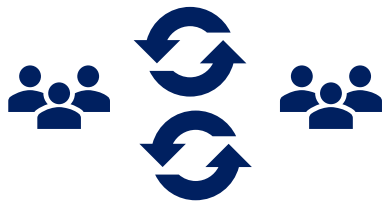
Outcome:

MAA were pleased with our work delivered **on time and on value**. The survey was smoothly executed across all 8 geographies, and the results are now shared on reputable Facilitation events in Europe.

Kalinax: How we work?

1. Project Scope

- Stakeholders
- Objectives
- R&Rs
- Terms



2. Set up

- Access to all relevant data
- Start date agreed



3. Initiate

- Updates
- Amendments
- Improvement



About us

- Private Limited Company, 100% Private Owned and funded.
 - Registered and regulated in London, the UK.

Company No *10341290*



- Compliant with European Data Protection Law (General Data Protection Regulation).



Your data has a story to tell



Find out more at kalinax.com