

# Getting market insights

## How it started

COLLECT & FILTER

Collect news, press releases, and other content on "smart city".

Only keep those contents that include a market analysis. That is, only keep contents that mention some market segment, as well as a size and growth estimate for that market segment.

Extract all "smart city" market size and growth rate (= CAGR) estimates from your remaining data.

ANALYST CONSENSUS

Normalize the data. That is, make sure that all size and CAGR estimates refer to the same time frame. Use linear interpolation to time-frame-normalize the size and growth curves.

Put the data into a scatterplot, where  $x = \text{size}$  and  $y = \text{CAGR}$ . This gives you an idea of analyst consensus regarding size and growth estimates. If all the dots are lumped together, analyst consensus is high. If the dots are all over the place, analyst consensus is low.

COMPANIES

Get the names of all companies mentioned in your contents. For each company, count how often it appears. More frequently mentioned companies are seen as "relevant" by more analysts.

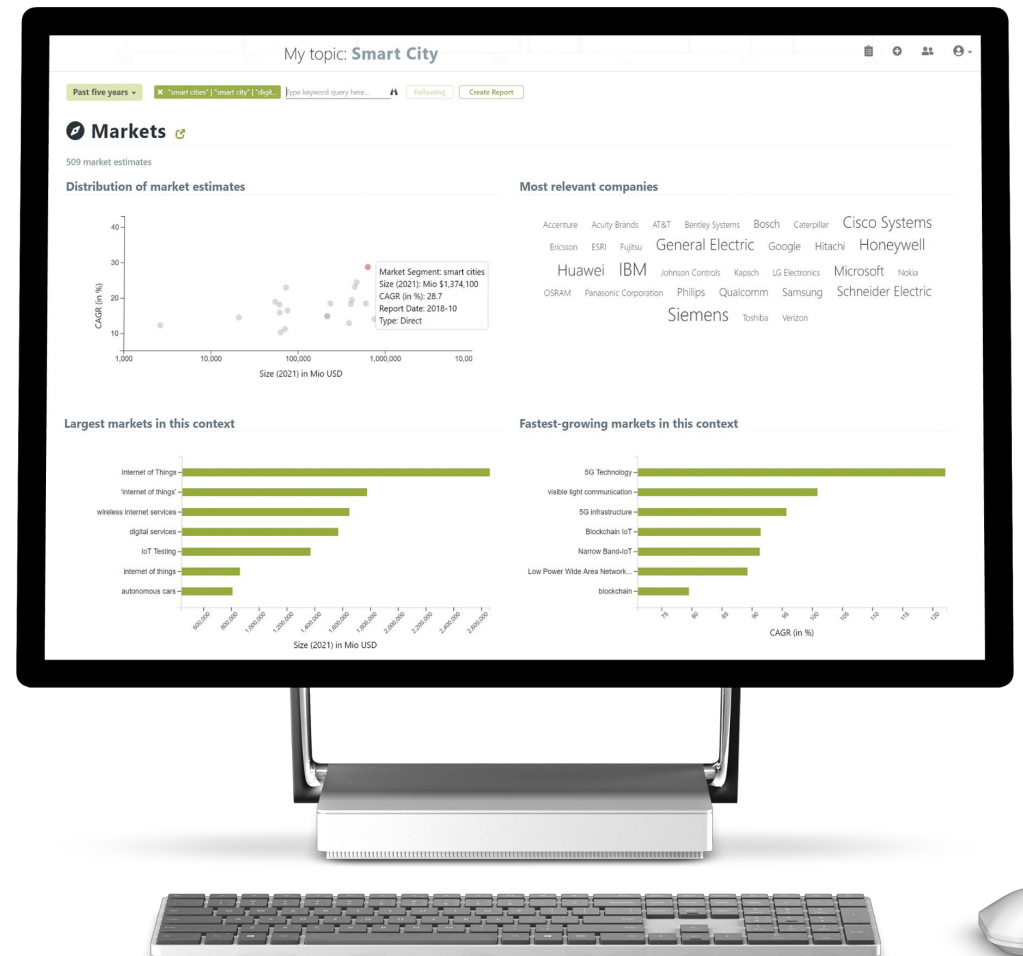
CONTEXT MARKETS

Extract all other market estimates, that is, the ones not on "smart city" but on related topics ("edge computing" or "smart sensors"; for instance). We call these "context markets" (= not what you're explicitly searching for, but relevant in your context).

Normalize the context market data. This way you can see the biggest and the fastest-growing context markets.

## How it's going

Search for "smart city" in Mergeflow.



→ Try this in Mergeflow