



# Populous World Business Intelligence (PXP) Platform

Bring Your Data to Life

We live in a digital revolution made up of people, data and technology, and we are never more than a few clicks away from an abundance of data, yet the power of this data to provide real, actionable insight can remain largely untapped.

## ABOUT PXP

Populous World's XBRL platform (PXP) is a Business Intelligence (BI) and data analytics platform, set to change the way organisations see and understand data by providing fast, cost-effective access to visual analytics for more concise decision making. In our era of big data, when more facts and figures are captured and stored than ever before, it can be difficult for organisations to get the insight they really need.

Populous World holds data worth up to 20 million three-drawer filing cabinets (the equivalent to 1 petabyte) of data at hand, allowing organisations to make effective and informed business decisions.

PXP is a platform where businesses can visualise, explore, and derive actionable insights from their data. PXP have created this by developing the understanding and communication between individuals and data, by delivering the best business intelligence experience through our service.

PXP operates by enabling customers to visualise and interact with masses of extracted data in a practical and meaningful way using highly interactive visualisations, animations and share insights with others in the organisation through rich dashboard presentation capabilities.

It enables decision makers to see analytics presented visually, so they can tackle challenging concepts or identify new patterns and trends.

When your organisation adopts the power of PXP data analytics, you will be able to change the data that you see and grasp how to process it. This will transform the landscape of your business's strategies, productivity and revenue.

## WHAT BUSINESSES CAN ACCOMPLISH WITH PXP

The function of PXP allows people to buy reports or create them personally, in order to implement fast and informative business strategies and explore what markets to divulge in and how to expand.

PXP has built XBRL into its in-house credit reference system, and with this XBRL engine, useful data can be extracted that gives users the ability to predict multi-industry trends in real-time.

Populous World's big data analytics examines large amounts of data to uncover hidden patterns, correlations and other insights. With PXP's analytics tools, you can analyse your data and get answers from it almost immediately.

PXP allows you to understand the needs of your customers and deliver the results of their demands by analysing multi levels of data and exploring unseen results that contribute to informed decision making.

## THE IMPLEMENTATION OF XBRL

The Populous World XBRL Platform (PXP) accumulates masses of data and will provide business intelligence. XBRL is the international standard of digital reporting for businesses.

The format is a computer language which is used for communicating and exchanging business performance reports. XBRL brings all this information together in a standardised format, making it easy for users to draw comparisons and weigh up the financial health of a company.

“ PXP will ever-evolve to bring people the data they need to take valuable action. ”

- Steve Nico Williams, CEO, Populous World

## WHAT RESOURCES DOES PXP USE TO DELIVER DATA UNDERSTANDING AND VISUALISATION?

The resources include, but are not limited to, the following:

- eXtensible Business Reporting Language (XBRL) – a format which allows information on the financial health of companies to be extracted
- Companies House – provides data taken from financial statements submitted to Companies House
- HM Land Registry – identifies commercial and residential property ownership including registration details
- Census – encompasses information about UK households and gives a detailed snapshot of the demographics of a location



## WHAT BENEFITS CAN PXP BRING TO YOUR BUSINESS?

Businesses depend on making the right and tactical decisions in order to implement strategic planning.



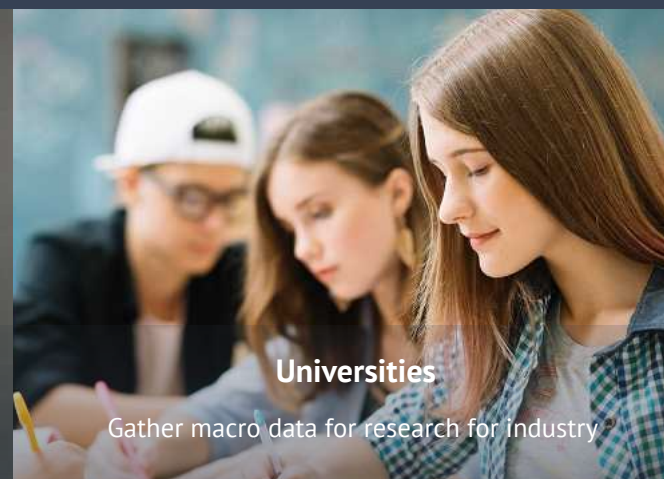
### Researchers

Sell research



### Businesses

Compare position financially and geographically



### Universities

Gather macro data for research for industry



Study key trends, company details, track growth, customer profiles (e.g. financial strength and geographic location) and determine how these findings correlate to your company sales and performance.

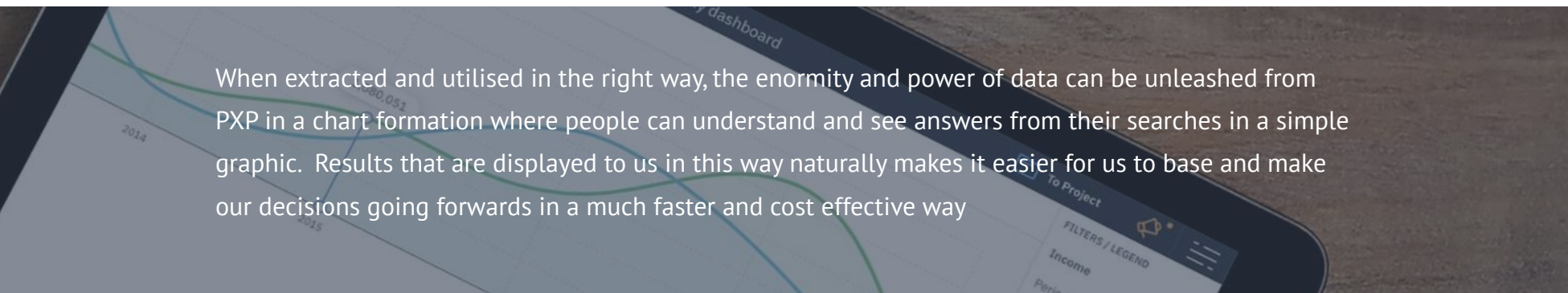
PXP provides datasets and analysis tools in a cost-effective way, allowing businesses of all magnitudes to see and understand data, access the vast array of publicly available data and present it in an easily digestible format to make decisions and solve problems that will drive their business forward. The platform allows skilled researchers to offer their services via the platform, resulting in users benefiting in high quality reports. It also enables business owners, educational institutions and resources who complete reports for their own use to sell these reports via the system to other users of the platform, which will then help to recover some of their investment in the service.

PXP provides a simple, visual, and powerful drag-and-drop experience. Transformation of the “shape” of data in a single click is a key design tool as is maximised interactivity and the unique ability to tell and present a story with the data.

## A PICTURE IS WORTH A THOUSAND WORDS

The capabilities and visual analytics of PXP reinforces the role of multidisciplinary problem solving based on critical thinking and effective communication. PXP has an extensive range of features and functions, some of the key capabilities include:

- Assess a company's financial strength
- Find companies that match your profiles including size, industry and location - you can combine hundreds of criteria
- Find all companies in the same corporate ‘family’ and look at complex organisational structures in clear diagrams. This unique data set includes international and domestic ownership information
- Compile a detailed chart of a company that includes background information, and financial history
- Analyse a company in relation to its peers
- Display your results graphically to help you interpret and present your research
- Keep track of companies and peer groups you're interested in by receiving updates from PXP
- Export your results for analysis or business development projects
- Merge PXP data into your own database, CRM system or spreadsheet to collect more information about your clients and prospects
- Compare companies against their competitors
- Combine PXP data with your own data to establish your business to your associates in terms of size, location, customer profile and credit rating
- Create heatmaps to discover patterns and trends.



When extracted and utilised in the right way, the enormity and power of data can be unleashed from PXP in a chart formation where people can understand and see answers from their searches in a simple graphic. Results that are displayed to us in this way naturally makes it easier for us to base and make our decisions going forwards in a much faster and cost effective way

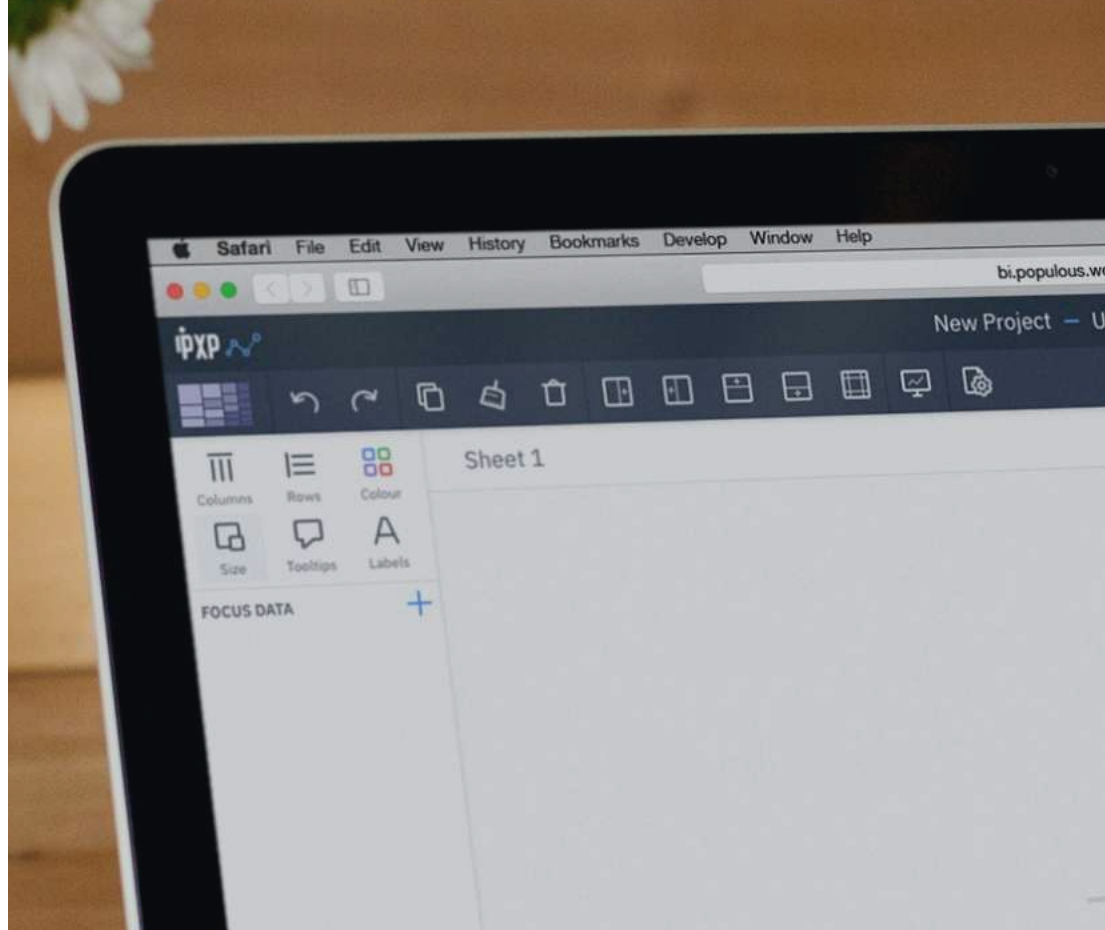


# VISUALISE DATA WITH PXP IN 3 STEPS

using our easy to use drag-to-drop interface

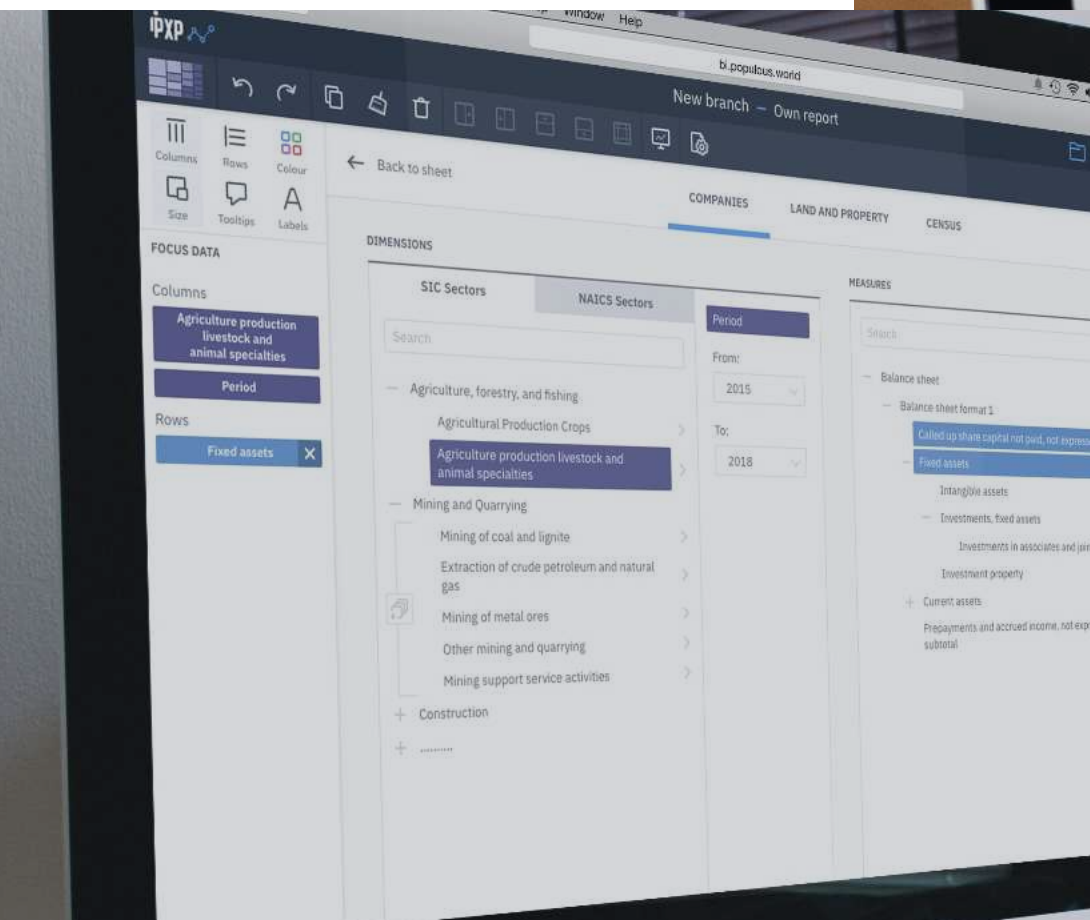
## 1 Create a new report

PXP is equipped with a powerful visual editor for charts. Chart types, data appearance and order, legend, filters are at your disposal.



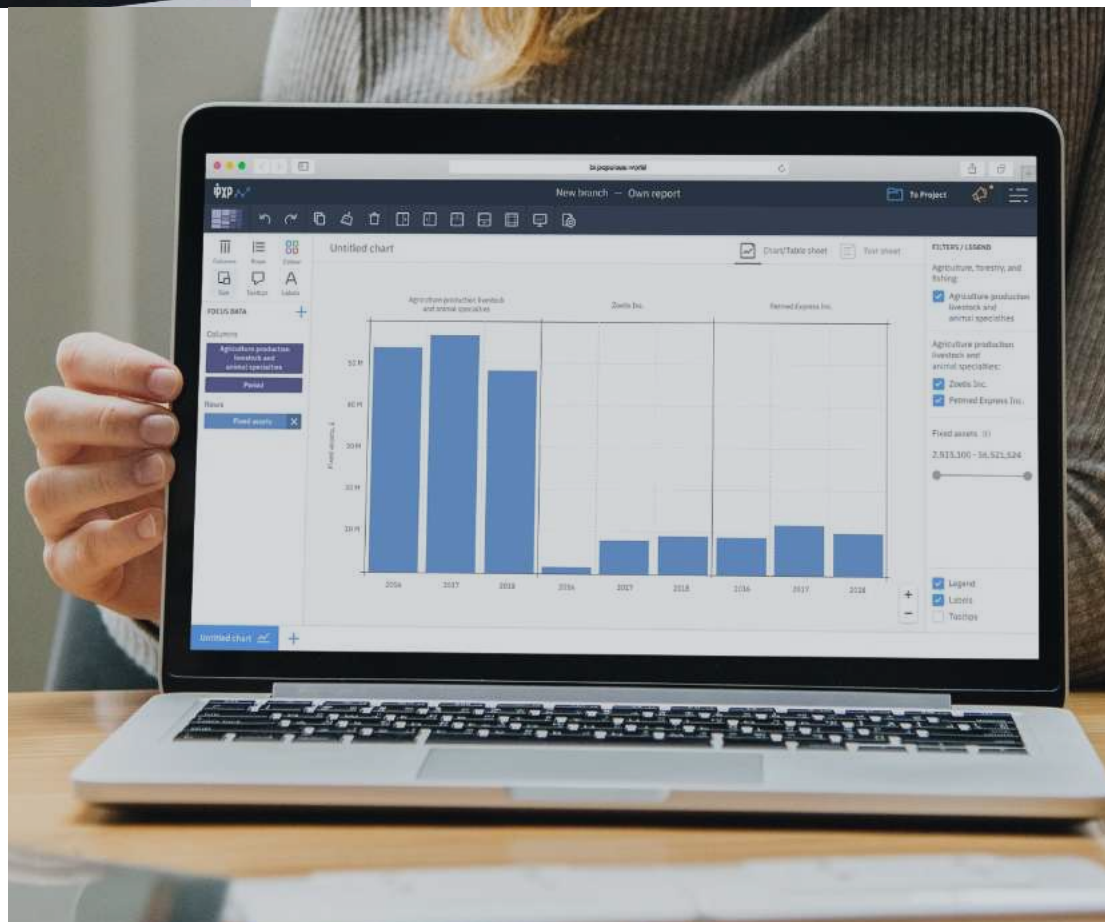
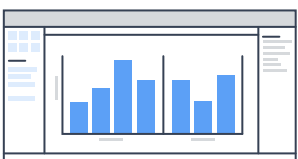
## 2 Find source data for your report

Use categorised catalogue and search functionality to access to the data directly from the editor.



## 3 Include data into your report

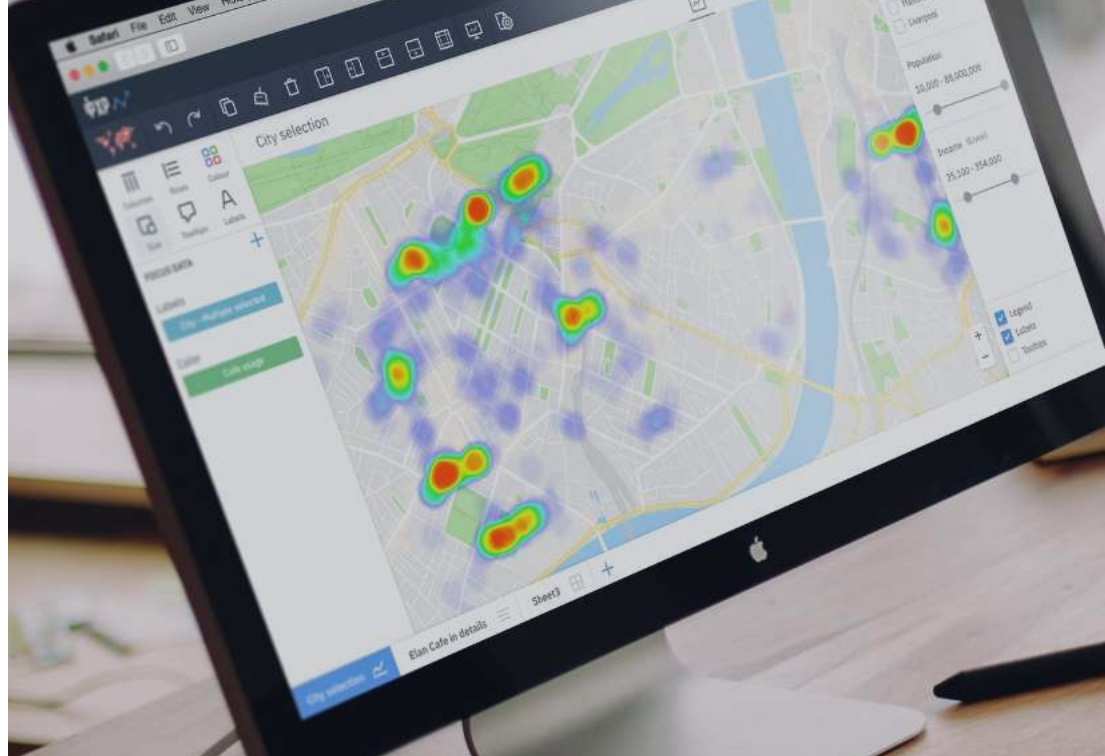
Drag-n-drop necessary pieces and see how your chart is updating in real time.



## DO MORE THAN JUST CHARTS

### Create heatmaps

Heatmaps are the most-used tool for representing complex statistical data and can help your organisation to make complex datasets comprehensible and actionable.



### Create dashboards and presentations

In addition, you can enrich your report with textual comments and data tables. Include multiple charts to create “all-in-one” dashboards.

### Share and publicate

Your report is saved as an interactive webpage and the URL link can be shared with stakeholders and colleagues.



## PXT

To enable customers to benefit from BI resources, Populous XBRL Tokens (PXT) can be used as payment for BI data requests through the platform.

PXT is an ERC20 token with a value that can be sent and received. PXT runs on Ethereum, one of the most popular cryptocurrency and blockchain systems.

PXTs are created and airdropped to users for the business intelligence platform as it serves a different purpose. The PXTs are created in a much larger supply, as each token represents a credit in the platform which can then be used to purchase business intelligence reports, either curated by the user or researched by a third-party researcher.



Visit

[populous.world](https://populous.world)



to learn more about how to produce an interactive visualisation of data, breaking the enormity of your data search and piecing one story together into graphs and charts.