

# What can Benchmarking deliver to you?

- The trends over time compared with competitors
- How many lenders, loans and borrowers are covered
- If the market is competitive enough or if it is a monopoly
- The effect of the recent regulation and economic change
- The level of financial inclusion

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**EVERYDATA**



**BENCHMARKING**

# What is **Benchmarking**

Benchmarking is a suite of reports, graphs and statistics by EveryData that can show a subscriber's performance across the key measures for sales activity and delinquency relative to the industry.

## Find out:

- What is your market share?
- Are you your customer's No. 1 choice?
- What are the current market conditions?
- Are there any new business opportunities?
- How successful was your recent marketing campaign?
- How does your risk management compare with your competitors?

## How is it **used?**

- Statistics are built based on consolidated data from the Credit Bureau
- Strategic use of EveryData Benchmarking can help steer commercial strategies
- Institution's position vis-a-vis competitors, evaluate their performance and customize strategy

# Benchmarking consists of several chapters

## Market Overview

General market statistic, key measures for sales activity and delinquency levels, financial market competitiveness, market share, products proportion/ penetration et al.

## Subscriber's Portfolio

Subscriber's portfolio performance relative to the overall industry trends grouped by:

- Sales
- Results
- Risk Performance
- Demographics

## Risk Grade Dynamics

General market statistic, key measures for sales activity and delinquency levels, financial market competitiveness, market share, products proportion/ penetration et al.

## Single/ Multiple Lenders Analysis

Proportion of active Subscriber's customers currently having loans with other lenders, their product preferences and repayment behaviour.

