



# MARKET SHARE

DATAWISE Insights

**TABLE OF CONTENTS**

**1 PRODUCT DESCRIPTION WITHIN THE DATAWISE SERVICE.....3**

**2 GENERAL DASHBOARD DESCRIPTION .....4**

**2.1 Market Share Dashboard .....5**

**2.2 Ranking Dashboard per Product.....6**

**3 DASHBOARD FILTERS.....6**

**3.1 Crop .....6**

**3.2 Brazilian State.....6**

**3.3 Mesoregion.....7**

**3.4 Microregion .....7**

**3.5 Municipality.....7**

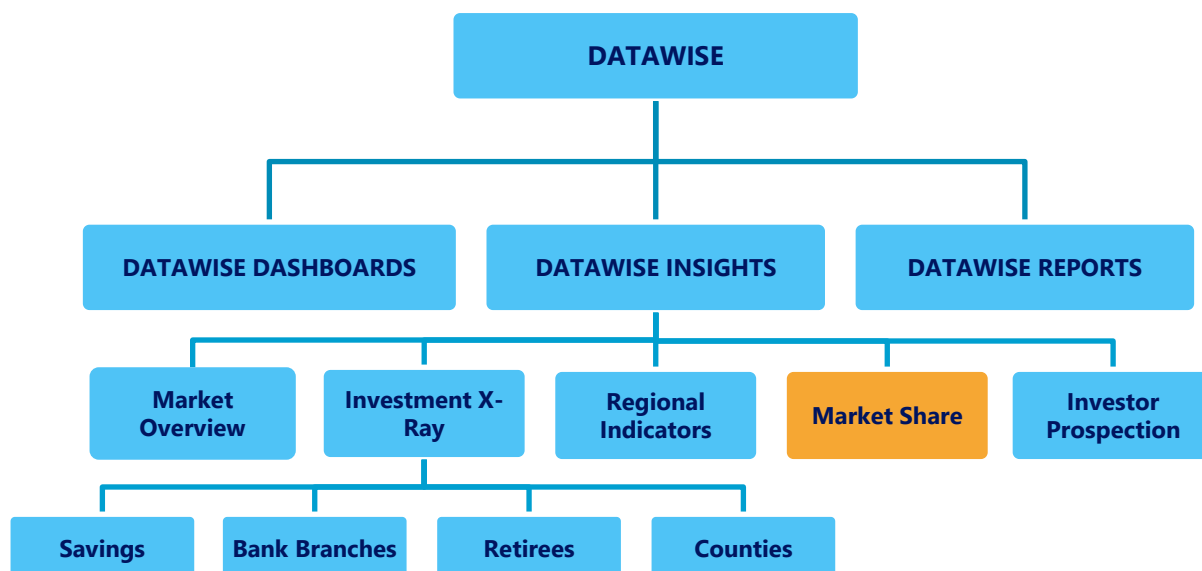
**4 METRICS .....7**

**4.1 Equities.....7**

**4.2 Long-Term Savings Account.....8**

**5 SERVICE TEAMS.....8**

## 1 PRODUCT DESCRIPTION WITHIN THE DATAWISE SERVICE



The DATAWISE product was created by B3 with the aim of helping its clients in strategic decisions consolidating various reliable and/or sensitive data in the form of interactive dashboards (DATAWISE Dashboard and DATAWISE Insights) and reports (DATAWISE Reports). It should be noted that as stated in the Commercial Policy, the DATAWISE service does not allow the distribution or redistribution of data.

Each of these modules can be contracted separately as well as their products (individual dashboards and reports), according to the client's intention. Through the interactive panels it's possible analyze the behavior of stocks (BOVESPA), derivatives and stock futures (BMF) and rental of stocks (BTB) with DATAWISE Dashboards or analyze individual investors' behavior with DATAWISE Insights. Already in DATAWISE Reports you can analyze trading and post-trade asset data, mainly from the OTC market thought reports with raw data (Data Report) or worked reports (Market Report).

In this manual we will show the Market Share dashboard layout, data and filters contained in the DATAWISE Insights module.

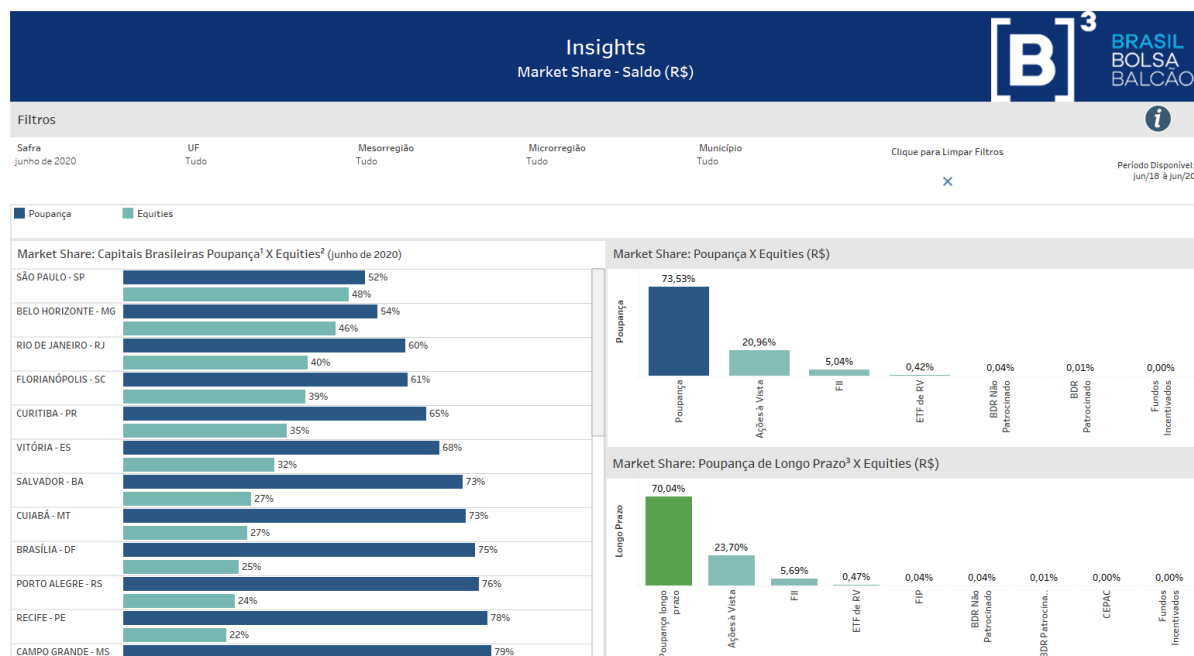
## **2 GENERAL DASHBOARD DESCRIPTION**

The DATAWISE Insights Market Share and Ranking dashboards per product show details about savings accounts and the world of investments in Brazil. These dashboards bring together in one place data related to the Savings and Equities (Spot Market) segments making the data increasingly transparent.

The Market Share dashboard enables comparing the share of each Brazilian State in those segments besides displaying internal equities data (cash equities, FII, Equity ETF, Unsponsored BDR, Sponsored BDR and Incentivized Funds).

In the Ranking dashboard per product, users can have a comparative view through rankings that take into account the percentage of the chosen product and the chosen product in each Brazilian State, Mesoregion, Microregion and Municipality.

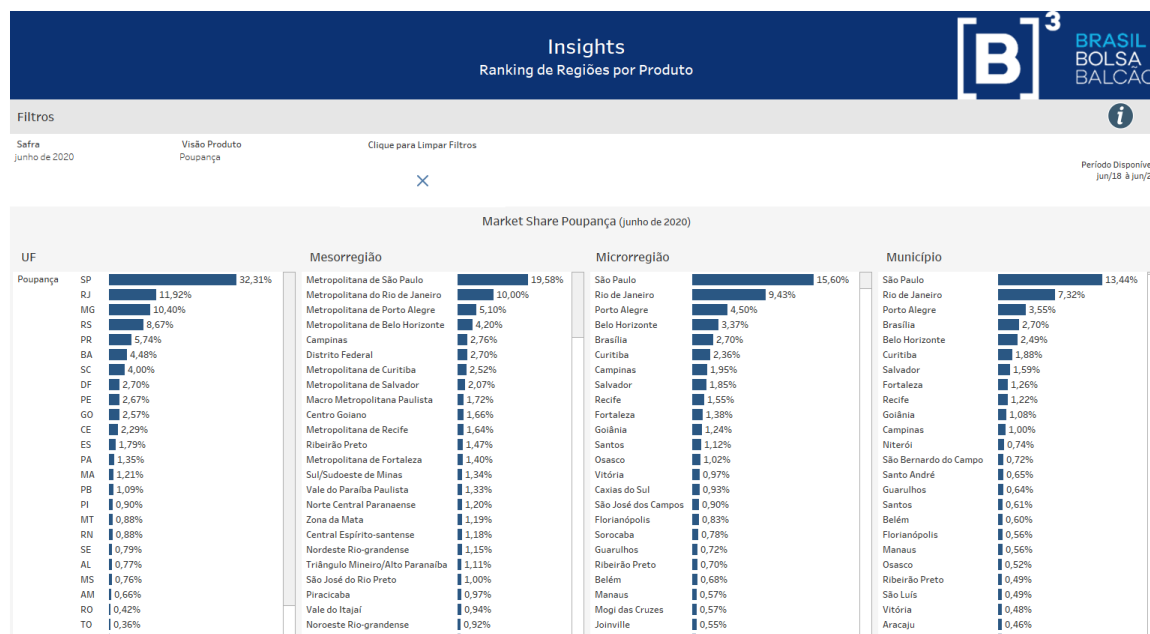
## 2.1 Market Share Dashboard



Source: Central Bank of Brazil, Brazilian Internal Revenue Service and B3

This dashboard enables you to make a comparative analysis of Brazilian state capital cities in relation to the balance of savings accounts and equities. It also provides an overview of the percentage of equities products (cash equities, FII, Equity ETF, Unsponsored BDR, Sponsored BDR and Incentivized Funds) in relation to savings and long-term savings.

## 2.2 Ranking Dashboard per Product



Source: Central Bank of Brazil, Brazilian Internal Revenue Service and B3.

Provides an overview of the percentage of chosen products (cash equities, FII, Equity ETF, Unsponsored BDR, Sponsored BDR, Incentivized Funds, savings or long-term savings) in Brazilian states, mesoregion, microregion and municipalities.

## 3 DASHBOARD FILTERS

### 3.1 Crop

Safrá

junho de 2020

This filter enables you to view the June 2018 crop data. It is updated in A-2.


### 3.2 Brazilian State


UF

(Tudo)

This filter enables you to select geographic regions at state level such as SP, RJ, BA, GO, MT, etc.


### 3.3 Mesoregion


Mesoregião 

(Tudo) 

You can also select data by Brazilian mesoregion such as Agreste Alagoano, Agreste Paraibano, Agreste Pernambucano, Baixo Amazonas, Centro-Sul Paranaense, etc.


### 3.4 Microregion


Microrregião 

(Tudo) 

You can also select data by Brazilian microregion such as Piracicaba, Alto do Pantanal, Alto Solimões, Amparo, Bom Despacho, Borborema Potiguar, etc.

### 3.5 Municipality

Município 

(Tudo) 

You can select city and municipality data such as Saltinho, Acauã, Piracicaba, Abaeté, Água Doce, Nazaré, Natal, etc.

## 4 METRICS

### 4.1 Equities

Comprise data such as cash equities, FII, Equity ETF, Unsponsored BDR, Sponsored BDR, and Incentivized Funds.

## 4.2 Long-Term Savings Account

The long-term savings account balance represents the smallest observed amount of the total savings account balance in a variable 12-month monthly window.

## 5 SERVICE TEAMS

Take a major step and optimize your decision making. Explore our products. If you have any query, talk to our team.

### ***Any query? Talk to us***

*DATAWISE Sale:* [produtosdedados@b3.com.br](mailto:produtosdedados@b3.com.br)

*Contracting:* [contratacao@b3.com.br](mailto:contratacao@b3.com.br)

*Technical Support:* [dataservices@b3.com.br](mailto:dataservices@b3.com.br)