

Introduction to **TelluBase** — The World As No One Has Seen It

TelluBase is a completely unique database from Tellusant. Here we discuss:

- What TelluBase covers
- The data and analytical methods that make it work
- Examples of uses

The database builds on our efforts since 1992.



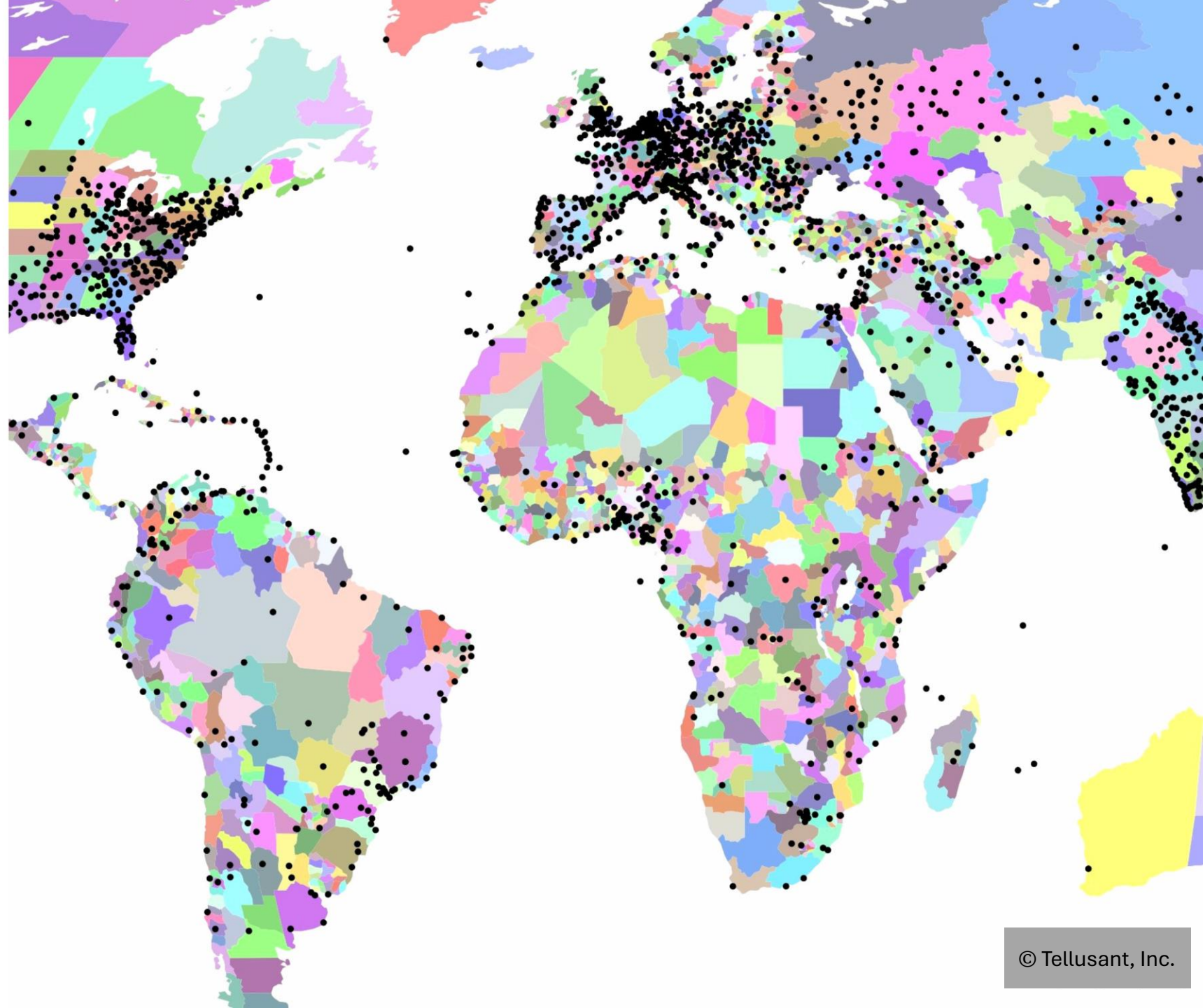
What TelluBase Covers



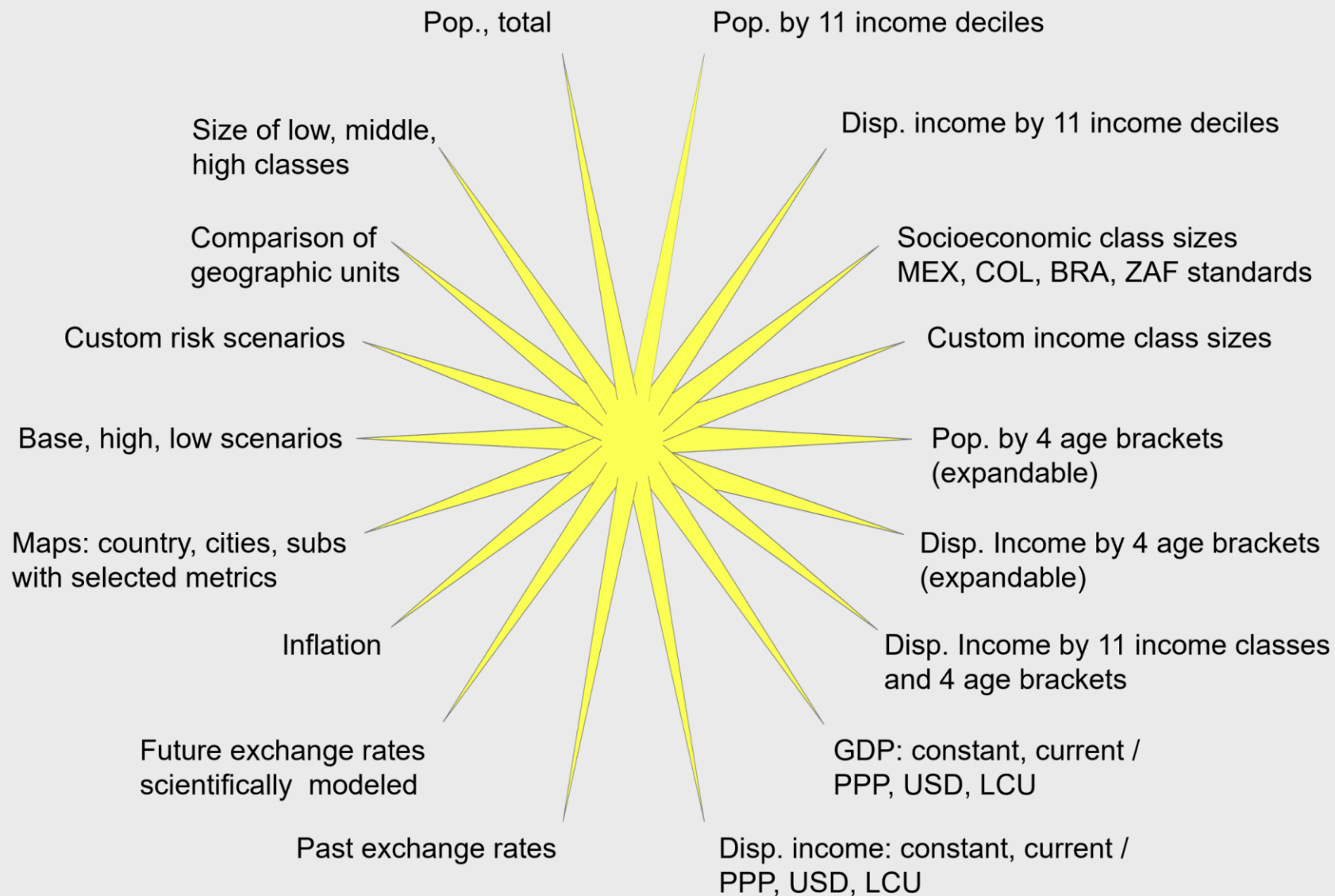
Geographically, **TelluBase** has a level of detail never seen before. Its focus is on cities and subdivisions rather than countries (which it also covers), from 2000 till 2050:

- 218 countries
- 2,600 cities
- 2,500 primary subdivisions (states, provinces, etc.); 25,000 secondary subdivisions

The map shows part of the coverage (a full resolution map is [here](#))

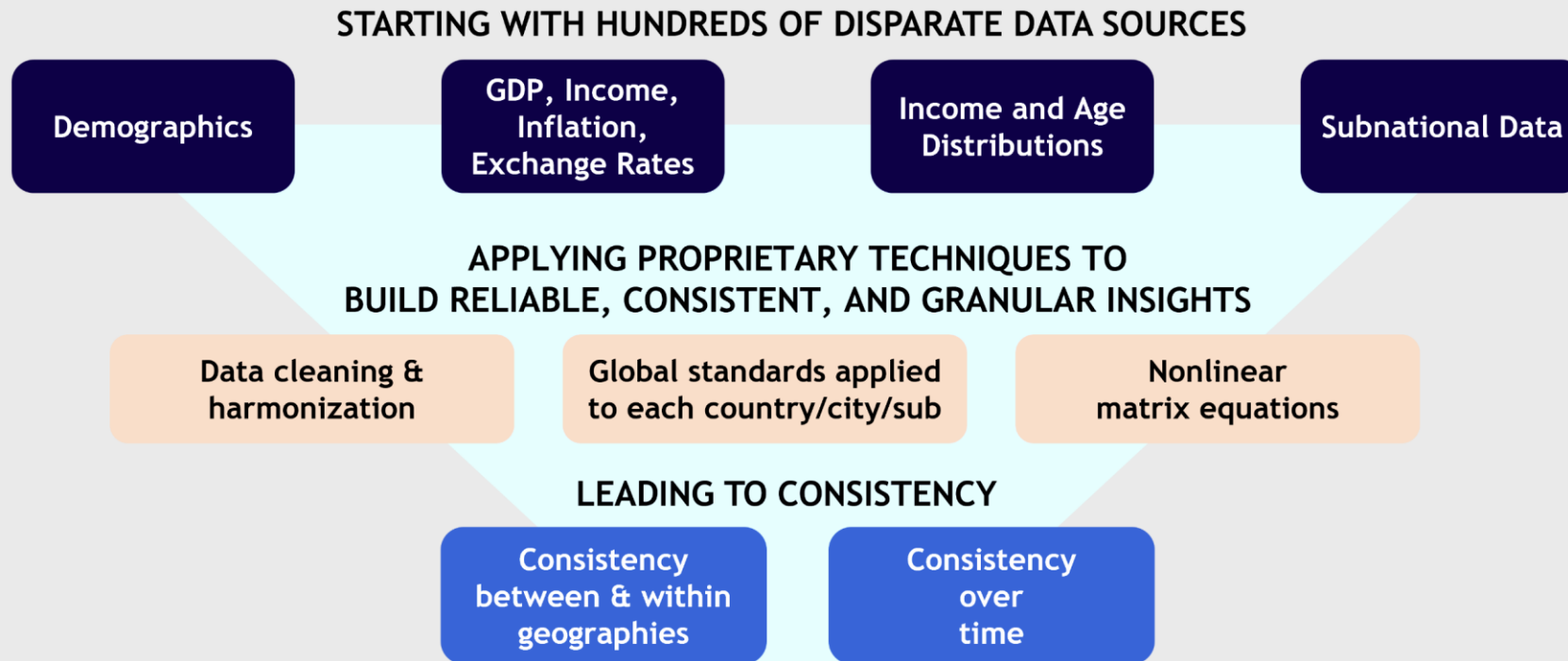


For the 218 countries, 2600 cities, and 2500 subdivisions, TelluBase covers all data series one can reasonably wish for.

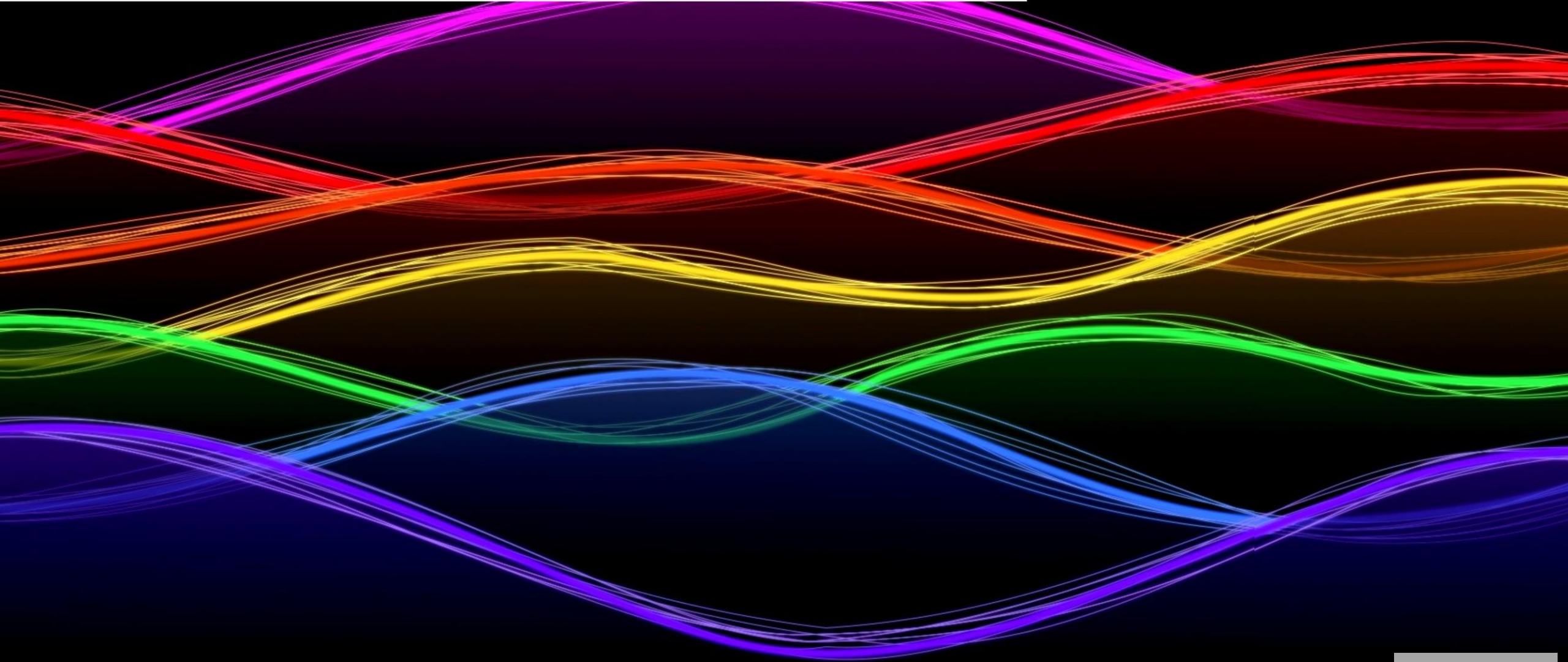


This detailed information is only available to the world because of our 30+ years of experience with the topic.

- We use hundreds, if not thousands, of data sources.
- We build mathematical algorithms based on differential equations and matrix algebra for key parts.
- We forecast based on robust, scientifically solid, methods.



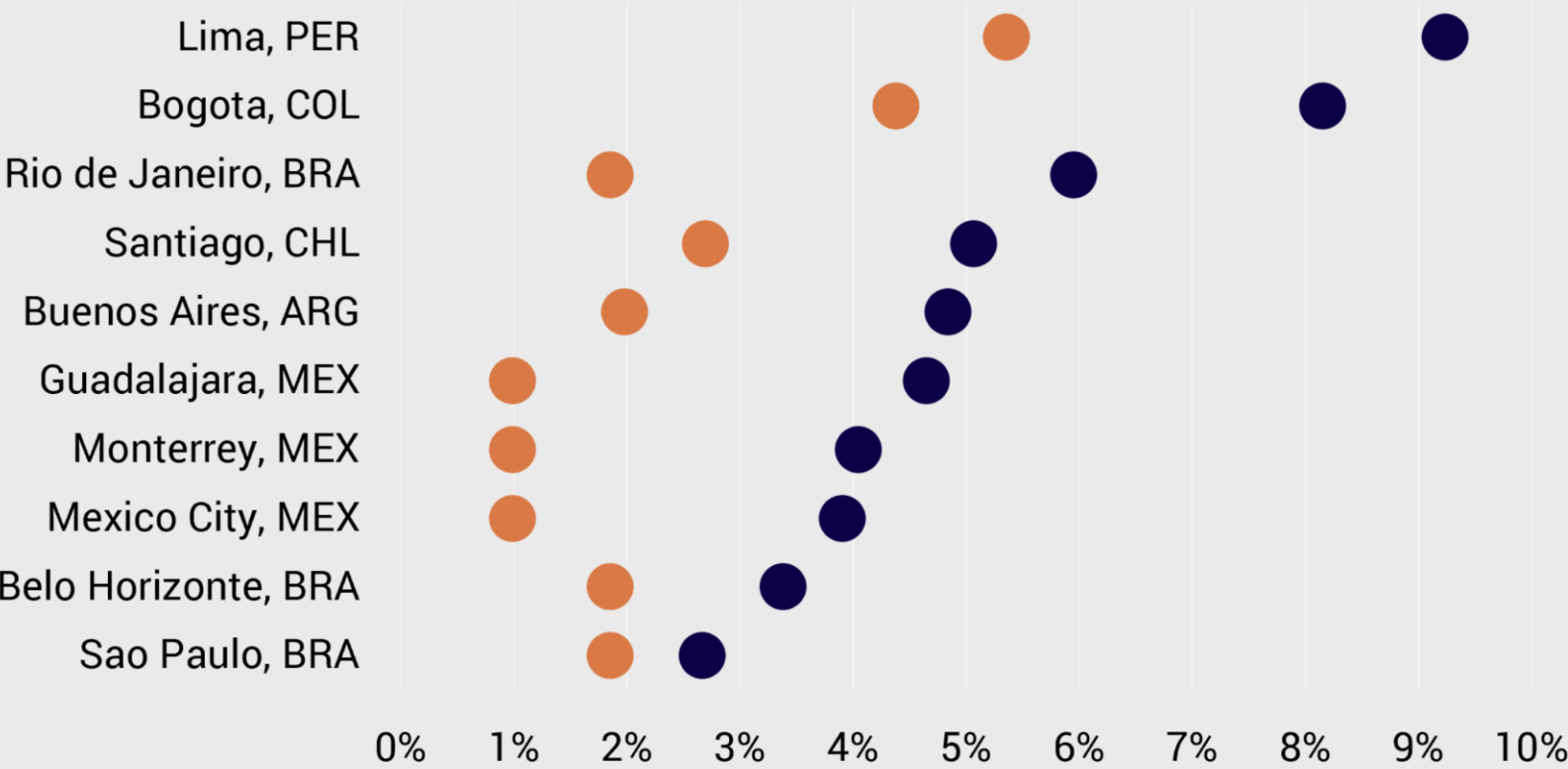
Data and Analytical Methods



MIDDLE CLASS GROWTH RATE 2003-2023

10 largest Latin American cities

● Country GDP / capita cagr ● City middle class cagr



Source: TelluBase; Tellusant analysis

An example of TelluBase's granularity is a comparison of average GDP growth with middle class growth.

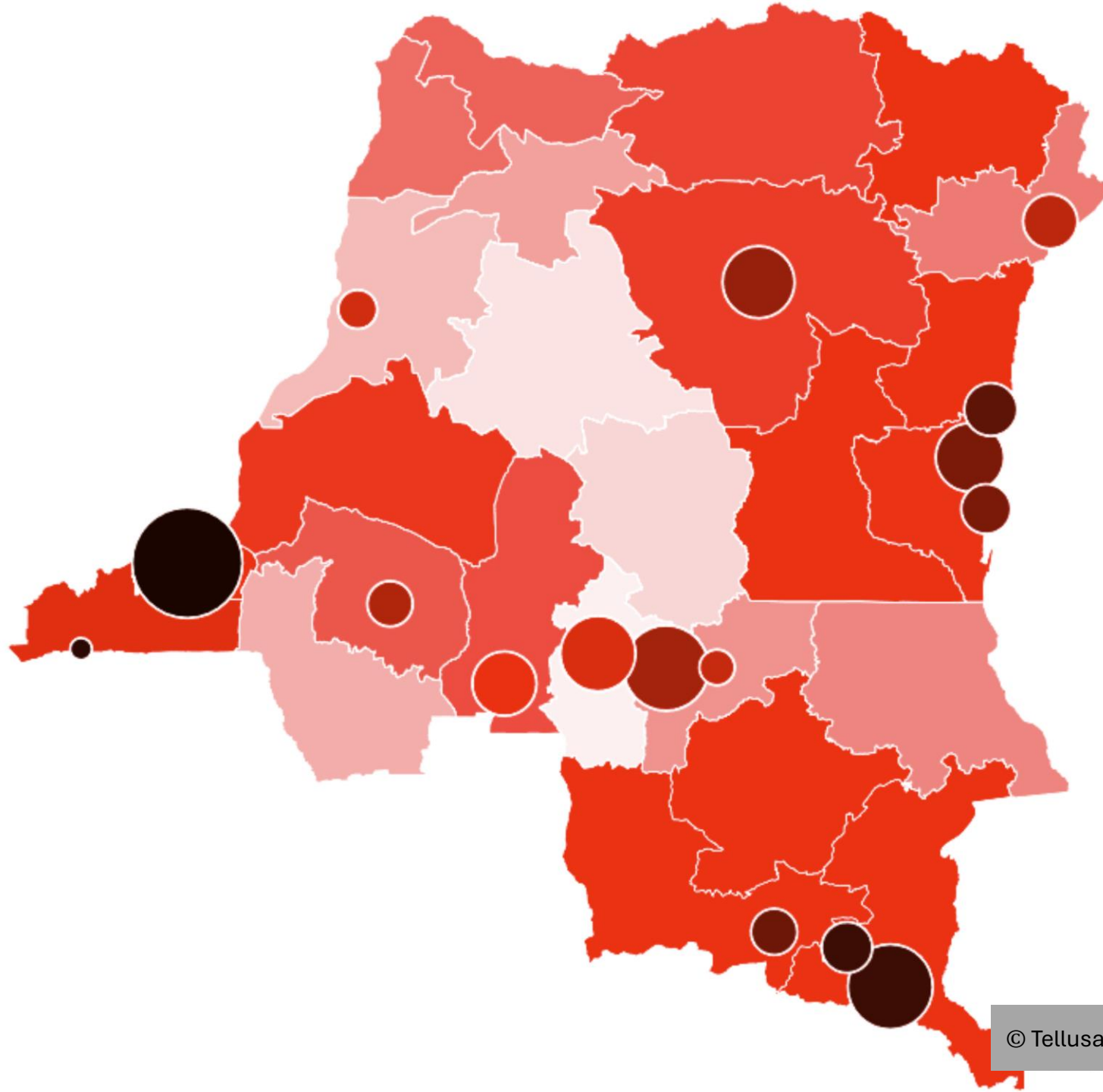
Such data is available for any geographic entity.

It shows that averages are misleading.

TelluBase covers even the most difficult countries.

Here the Democratic Republic of the Congo's subnational income levels are shown for cities and provinces.

We have documented the method in this [Quick Read](#).



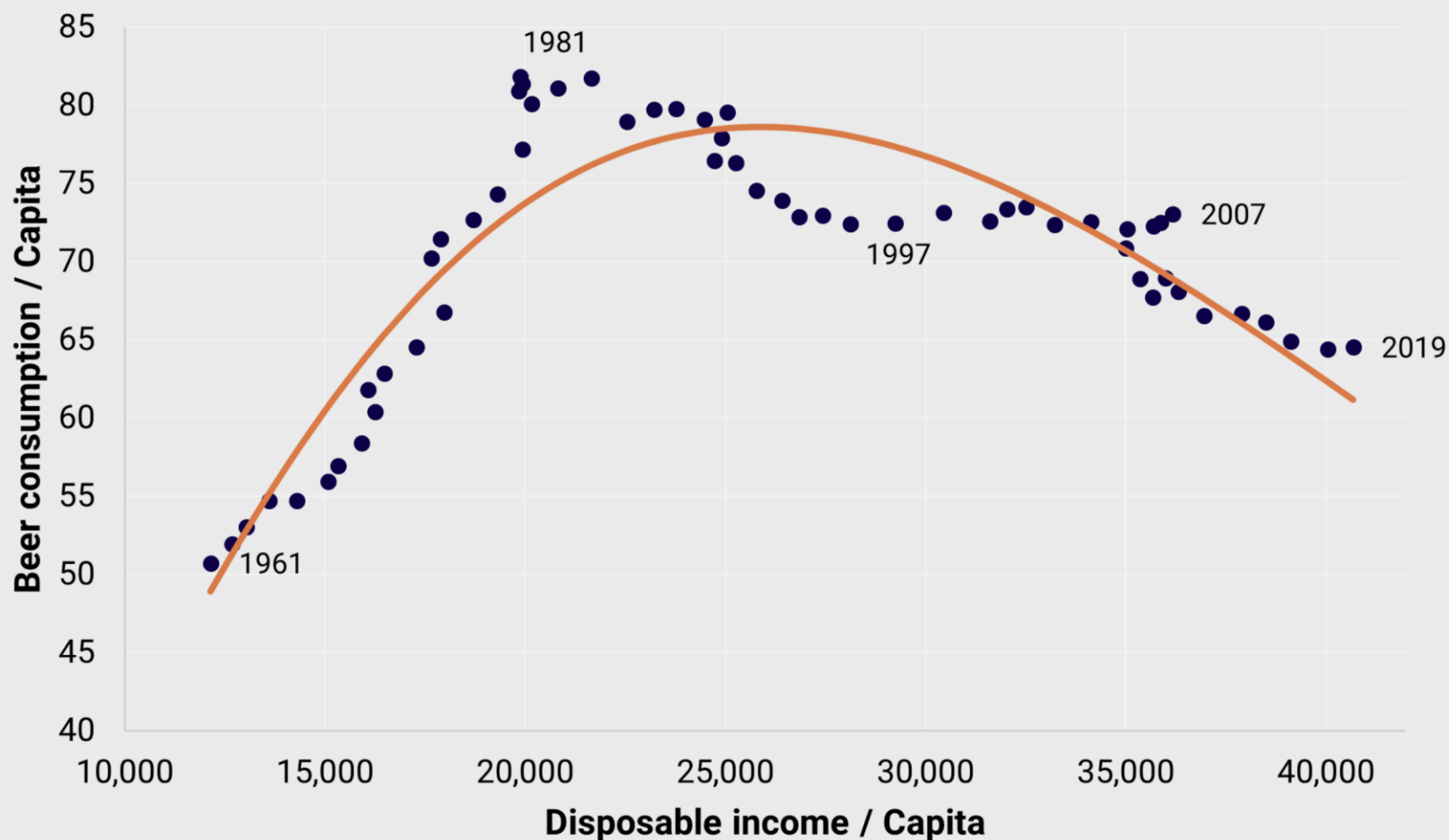
However, descriptive statistics are nice, but what truly makes TelluBase shine is when it is used for predictive purposes.

This is when clients category or product data are combined with TelluBase's contextual information.

In this example, WHO beer data for the U.S. is predicted with a differential equation for demand, resulting in parts of an s-curve.

UNITED STATES BEER CONSUMPTION VS INCOME

Actual vs diff. eq. model with damping for high consumption;
1961-2019

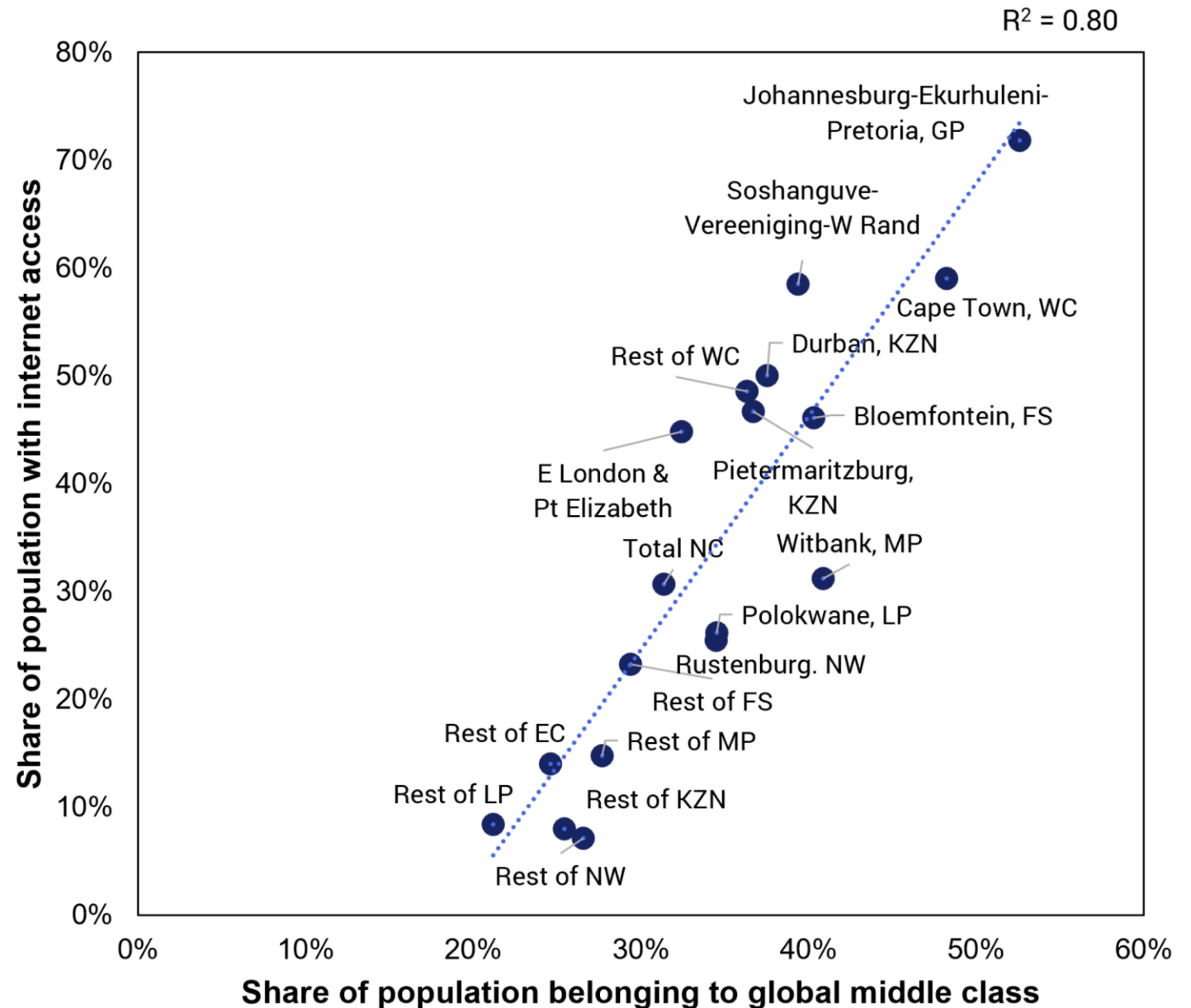


SOUTH AFRICA INTERNET ACCESS

Through a **correctly performed** statistical analysis, we find that some cities or provinces are far below the envelope.

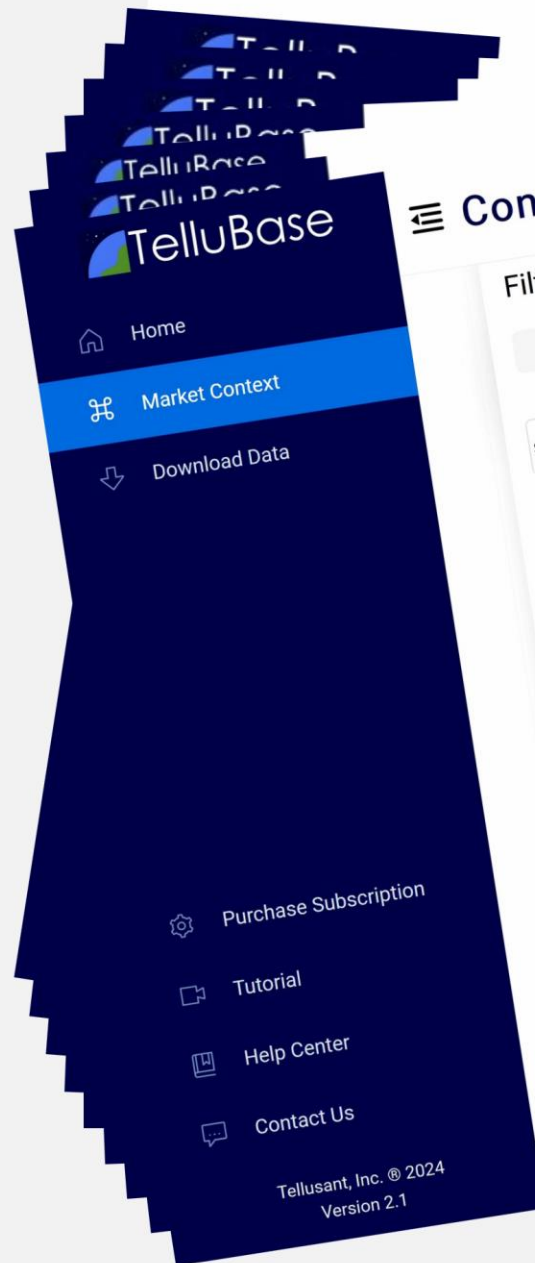
The envelope is the line one can achieve if one reaches a 75% level of the maximum potential.

This new way of looking at markets requires combining TelluBase and category data.



Nine Screenshots from TelluBase





Context - Disposable Income

Free Trial (5 countries) - for more Subscribe Here

Filters

Apply Filter

south af

Selected Geographies

- ☒ Dhaka (BGD)
- ☒ Guadalajara (MEX)
- ☒ South Africa
- ☒ Boston, Gr (USA)
- ☒ California (USA)

Economic Outlook

- ☒ Base
- ☐ Downside
- ☐ Upside

Currency

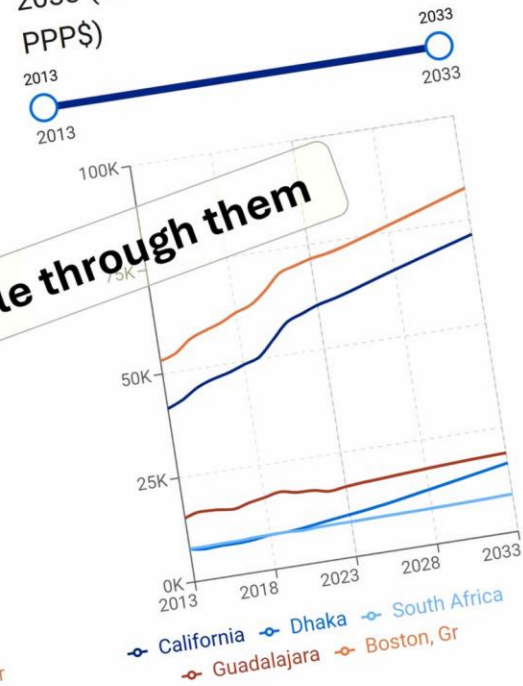
Constant 2015 PPP\$

Disposable income per capita (constant 2015 PPP\$) in 2023



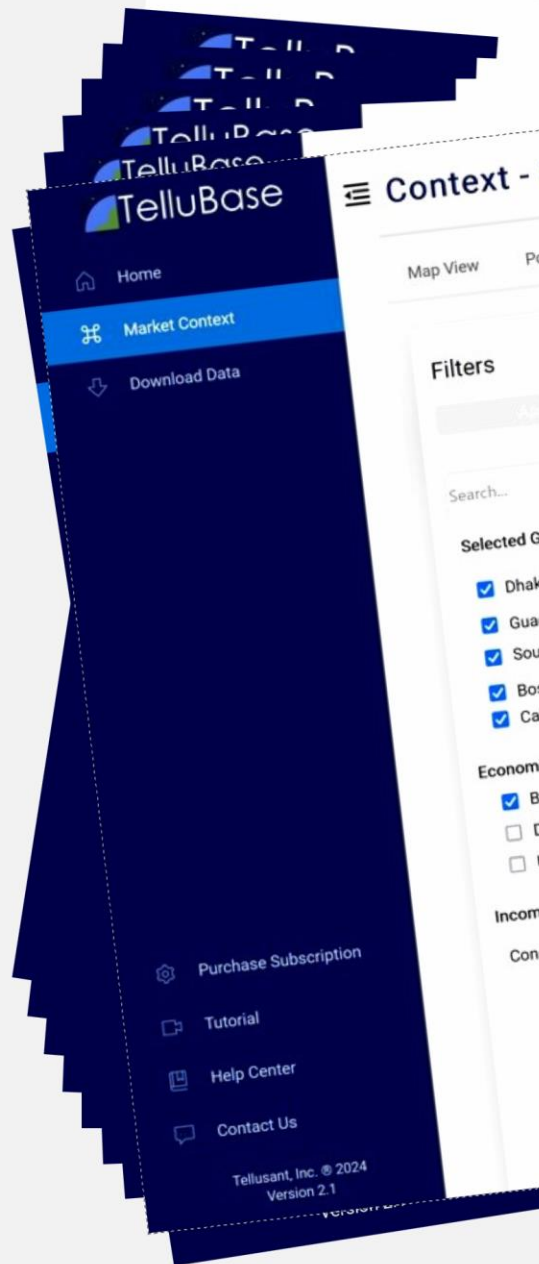
Click on the screenshots to cycle through them

Disposable income per capita between 2013 and 2033 (constant 2015 PPP\$)



Why is this important to me?





Context - Consumer Classes

Free Trial (5 countries) - for more [Subscribe Here](#)

Map View Population Disposable Income GDP Growth Comparison **Consumer Classes** Custom Income Distribution Age Fractiles Age x Income Exch

Filters

Apply Filter

Search...

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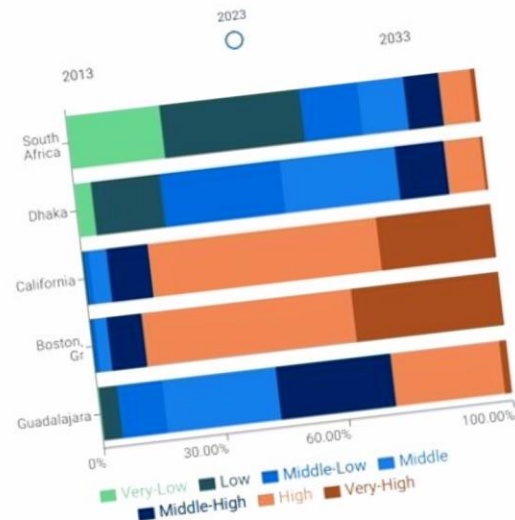
Economic Outlook

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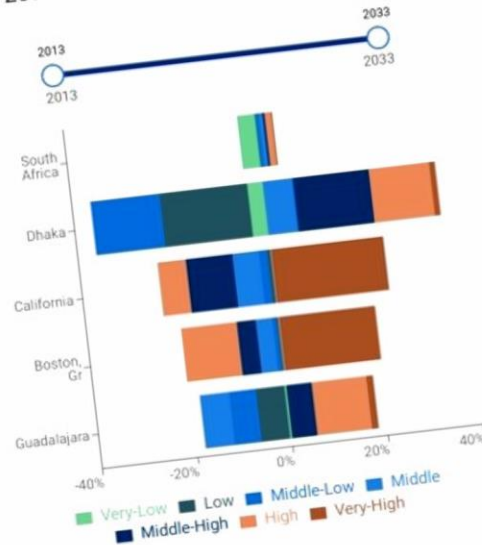
Income Distribution Definition

Consumer Classes

Consumer Classes by country in 2023



Change in Consumer Classes from 2013 to 2033



[Why is this important to me?](#)



Context - Age X Income ?

Free Trial (5 countries) - for more Subscribe Here

for more Subscribe Here

Map View Population Disposable Income GDP Growth Comparison Consumer Classes Custom Income Distribution Age Fractiles **Age x Income** Exch

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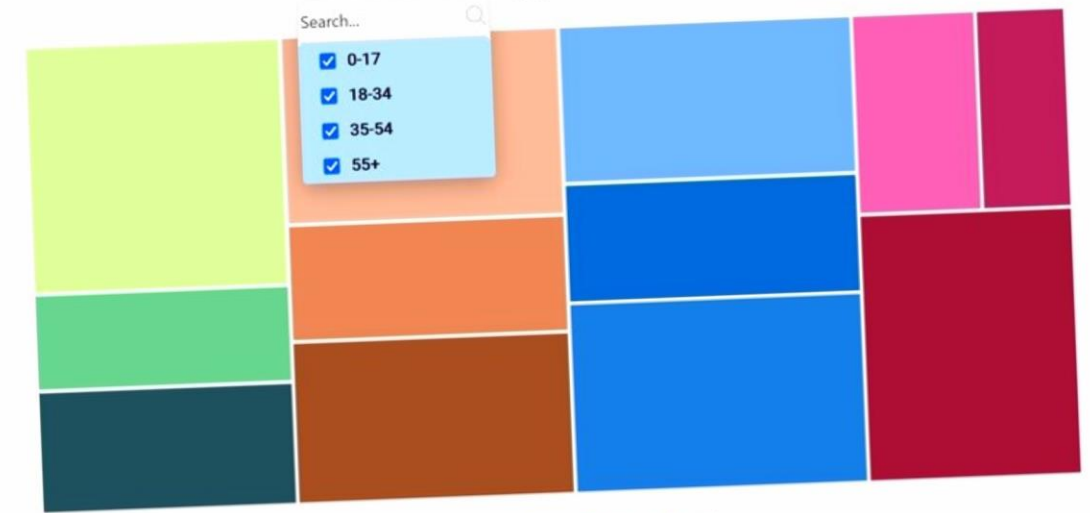
Income fractiles by age group in 2033

Age Group Multiple age groups

2013 2033

Search...

- ☒ 0-17
- ☒ 18-34
- ☒ 35-54
- ☒ 55+



Population 0-17: ● Low ● Middle ● High
 Population 18-34: ● Low ● Middle ● High
 Population 35-54: ● Low ● Middle ● High
 Population 55+: ● Low ● Middle ● High



Context - Exchange Rates ?

Free Trial (5 countries) - for more Subscribe Here

Map View

Population

Disposable Income

GDP

Growth Comparison

Consumer Classes

Custom Income Distribution

Convert

Dominican Republic

to

United States

Anchor Year

2013

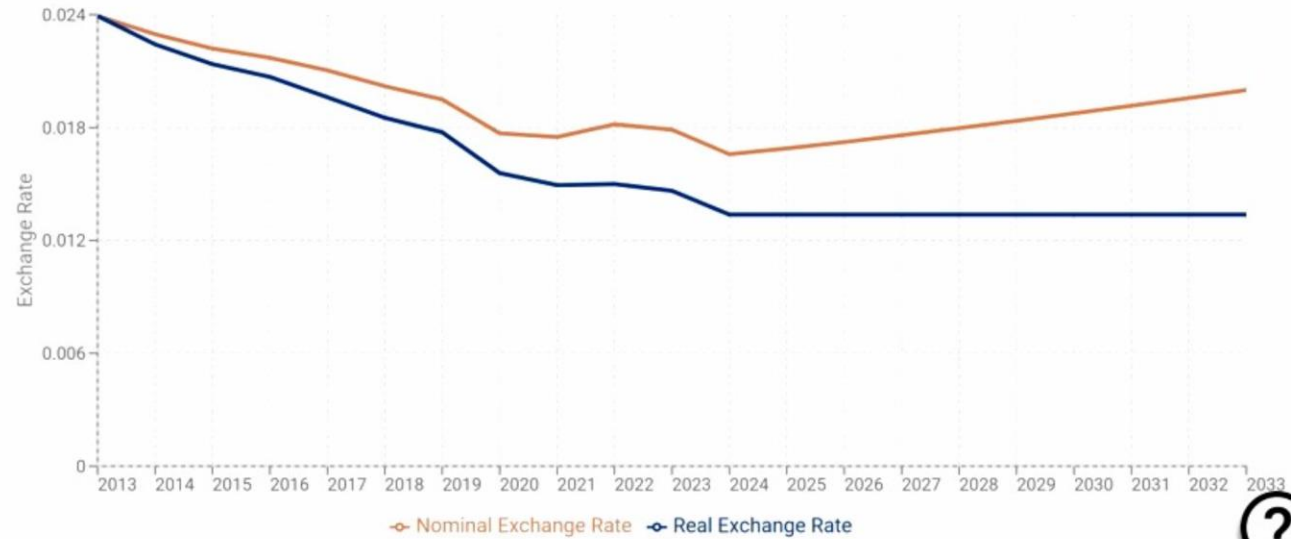
2013

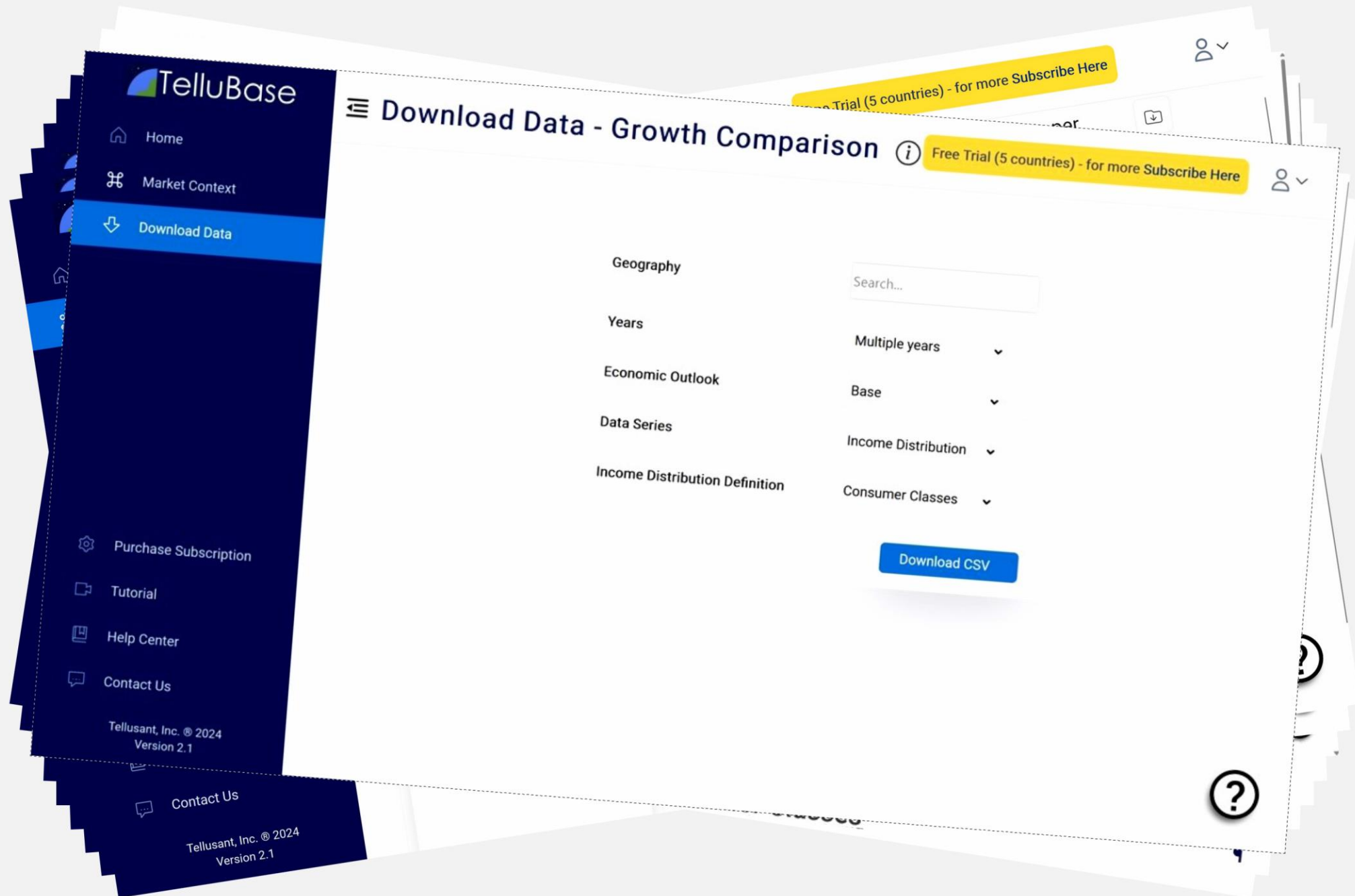
2013

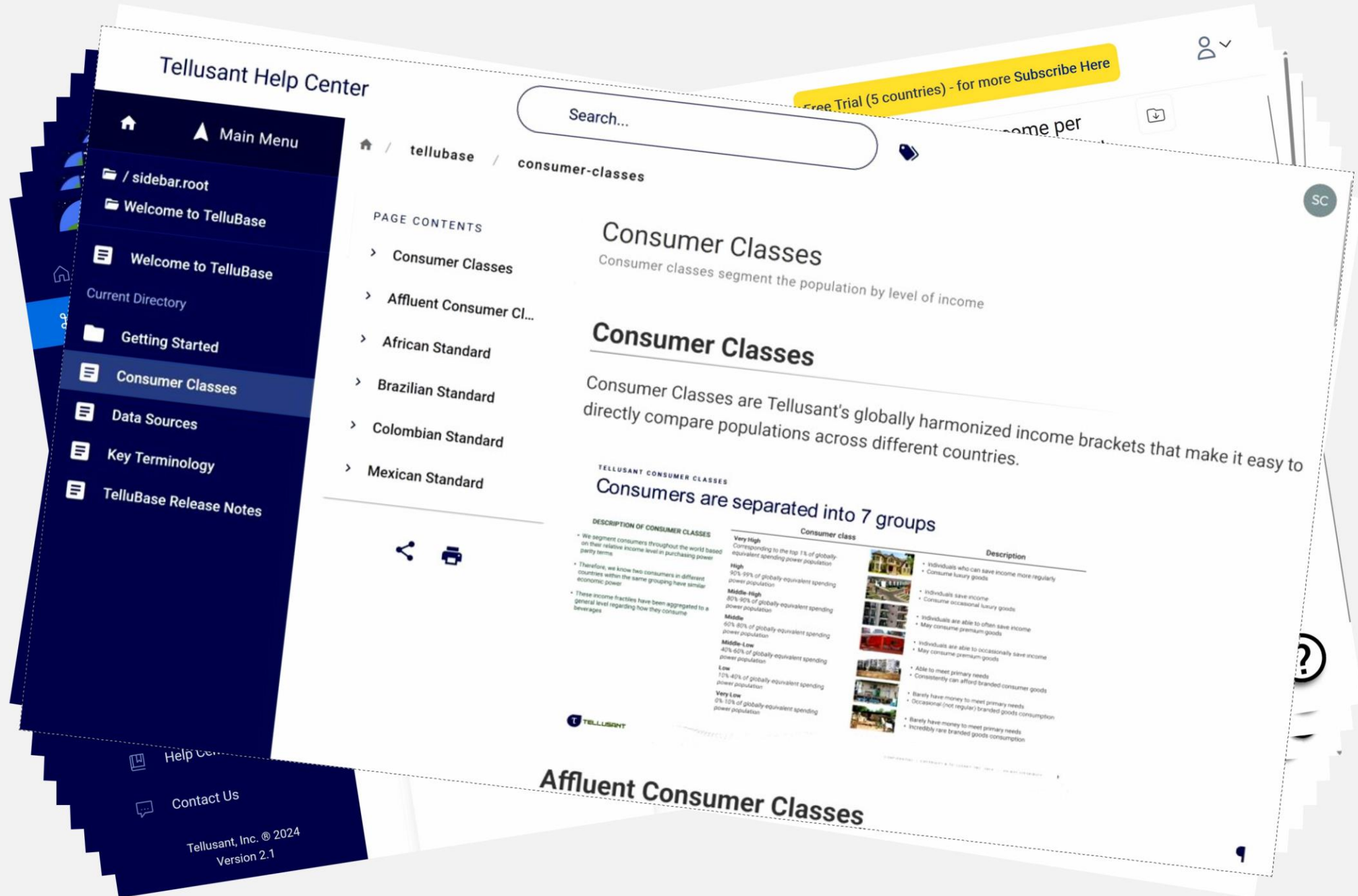
2033

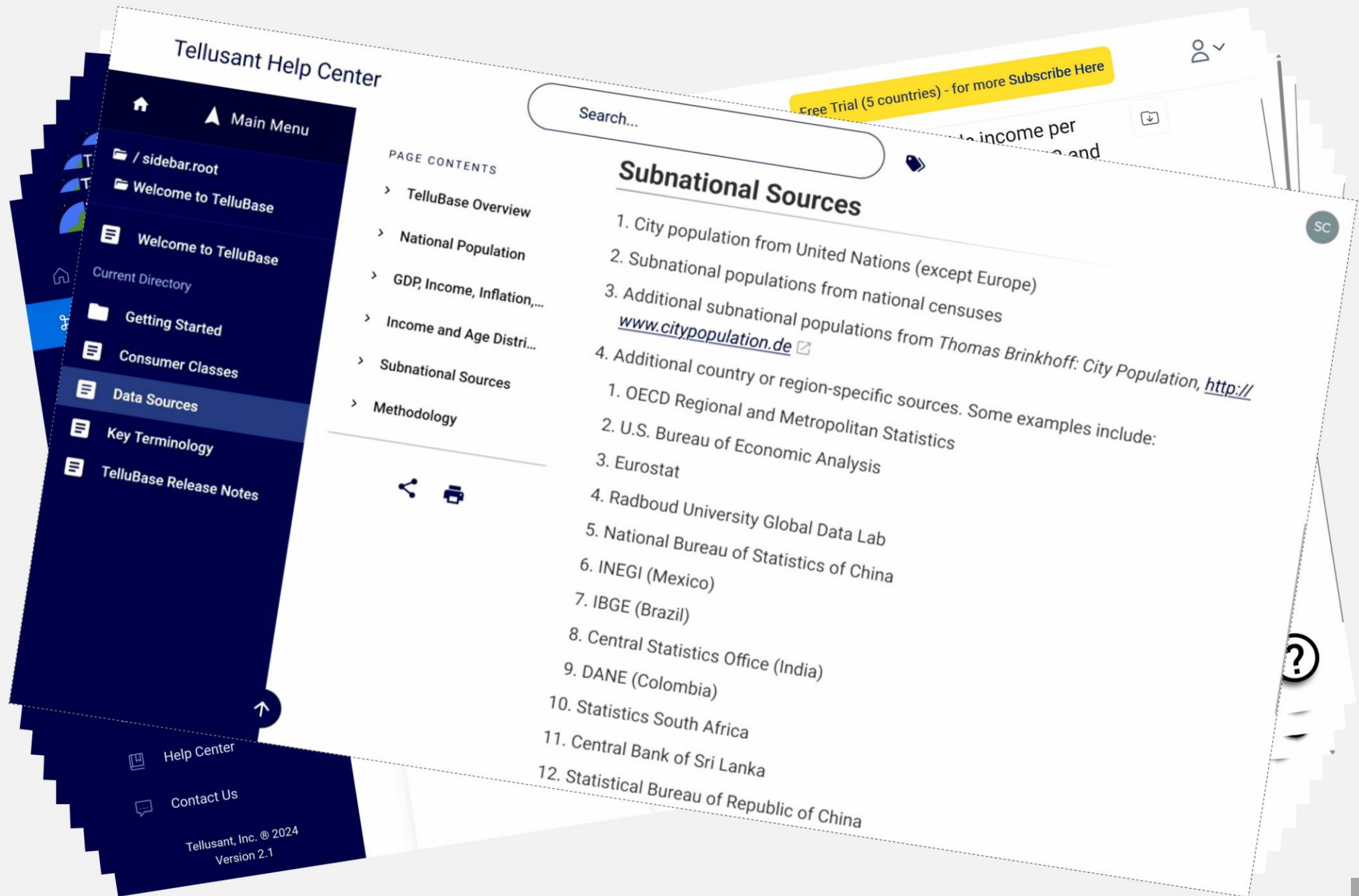
2033

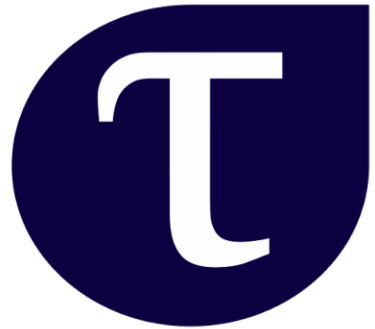
Exchange rate: 1.00 DOP (Peso) equal to 0.0166 USD (Dollar) in 2024











TELLUSANT

Streamlining Corporate Decision Making