

# RESEARCH METHODOLOGY BREAKDOWN



To ensure accuracy and reliability of data and incisive analysis in reports we employ a robust research process...

## SWOTs

Industry specialized teams led by Senior Analysts

Extensive use of company data and regulatory filings, management presentations and transcripts

Access to broker research reports and sector expert opinion for better analysis

Three step quality assurance with authoring tool built-in checks, quality check sheets and peer review feedback to ensure high quality research reports

## Company News

Industry specialized teams led by Senior Analysts

Extensive use of data provided by company website newsrooms and press releases

Two-step quality assurance with authoring-level checks and a comprehensive quality check by reviewers before publication

Daily review and one-to-one training based on quality feedback

## Standard/ Capsules

Industry specialized teams led by Team Leaders

Extensive use of company provided data and information and regulatory filings

Two-step quality assurance process with authoring tool built-in checks, quality check sheets and peer review feedback to ensure accuracy and reliability of information

## Country Statistics

Specialized team of analysts trained to use sophisticated econometric modeling techniques and propriety models

Extensive use of data released by national and international bodies such as National Statistics Organizations, Central Banks, trade associations, the World Bank, IMF, UN and OECD.

Two step quality assurance process with meticulous quality checks by reviewers before and after publication

## Financial Deals

Industry specialized teams led by Team Leaders

Efficient use of spidering technology, as well as manual tracking of websites, paid databases, advisory contacts, regulatory filings and third party news to ensure real-time coverage of deal activity

Two-step quality assurance process with authoring tool built-in checks and a complete quality check and feedback by Team Leaders

## Country Profiles

Team of analysts specialized in country analysis and trained to use the reliable PESTLE/PEST framework

Extensive use of data released by the World Bank, IMF, UN and OECD, as well as broker reports and paid databases for relevant analysis, especially the SCPT analysis in PESTLE

Two step quality assurance with authoring-level checks and a complete quality check by reviewers

## Industry Profiles

Team of research analysts specializing in industry and data analysis

Exhaustive use of secondary research sources to provide fully up-to-date picture of the industry

Robust research methodologies in place to ensure reliability, accuracy, and traceability of data

All research is aggregated, analysed, cross-checked and presented in a consistent and accessible style

## Case Studies

Case studies draw upon years of experience in industry analysis

Fact-based, they explain the rationale of commercial decisions and illustrate wider market and economic trends

Written using the pyramid principle to quickly and effectively communicate key points and ideas to the reader

Two stage quality assurance process with reviews by senior analysts and thorough editorial proofing

