

CLIENT SUCCESS STORY

How consulting firm **A Priori** made Statista its first stop for **client-ready research**

A Priori Consultants is a boutique marketing and strategy consulting firm based in Gurgaon, India. They partner with consumer-facing organizations to answer big commercial questions—from market entry and brand positioning to innovation pipelines. With Statista as its foundation for market and consumer data, the team turns complex landscapes into fast, evidence-backed strategies that clients trust.



Client Name A Priori Consultants	Founding Partner Shubhajit Sen
Company Size 10+	Industry Strategy & Consulting

The challenge

A Priori needed a single, reliable source of global market and consumer data to replace a patchwork of outdated datasets and client-provided information, and to give their consulting work a stronger evidence-based foundation.

The outcome

With Statista, the team now builds robust points of view on any category or consumer cohort in a fraction of the time. They walk into pitches with greater confidence and use data to power more ambitious projects for clients.

"Statista is one of the first returns on investment."

Shubhajit Sen
Founding Partner

When **fragmented data** holds strategy back strategy

To compete with large consultancies and support clients across multiple markets, [A Priori Consultants](#) needed reliable market intelligence that was both comprehensive and actionable.

Before Statista, their data foundation was built from whatever they could gather—client decks, public reports, and scattered online sources—which left gaps and inconsistencies.

"I think what's happened is you don't get a single source of truth. We really did have a patchwork of different data sources or what we could get from our clients," says Founding Partner of A Priori consultants, Shubhajit Sen.

"Our clients would have a very narrow view of things. And the **data sets we had access to that were old, outdated, or incomplete.**"

For A Priori, data is not a nice-to-have but a core part of their philosophy: creativity must be built on a solid basis of data, Shubhajit tells us. Without that, strategic recommendations feel less sound, both for the team and for their clients.

"Sure, you can be creative. Sure, you can have innovative thinking. But that should be on a foundation which is very robust, very evidence-based data," says Shubhajit.

Having seen Statista whenever they searched for data, A Priori initially used the free version, then upgraded as the firm grew and their **projects demanded deeper, more consistent coverage.**

"Statista is one of the first returns on investment. That's the way you define Statista even on the free plan—it's your first source for trusted data."

From scattered sources to a **single starting point**

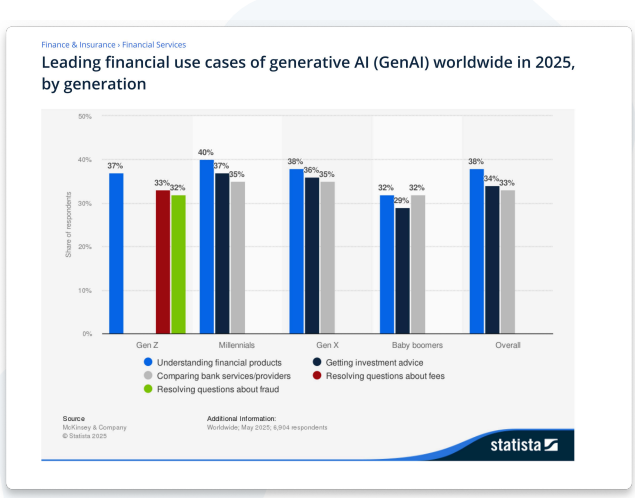
Today, Statista sits at the center of A Priori's data ecosystem. Other tools still play a role—broad macro sources on one side and more category-specific providers on the other—but Statista is where the team starts.

For every new prospect or brief, analysts run a structured "6C" scan, using Statista to understand the structure and dynamics of the client's category before they step into the room or hop on a call.

As Shubhajit tells us, "Even before we meet the client for the first time, our analysts will do a 6C of the company category they're in. Those questions typically come from Statista, so it's our first port of call."

Once past the initial immersion phase, Statista remains the go-to for specific questions and for the business's innovation practice, where the team actively hunts for outlier data and breaks in trends to inspire new opportunities.

"What we love to look for are outlier data and breaks in trends or breaks in trajectories. Those are the places where we think something is happening," Shubhajit explains.



Faster insight, stronger hypotheses, and **bolder pitches**

With Statista in place, A Priori can now understand new markets and audiences at speed, even without local offices or teams. That reach is especially important as they work across multiple countries from their base in Gurgaon.

"We work across multiple markets across the world and here, sitting in Gurgaon, we don't have offices elsewhere. So we quickly need to get a sense of, for example, what's happening with Gen Z in Vietnam."

"But it's not just about quick access. I would say the single biggest shift has been the comprehensiveness and speed of the data and how quickly we can therefore move beyond the research stage into a bit more of the synthesis and the hypothesis stage. I think that work has become super fast and much better."

"Statista helps me provide concrete data that supports our leadership's strategic decisions."

Wannissorn Posil, Deputy GM

For the founder, the impact is both practical and personal: Statista allows him to form a complete point of view on various topics.

"I'm able to develop a robust point of view on pretty much any category or any consumer cohort anywhere in the world," says Shubhajit.

"I can now do this in one tenth of the time thanks to Statista. It would have taken a lot longer if we didn't have access to the data."

That speed translates directly into confidence in front of clients, even in unfamiliar spaces.

"It gives us a lot of confidence to walk into any client meeting, even if you've never worked in that category before, saying 'you know what, we'll get the baseline data sorted'. The confidence we get from having access to very relevant data is something Statista gives us," says Shubhajit.

Turning disruptive briefs into **data-backed opportunities**

Statista's impact is especially clear in A Priori's more unusual, forward-looking projects like helping a global knowledge-management company explore how to "disrupt marketing" itself.

To support such a bold vision, they first need a clear, data-backed picture of the entire marketing landscape: how much companies spend, where that money goes, how those investments are changing over time, how many people work in marketing globally, and what they're paid. Without Statista, scoping a brief of this scale and complexity, at a truly global level, would have been almost impossible.

Using Statista's data and citations, A Priori can quickly paint the landscape for such a complex brief and build client comfort around bold recommendations.

"Real data and source citations has given us a level of comfort with this client which otherwise would have taken an incredibly long time. It's comprehensive and it's very fast, very, very fast," says Shubhajit.

A **must-have**, not a nice-to-have

Statista has become so embedded in A Priori's work, from the research phase down to the client pitch.

"When we are pitching to a client, we will let them know that we base a lot of our recommendations on Statista. So that's a key part of our pitch."

Clients don't question the platform's credibility—if anything, they expect their partners to be using a resource of this calibre.

When asked what would happen if the team lost access tomorrow, the answer was immediate: they'd cope, but at a much lower level of confidence.

"It's kind of like if electricity suddenly went out and you must go back to fire. You'll figure out coping mechanism with web searches, etc. But it wouldn't be the same."

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