

Prosper Insights & Analytics is a Market Intelligence/data analytics firm. Since 2002 Prosper has created the largest monthly measurement of over 7500 consumer responses representative of the US population including their intentions and behaviors. All monthly data is curated into a master aggregated consumer dataset that can be mined and analyzed for predictive analytics and insights. The data is available via the AWS Data Exchange, Marketplace and SageMaker platforms.

Prosper employs a scientific process to collect highly accurate and predictive insights from consumers. The data covers the entire scope of a consumers purchase life from spend by retail channel, products, needs & wants, motivations, future spending, economic outlook and current economic situation.

HOW PROSPER DATA IS DIFFERENT

Largest Monthly “Scientific” Study of US Consumers

Human KPIs to better forecast sales by sector & by ticker.

Anonymous first party data covering consumer behaviors across retail, financial services, auto, mobile, dining out, digital commerce, health care, media and consumer products.

Unique Questions:

- Forward Looking – 90 Day Outlook
- System 1 – Regular Behaviors
- Write-ins (unaided Shop Most Often for brands)
- Reasons, Why’s, Psychographics

Consumer behaviors and spending plans that impact the consumer sector including:

- Macro trends and Consumer Sentiment
- Big ticket plans: Home, Travel, Auto, etc.
- Spending Plans by category and seasons
- Retail Channel Differences by category (E.g. KSS shoppers vs. AMZN vs. M, etc.)
- Generational and demographic differences (E.g. Millennials, Women, Spending Ability, etc.)
- Psychographics: Happiness, OCEAN, Impulsivity, Benchmarking Regional Differences
- Mobile adoption and digital payment methods
- Health Insurance and telemedicine
- Dining out, Coffee, Breakfast, Pizza,
- Auto brands

100% Privacy Compliant. No PII Used.

HIPAA and CCPA Compliant

Time Series Examples by Ticker:

- [JCP](#)
- [Costco](#)

Users: A diverse group of clients across a wide range of industries use the data including:

- Banking/Financial services
- Investment banks
- Buyside hedge funds
- Sales forecasting firms
- Retailers, CPG’s
- Media sales organizations,
- Food Service/QSR,
- Database Marketing firms
- Digital marketers.

Since 2003, Prosper data has been the “retail currency” used by the NRF when communicating to Wall Street, Media and members regarding consumer spending plans for all holidays through the year.

USE CASES – TESTIMONIALS

Forecasted 2008 Downturn & Upturn 8 Months in Advance

“Your one question is just as good as their five questions...and it’s available 1-2 weeks ahead.”

- Dr. Evangelos Simos, University of New Hampshire

Forward Looking and Accurate

“Prosper data is the best forward looking survey of consumer spending out there. There is a 73% correlation between Prosper’s Apparel and Footwear spending intentions data and rolling-three-months-ahead US Retail Sales in corresponding categories.” -Jay Sole, when at Morgan Stanley

Improved client’s forecast accuracy by 12-15%

“Certainly data such as consumer intentions, like from the survey information that you offer through Prosper, are highly valuable as leading indicators. With our customers, every 1% improvement means millions of bottom line savings, so this improvement is extremely valuable.”

-Rich Wagner, Prevedere CEO

Alternative Data for Private Equity

“Prosper Insights data as ideal for fund managers to gain insight into consumer spending behavior. ...PE firms are using alternative data to enhance deal origination, due diligence and post-acquisition. Your Prosper data is ideally suited for these purposes, particularly given the disruptions seen across retailers in recent years.” -Ronan Crosson, Eagle Alpha

Human KPIs

“The coronavirus questions were really helpful to give us a baseline for March and it will be interesting to see how this changes in April given how the nature of the pandemic has evolved. The very/extremely concerned segment is helpful in terms of understanding how consumers might be feeling...”

Katherine Cullen, National Retail Federation