Market Size Forecast for B2B lighting

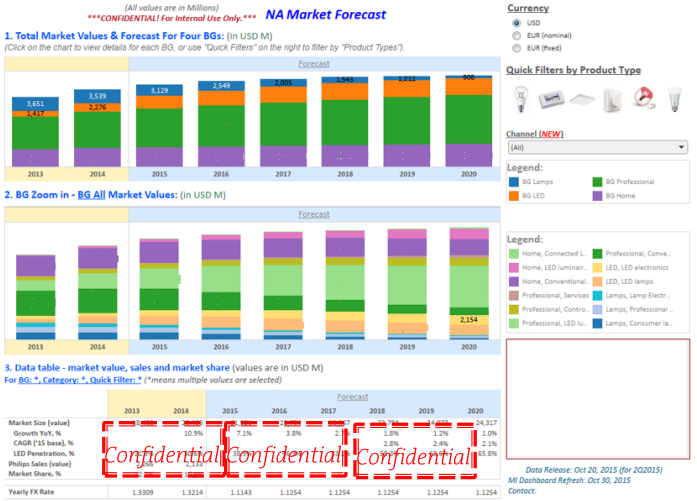
Project background

GemSeek developed an annual market size forecast and quarterly market share dashboard in Tableau for a major lighting company.

GemSeek's role

We created an interactive dashboard on all available sources per market containing market size, forecasts and quarterly market share data. The direct connection of tableau with our SQL database allows automatically refresh of the data. GemSeek is responsible for the data gathering, data cleansing and data analytics, as well as the implantation of the BI interface.

Project details

Dashboard Components & Outputs:

- Annual Market size forecast (in volume/value)
- Quarterly Market Share figures
- Regional breakdown, incl. State lvl. in USA
- Average unit price
- LED penetration
- Channel view
- Market data by Segments and Technology
- Macroeconomic indicators