

Market analysis with data-driven insights

kotra

Korea Trade-Investment
Promotion Agency

Client Name: **KOTRA (Korea Trade-Investment
Promotion Agency)**

Employees: **1,200**

Industry: **General Public Administration Activities**

Challenge

The Korea Trade-Investment Promotion Agency (KOTRA) needed to analyze various issues and trends in overseas markets and required access to large amounts of information on specific markets and items. The company previously used multiple databases, but none of them met its needs. The challenge was to find a service that could provide information based on accurate numbers and eliminate the need to hunt down and evaluate multiple sources.



Solution

Statista has provided the ideal solution for KOTRA: With access to reports on global trends and forecasts, KOTRA has been able to easily assess future prospects and monitor current trends. Additionally, the Statista platform offers comprehensive and up-to-date information along with unique features including the ability to view market statistics by region. These components, combined with the variety of its different formats, place Statista in a category of its own and beyond the reach of similar platforms.

Business impact

Statista proved to be a valuable asset for KOTRA and its day-to-day work. The platform helped its employees to save time and become more efficient in producing accurate information while also providing unique insights in a simple and uncomplicated way. Overall, Statista's features and advanced information have been instrumental in empowering KOTRA to stay ahead of the game in its analysis of overseas markets and have helped KOTRA to make data-based decisions.

“Statista stands out from other competing platforms with its fast and consistent effort to provide the most up-to-date information.”



Kijoo Sung
Director, KOTRA