



Ocean is a comprehensive and dynamic database of the UK population containing over 700 attributes covering demographic, digital, lifestyle and attitudinal characteristics at an individual level within a household.

Ocean captures the latest consumer trends in the UK at an individual level, helping you understand your customers' demographics, lifestyle, affluence, and preferred communication channels. It uses advanced AI Machine Learning and a wide range of predictor variables for better performance and deeper insights. It adopts a multi-lens approach to model building, ensuring each variable is as accurate and fair as possible.

Why Ocean?



Comprehensive View

Ocean offers the most extensive and comprehensive view of the UK population, including detailed insights into demographics, financial factors, and lifestyle habits. This wealth of information is invaluable for understanding the diverse characteristics and behaviours of the nation's population.



Extensive Variables

With over 700 variables across 9 categories, Ocean delivers insights to make informed business decisions. Recently added variables include electric and hybrid vehicles, future car purchasing, cost-of-living actions, streaming services, and many more.



Predictor Variables

Ocean uses a wide range of predictor variables like income, presence of children, and relationship factors, to enhance the modelling of real-world relationships. This approach improves both the performance and fairness of predictions.



Regular Updates

Ocean is updated quarterly to reflect population changes, ensuring the most comprehensive view of UK consumers.



Balanced Accuracy

Ocean uses 'balanced accuracy' which is a superior performance measure, averaging the algorithm's accuracy in predicting both "Yes" and "No" outcomes, thus eliminating hidden biases for a fairer evaluation of model performance.



Advanced AI Techniques

Ocean employs the latest in machine learning with supervised learning techniques. Each variable is addressed with a tailored approach, rather than a one-size-fits-all method, maximising model performance and fairness.



Fairness

Incorporating fairness metrics into the model, Ocean prevents misrepresentation and unfairness towards different demographic groups, such as age and sex, ensuring reliable and equitable data for business decisions.

Applications

Enhanced Customer Insights & Profiling

Gaining deeper and fairer insights into customers and prospects, ensuring decisions are more accurate.

Market Sizing and Benchmarking

Allowing you to understand the potential of your product or proposition.

Improved Accuracy for Predictive Models

Use in conjunction with your known data to build machine learning models which better reflect wider behaviours.

Understand Your Customer Segments

Develop comprehensive pen portraits of customer segments using Ocean.

Targeted Acquisition Models

Create effective acquisition models for prospect targeting and proposition development.

Improve Proposition Development

Tailor your offering to suit the consumer you are targeting, increasing uptake.

Data Enrichment

Fill in the missing key information in your database.



Knowledge Areas

The Ocean database is split into these core categories:



Demographics



Home



Finance



Environmental, Social
& Governance



Digital and
Technology



Shopping &
Spending Habits



Automotive



Charities



Lifestyle

