OPEN DATA FACT SHEET
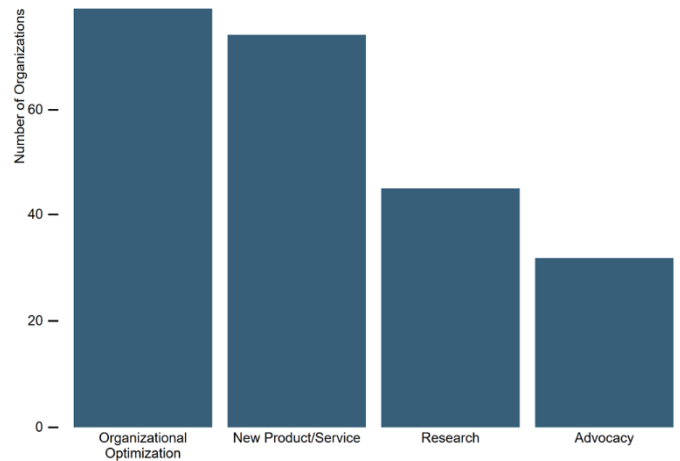## BUSINESS, RESEARCH & CONSULTING

Open data has become a significant resource in this sector, supplementing business intelligence, market and economic research, and consulting services. The most used types of open data include economic, demographic and social, and legal.
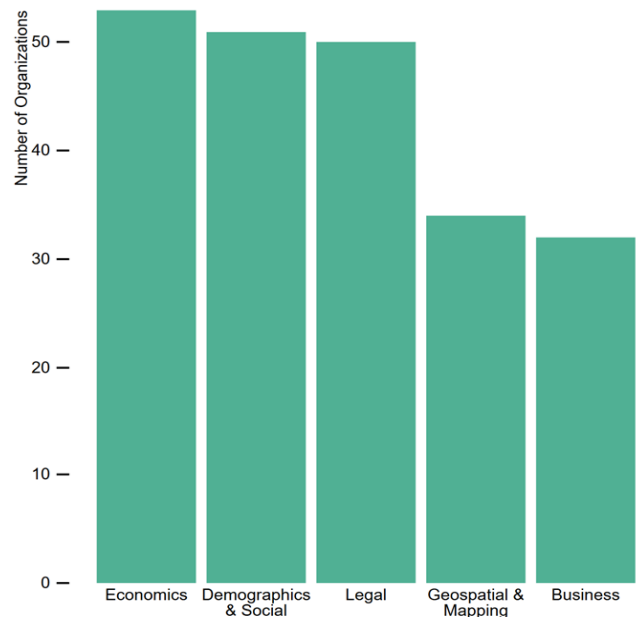
HOW ORGANIZATIONS USE OPEN DATA

Organizations providing business, research and consulting services use open data to:

- Provide financial, economic, industry and legal data and intelligence
- Facilitate access to information, as well as develop visualizations and additional analysis for clients
- Help companies manage their risks based on micro and macroeconomic indicators
- Conduct trend and predictive analysis and develop forecasts to support their clients' decision-making
- Identify market and investment opportunities by taking advantage of demographic data, company registers, and economic statistics
- Collect, code and publish up-to-date statutory and regulatory legal information
- Provide legal intelligence using intellectual property data such as patents and trademarks to attorneys, researchers, and inventors

USE CASES

New Zealand Institute of Economic Research
Consultancy advancing independent economic analyses
URL: http://nzier.org.nz/
Country: New Zealand
Impact: Supports a database that breaks down national economic analysis into user friendly datasets
Data Used: Statistics New Zealand Official Yearbooks (1893-2012), Budget data and economic statistics from the Treasury and Reserve Bank of New Zealand

Sagaci Research
Providing market intelligence and data across key industries
URL: http://sagaciresearch.com/
Country: Kenya
Impact: Market intelligence and data from African countries
Data Used: Census data and national statistics on the automotive and other markets from Kenya and Nigeria's National Bureaus of Statistics

TOP APPLICATIONS OF OPEN DATA FOR THE SECTOR

TOP 5 DATA TYPES USED IN THIS SECTOR