

## HELIO GROWTH PREDICTOR

# THE COMPONENTS OF THE SCORE

Helio’s machine learning technology looks at more than 800 terabytes of data to provide a sourcing, evaluation, and strategy edge on more than 2.4M consumer goods brands.

Core to that edge is the **Helio Growth Predictor**, or “HGP”, a proprietary model that incorporates over 100 performance metrics across Helio’s distribution, online web, social media, reviews, and sales data (collected from >200 data sources) to predict future sales (12 months).

Our HGP model incorporates data from these sources in order to rank a brand’s future sales relative to other brands in its categories, based on groupings we determine using natural language processing (NLP), on a scale of -1 to 1, with brands scoring a 1 being the most likely to grow.

## HOW HGP CAN HELP YOU SOURCE BETTER COMPANIES

The number of individual signals that might correlate with a brand’s potential for breakout success can feel overwhelming. From sales data, to online traffic growth, and even total reviews growth—it can be difficult to compile all this information and compare a brand relative to others in its category. This is where HGP comes in.

Rather than looking at individual metrics to predict growth, HGP combines more than 100 performance metrics to rank a brand’s future sales to other brands in its primary or parent category. Within the Helio platform you can easily source brands based on their HGP score, effectively reducing your research from months to minutes.



## WHAT DATA SOURCES FEED HGP?

