



**I D A T U M**  
**RESEARCHERS**



**ANALYSIS   RESEARCH   CONSULTANCY**



# SECTORS

## Healthcare



- ▲ Comparing Medical Devices
- ▲ Market Assessment studies
- ▲ New Drug Studies
- ▲ Product Usage studies
- ▲ Healthcare Tourism
- ▲ Patients Behavior trends
- ▲ Patient Satisfaction:
- ▲ Role of social media in future of healthcare



## IT / Banking



- ▲ Customer delight
- ▲ Delivery slippage
- ▲ Process Improvement
- ▲ Employee satisfaction
- ▲ Product/service -market Trends

## Real Estate



- ▲ Trend analysis
- ▲ ROI analysis
- ▲ Location research
- ▲ Advertisement Strategy



## Education

- ▲ Education trends
- ▲ Rural education research
- ▲ Demand /trend analysis



## Food/FMCG

- ▲ Outlet location research
- ▲ Quality Analysis
- ▲ Vendor /supplier /distributor evaluation
- ▲ Market demand /consumer research
- ▲ Customer satisfaction survey





## Socio-Economic



- ▲ Impact assessment
- ▲ Baseline assessment study
- ▲ Social research
- ▲ Life style studies
- ▲ Media & advertisement recall studies
- ▲ Agro Economics

## Media



- ▲ Product Launch Analysis
- ▲ Current Trend analysis
- ▲ Resource tracking
- ▲ Product Integration Surveys



# SERVICES

Idatum offers high quality cost effective Market Research and Consulting services.

## Research



- ▲ Domestic and international industry overview
- ▲ Market estimation
- ▲ Market Segmentation
- ▲ Customer behavior analysis
- ▲ Customer satisfaction assessment
- ▲ Brand effectiveness analysis
- ▲ Employee satisfaction
- ▲ Partner/Channel satisfaction
- ▲ Opportunity assessment,



## Research

- ▲ Competitive intelligence & benchmarking studies
- ▲ Social Media Tracking
- ▲ Socio-Economic / Impact Assessment

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## Analysis

Comparison  
Studies

Trend  
Analysis

Business  
Forecasting

ROI  
Calculations

Customer  
Survey  
analysis

## Consultancy

Startup Strategy

Cost effective  
Business solutions/  
Six Sigma  
Implementation

Continuous  
process  
improvement





# CLIENT LIST





## ABOUT IDATUM

Idatum was incepted with a vision to provide cutting edge market research and analytics solutions inspired by the power of simplicity. This is a strategic initiative by a group of researchers, analysts, domain experts and management consultants with 50+ years of cumulative experience. Our specialty lies in tailor-made /customized solutions for our clients.



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*We help entrepreneurs make use of their own data to identify patterns, draw conclusions and make predictions to help their business stay ahead*

*Whatever the subject, scale and stage of your business is in, we help to strategies/grow your business by taking data driven decisions*

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*Thank you*

Address

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