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ABOUT US

“The CityStats” is a company that operates in the fields of consulting and data analytics, and offers its services such as data analysis, market research, polls, etc. to businesses, NGO’s or other public entities. Implementing the latest techniques and technologies of the field, through “The CityStats” you can give answers to questions such as:

- What are the products and services in the highest demand right now?
- What are the most profitable sectors to invest in?
- What is your company’s position towards the market?
- Is your business running efficiently?
- What are your clientele’s requests?



PARTNERSHIP OPPORTUNITIES

The City Stats offers partnerships with companies that are in need of long-term as well as short-term contracts and tracking of proposed projects. B2B services can consist of ongoing contracted services (training, data entry, periodic analysis, database management, etc.) but also one-time projects (surveys, market analysis, polls, reports, etc.). The City Stats is particularly qualified in developing research projects by public or private funding, through various applications, also benefiting from the experience and network of partner firms.

1. Long-term collaborations:

- a. Companies that delegate all their analytical / reporting needs
- b. Companies which delegate part of their needs
- c. Intermediary companies seeking solutions for third parties.

2. Short-term collaborations:

- a. Companies that require assistance for a specific project such as: studies, surveys, polls, market studies, etc.
- b. Strategic projects / studies of a certain profile
- c. Consultations / Trainings



OUR SERVICES



TRAINING AND CONSULTING

- ▶ Business Consulting
- ▶ Staff Training
- ▶ Project Management
- ▶ Product Development
- ▶ Financial Planning



DATA COLLECTION

- ▶ Data entry
- ▶ Data mining
- ▶ Polls
- ▶ Transcriptions



RESEARCH AND DATA ANALYSIS

- ▶ Scientific articles
- ▶ Analytical Reports
- ▶ Literature Review



DATA PROCESSING

- ▶ Cleaning Data
- ▶ Data Standardization
- ▶ Data Consolidation
- ▶ Database Maintenance



DATA VISUALIZATION

- ▶ Dashboards
- ▶ Infographics
- ▶ Charts and Tables



SURVEY AND POLLING

- ▶ Questionary Design
- ▶ Data Collection
- ▶ Report of findings



STATISTICAL MODELLING

- ▶ Regression Analysis
- ▶ Quality Control
- ▶ Machine Learning
- ▶ Forecasting



MARKET RESEARCH

- ▶ Market Segmentation
- ▶ Clustering Analysis
- ▶ Factorial Analysis
- ▶ Decision Tree
- ▶ Interviews



BENEFITS OF COLLABORATING WITH US

- Measure your business's market perception based on data generated factors.
- Analyze technological and innovation trends that better fit your business and implement them.
- Data-driven, fast and informed decision-making.
- Analyze production capabilities for products/services and find the best methods to fulfill your clients needs.
- Create adequate marketing and sales strategies.
- Receive valuable feedback on your products/services through analyzing user experience data.
- Generate data related to your clientele's needs and find the best options to optimize user experience.
- Measure KPI's and internal staff satisfaction and find the best ways to maximize them.
- Find new and potential investment fields according to local and worldwide trends.

WOULD YOU LIKE TO KNOW MORE?



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