



## COOPERA DATA ANALYTICS

Examine your existing member or client base to identify opportunities and build a tailored approach to inclusion.

**Community Development Financial Institution (CDFI)**

Is your credit union considering applying for CDFI certification? Our member analysis will provide you the information needed for your application to speed up the process of applying and maximize grant funding potential.

**Target Market Analysis (TMA)**

Our insight, paired with a comprehensive TMA report elevates deep cultural understanding of your client base by highlighting ideal target markets for membership growth in your area.

**Ethnicity Segmentation Analysis (ESA)**

Gain a deep understanding of your organization's client base through the power of data analytics. An ESA helps your organization operationalize diversity - creating revenue and stronger member relationships.

**Organizational Equity Assessment (OEA)**

The OEA provides an annual cultural wellness check on your organization's operations to help tailor your approach to inclusion. Develop deep member inclusion strategies by examining how your organization is perceived by the diverse communities you serve.

**Demographic Study (Credit Union League Offering)**

Expand your League's understanding of the communities your credit unions serve. The Demographic Study assesses the diverse make-up of member populations and is supplemented by a strategic planning session to help your League develop strategies to elevate DEI work throughout your membership.

**Contact us today to get started!**