

# Increasing quality of work



Client Name: **Braskem**  
Employees: **8,000**  
Revenue: **€ 16B**  
Industry: **Petrochemical**

## Challenge

The daily activities of the digital innovation team at Braskem include the preparation of reports and the execution of research endeavors. Recently, attention has shifted towards conducting research that is centered on the design of future scenarios, whereby the utilization of dependable data and statistics has become crucial for making work progress. Therefore, a reliable data platform was needed.



## Solution

In order to choose the best option, Braskem explored various databases and research platforms. The most crucial factors considered were data reliability, tool usability, and the ease of data processing. The team's attention was captured by the extensive amount of statistics related to specific themes, the rise of digital technologies, Statista's market models, and their ability to yield valuable insights.

## Business impact

Utilizing Statista significantly accelerates the initial stages of trend mapping radar initiatives, such as data collection and information consolidation, while also enhancing the overall quality. When dealing with rapidly evolving topics like digital transformation, the prompt availability of data is crucial for the forecasting stages that demand meticulous analysis by the team. Statista's platform enables the team to expedite this cycle of identifying and analyzing signals of change, thereby increasing the likelihood of leveraging emerging opportunities as a competitive edge.



“What caught my attention was the extensive amount of statistics within specific themes.”

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Fabio Theodorovitz,  
Digital Innovation Specialist,  
Braskem