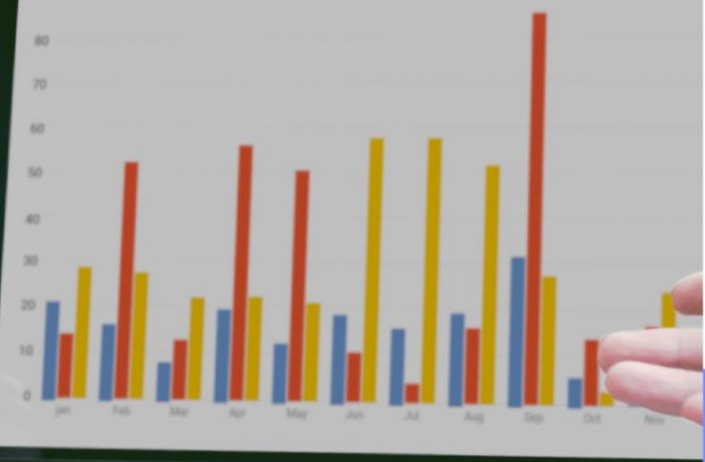




# Statifacts Research Methodology

Statifacts provides actionable market research insights, helping businesses across industries make informed decisions and anticipate trends.

Sales Trend



# Research Methodology

## Value-based Approach

### Bridging the Gap Between Data & Business Impacts

At Statifacts, our **Value-Based Research Methodology** is designed to do just that, transform complex data into clear, actionable insights that propel businesses towards growth, innovation, and market leadership. In the sector of market research and consulting, data alone is no longer enough. What truly matters is how you use that data to drive meaningful, value-driven decisions that move the needle for businesses.

### What is Value-based Research?

Value-based research goes beyond just collecting numbers. It's a results-oriented approach that focuses on providing insights tailored to your business objectives. Rather than producing generic findings, we prioritize the areas that will generate the highest return on investment, improve customer satisfaction, and increase market share. This approach means every piece of data we provide is purposeful, relevant, and directly aligned with your strategic goals.

## Key Benefits of Value-Based Research

### Enhanced Decision-Making

Get insights that matter. Our research ensures that you focus on what will deliver the most value, helping you make informed decisions that lead to tangible results.

### Reduced Risk

With actionable data and in-depth market analysis, businesses can navigate market uncertainties with confidence, minimize risks, and make well-calculated moves.



### Increased ROI

By aligning research efforts with business objectives, Statifacts ensures that your investments in market intelligence deliver measurable returns in the form of increased sales, improved efficiency, and market share growth.

### Targeted Market Opportunities

By understanding customer pain points, needs, and preferences, our research helps you identify new opportunities and gaps in the market, leading to higher growth potential.



---

## How We Deliver Value-Based Insights?

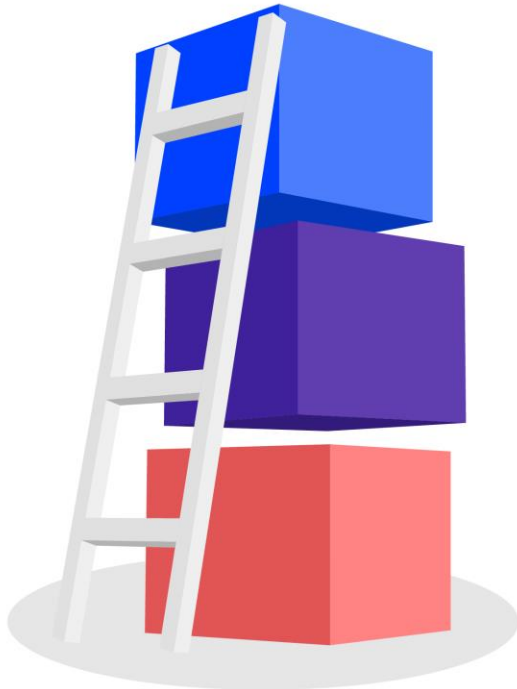
### Data Collection Methods:

### **Primary Research: The Foundation of 70% of Our Results/findings**

At Statifacts, we prioritize primary research methodologies in our market process. By engaging directly with key stakeholders, industry players, end-users, and experts we uncover the nuances, trends, and dynamics that drive market evolution.

Here's how we use primary research to deliver powerful, tailored insights that fuel your decision-making:

**Here's how we use primary research to deliver powerful, tailored insights that fuel your decision-making:**



### Pricing Strategies

We dive deep into the **pricing frameworks** and **service models** of top industry players. We gain valuable perspectives on the **pricing strategies** that are most effective in attracting and retaining customers.



### Demand Patterns

By understanding these changing demands, we can anticipate how the market will evolve, and which segments will see the most growth in the coming years.



### Business Expansion and Service Diversification

By understanding where and how these companies are expanding their portfolios, we gain critical insights into **emerging business models** and identify areas of high potential for innovation and market disruption.

## Key Industry Players: To Disclose the Pulse of the Market

To gain a comprehensive understanding of pricing models, service demand, and market trends, we turn to executives from major companies and other influential players. Through in-depth interviews, we tap into their wealth of knowledge, uncovering.

These discussions also shed light on the growing importance of customized solutions, allowing businesses to tailor services to specific industries covering healthcare, automotive, energy, chemical and many others. This insight is essential for understanding how companies balance profitability with competitive advantage.



## End-Users: Understanding Demand Drivers and Spending Behaviour

The true value of services lies in how industries utilize them. By engaging with representatives from multiple sectors like automotive, healthcare, agriculture, transportation, and energy, we gain a clear understanding of:

### Demand Drivers:

Every industry has specific needs and priorities when it comes to data. By consulting with **industry representatives**, we uncover the underlying **demand drivers** that push each sector to rely on wide range of services.

### Usage Patterns:

Understanding usage patterns helps us grasp how frequently and in what formats services are utilized.

### Spending levels:

By engaging with these end-users, we paint a clearer picture of the functional needs and economic priorities that guide the decision-making process within these key industries.



# Industry Experts: Validating Data and Unlocking Emerging Trends

To ensure the accuracy and reliability of our findings, we consult with a network of industry experts, including healthcare providers, service experts, research experts and technology providers. These expert consultations are crucial for:



## Validating data accuracy:

We cross-check the trends, forecasts, and industry reports we generate by consulting with professionals who have firsthand experience in their respective fields.



## Gaining insights into Emerging Trends:

The requirement of market projection is rapidly increasing, and our expert consultations provide valuable perspectives on how technological advancements, such as AI, big data analytics, and satellite innovations, are reshaping the respective industries.



## Uncovering Innovative Solutions:

Experts often reveal next-gen technologies or emerging strategies that are gaining traction, insights that are vital for companies looking to stay ahead of the curve.

## Secondary Research: A Contribution of 30% to Our Methodology

At Statifacts, we understand that the foundation of any insightful, reliable market research starts with **data**, and sometimes, the best data is already out there, waiting to be tapped. That's why we utilize a robust **secondary research methodology** to access and analyze the wealth of information available through **industry reports, company financials, and government publications.**



### Industry Reports and Databases:

Industry reports and commercial databases serve as the backbone of our secondary research, offering us an invaluable repository of historical data, sector-specific growth rates, and market trends.

### Company Financial Reports:

A deep dive into company financial reports helps us uncover **revenue trajectories, profitability trends, and market performance.**

### Government Publications:

Government reports often highlight **budget allocations** for industry-related services and research.

### Comprehensive Analysis:

By combining data from various sources, we gain a clearer understanding of how trends in one sector could drive market expansion in the near future.

---

At Statifacts, our **Value-Based Research Methodology** is designed to give you not just data, but the **strategic advantage** you need to outperform the competition, capture new opportunities, and achieve sustainable growth. We are dedicated to providing insights that are **relevant, actionable, and valuable**, empowering you to make decisions that matter.

## Market Size Estimation

At Statifacts, we leverage a **dual approach** to estimate market size, combining the **Top-Down** and **Bottom-Up** methodologies. This comprehensive research methodology ensures that our market size estimates are not only accurate but also backed by real-world data, providing our clients with reliable insights for strategic decision-making.


### Top-Down Approach:

The **Top-Down** approach starts by estimating the **overall spending** in the target market across industries globally. We begin by gathering high-level data on the market size, using **secondary research** from credible sources, such as industry reports and public databases. This global market size is then segmented and validated through **primary insights** from industry experts, stakeholders, and leading companies.

### Bottom-Up Approach: Validating with Company-Level Data

The **Bottom-Up** approach takes a more granular view, calculating revenue estimates directly from **major companies** within each segment. By looking at the financials of key players, we can assess the size of specific markets and validate them against our top-down estimates for accuracy.





## Bottom-Up Approach

### Company Revenue Data

We identify and analyze the revenue of top companies within each segment—whether by **service type, end-user industry,** or geographical region.

### Segmented Company Data

By collecting **company-specific revenue** for each market segment, we can validate the size of the market in that segment.

### Regional Spend Breakdown

We also calculate the **percentage of spending** on services or products within each region, identifying how industries allocate budgets for these services across regions.

### Summation Across Regions

Once individual market sizes are calculated at the regional level, we sum them up to arrive at a global market size estimate. The final global market size is derived by aggregating the results from **North America, Europe, Asia-Pacific, Latin America,** and **Middle East & Africa.**

### Segmental Breakdown By Region

Using both secondary data and validated through primary insights, we estimate the market size of each segment within every region and country, providing a granular view of the market landscape.

### Regional Allocation

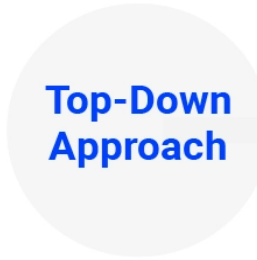
We analyze how the market is split across regions (North America, Europe, Asia-Pacific, Latin America, Middle East and Africa.), identifying spending patterns by **end-use industries** and **companies operating in each region.**

### Segment Allocation

This total spending is distributed across various market segments based on available data. This includes factors such as service types, product categories, and customer demographics.

### Global Market Size

We estimate the total market value (in US\$), considering the overall spending across the industry.



## Top-Down Approach

# Revenue Modeling for Segments

At Statifacts our revenue modeling methodology focuses on analyzing key market segments to provide accurate and actionable insights. By breaking down revenue by service type, end-user industry, and geography, we deliver a detailed understanding of market dynamics and opportunities for growth.



## Service Type

We estimate revenue share for different forecasting services such as **nowcasting, short-term, medium-term, and long-term** by analyzing their adoption across industries and their market relevance.



## End-user Industry

We assess sector-specific spending, using primary data to gauge average spend in key industries, such as forecasting for crop yields, revenue from logistics and route optimization.



## By Geography

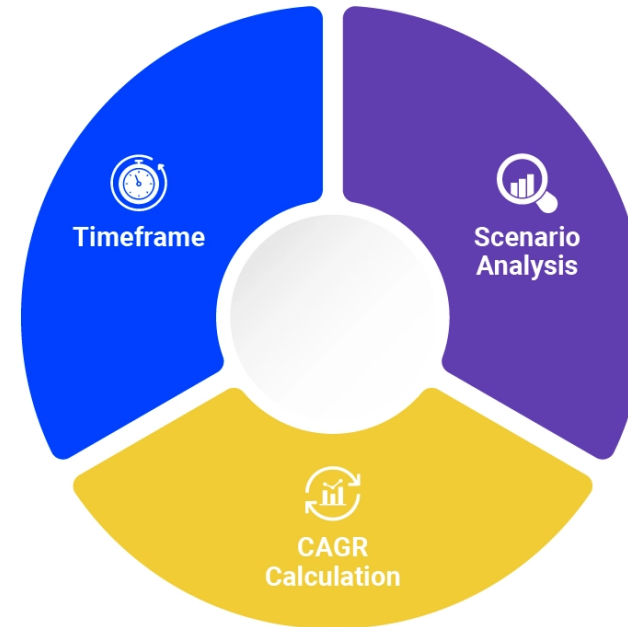
We model regional revenue based on growth rates, tech adoption, and regulations such as technological advancements in Asia Pacific, consumer requirements in Middle East and Africa, government regulations in Latin America, sector demand in Europe and adoption trends in North America.



# Forecasting and Projection

At Statifacts, our research methodology incorporates a clear timeframe and advanced analytical techniques to deliver accurate market insights. By defining historical and forecast periods, and using growth rate calculations, we ensure our models reflect real-world dynamics and provide reliable predictions.

We define the historical period to analyze past performance, and a forecast period to predict future market growth. This framework allows us to draw meaningful comparisons between past trends and future projections.

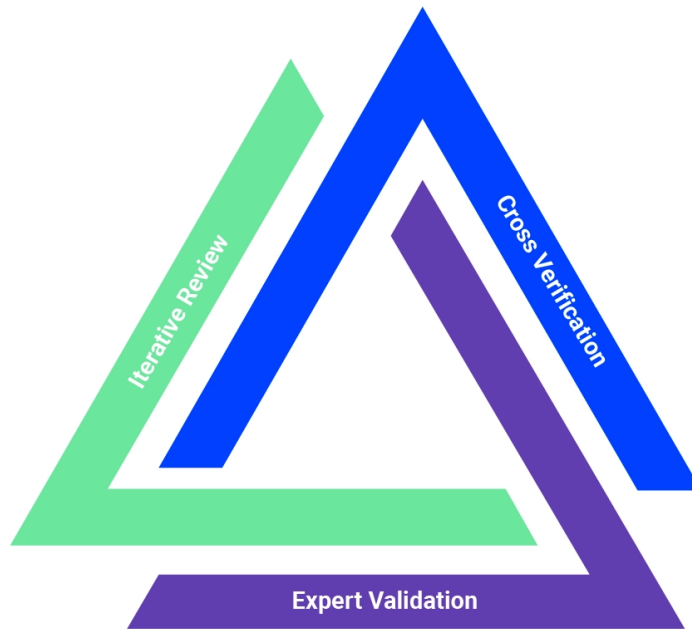


To address market uncertainties, we develop multiple scenarios (pessimistic, realistic, and optimistic). These scenarios help account for variability caused by factors such as, regulatory changes, economic conditions and technology adoption.

We calculate the CAGR for each segment using historical data, assessing how the market has evolved over the past years. We validate these growth estimates through primary research, ensuring accuracy and alignment with current market realities.

# Data Triangulation & Validation

At Statifacts, we employ data triangulation to enhance the accuracy and reliability of our market research reports. This methodology involves cross-verifying data from multiple sources, ensuring that our findings are both robust and consistent across various dimensions.



1

## Cross Verification

We cross-check data from both primary (surveys, interviews, direct industry feedback) and secondary (industry reports, databases, public sources) resources.

2

## Expert Validation

To ensure our market models are aligned with reality, we gather feedback from industry experts. Their input helps validate key assumptions, growth projections, and segment revenue estimates, providing an additional layer of confidence in the results.

3

## Iterative Review

Our research process is built on iterative review—we continuously re-evaluate and refine data through multiple rounds of analysis.



# Reporting and Analysis

At Statifacts, we prioritize clear reporting and thorough analysis to ensure our market research reports provide deep insights that drive strategic decision-making. Our methodology is designed to document, analyze, and present data in a way that empowers businesses to make informed, effective choices.



## Detailed Report

Our reports provide a detailed breakdown of findings, structured by segment, region, and forecast period. Each segment is supported by graphs, tables, and qualitative insights, ensuring that the data is both accessible and visually engaging.

## Sensitivity Analysis

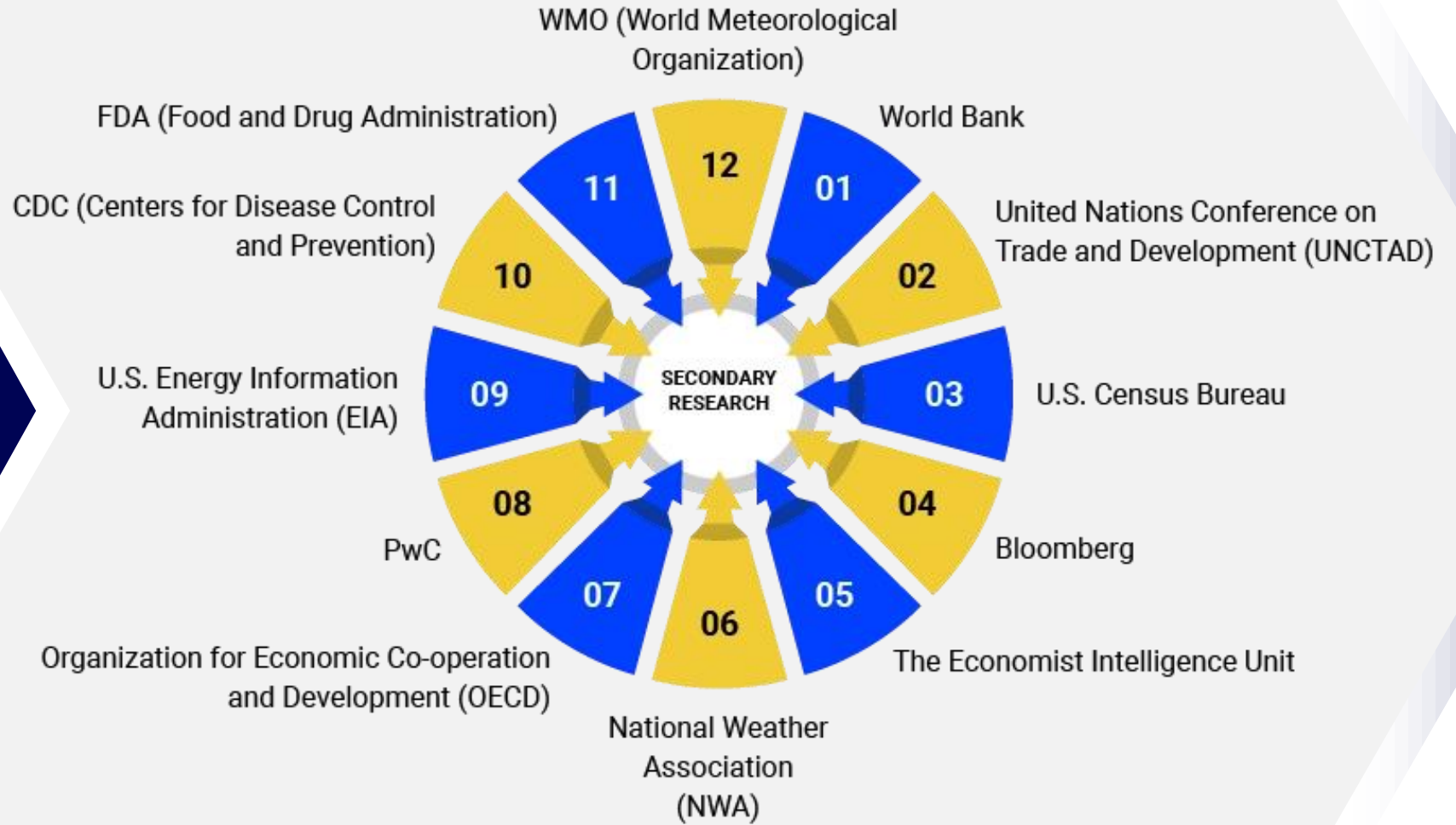
We conduct sensitivity analysis to assess how changes in key assumptions, such as technology cost reductions, regulatory shifts, or economic fluctuations might impact the market.



## Actionable Insights

Beyond raw data, we provide actionable insights that highlight key growth areas, potential market disruptions, and emerging trends.

# Major Sources We Use for Our Secondary Research



# Thank you

Welcome to Statifacts, where we turn raw data into actionable insights. We believe data should come alive, reflecting market trends and opportunities. Our curated statistics help you cut through the noise, empowering you to make informed decisions with clarity and confidence.

**USA** : +1 804 441 9344 | **APAC** : +61 485 981 310 or +91 87933 22019 | **Europe** : +44 7383 092 044

**Email** : [sales@statifacts.com](mailto:sales@statifacts.com) | **Website** : [www.statifacts.com](http://www.statifacts.com)