

Propelling business pitches to new heights



Client Name: **NYK Line**
Employees: **10,000+**
Industry: **Transportation**

Challenge

NYK Line stands as one of the world’s premier transportation companies, operating 818 major ocean vessels, along with fleets of planes and trucks. In 2019, they launched the NYK Digital Academy, a corporate university dedicated to cultivating the leaders of tomorrow. Seeking to empower participants in their program - with one task being the launch and presentation of a business – the Academy aimed to provide its member with constant access to credible data to enhance their research and pitches.



Solution

Recognizing the limitations of searching for data online, NYK Academy identified the need for reliable sources. And, understanding the persuasive impact of credible data in presentations, they turned to Statista.

Statista’s wealth of data and intuitive interface empowered participants to effortlessly assess market demands and potentials, gaining relevant evidence to support their claims. The uniformity of Statista’s data charts and clear secondary usage rights proved instrumental, allowing participants to seamlessly integrate findings into materials and create compelling presentations.

Business impact

With Statista, NYK Academy members achieved significant time savings and the ability to ground their strategies and pitches in verified evidence. This not only led to more robust business cases but, thanks to Statista’s highly regarded reputation, also instilled higher trust among recipients, ultimately contributing to the success of their business presentations and ideas.

With the power to accurately analyze business landscapes and pitch ideas, Statista supports in developing essential skills among Academy members – shaping the leaders of tomorrow and strategically positioning NYK Line for success.

“It’s extremely helpful for us to have on-demand access to a large amount of reliable data. Our Academy’s students use Statista to research market needs and create impactful business presentations”.

Hideyuki Kumai,
Manager Digital Academy
Team Innovation
Promotion Group,
NYK Line

