

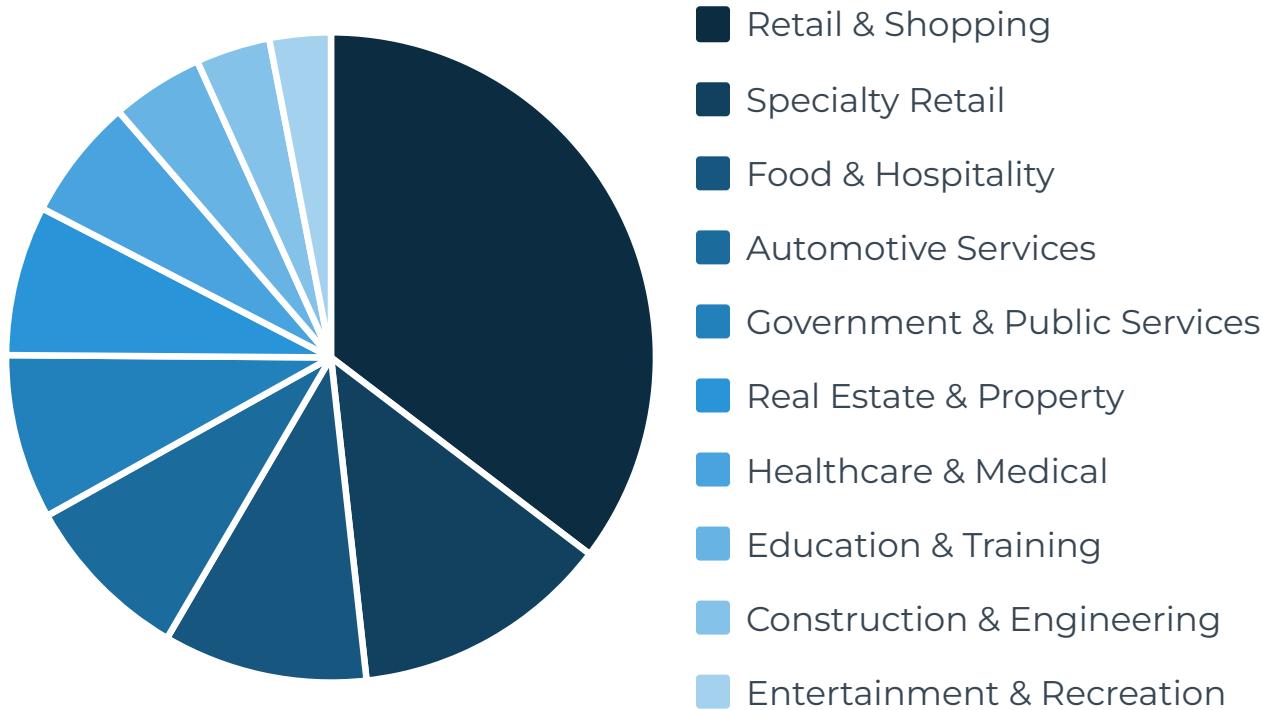
Data Story: Business Dataset Analysis

Analyzing business data to extract meaningful insights. We address 15 strategic questions to uncover its complete story.



Dominant Business Categories

Our initial analysis targets the most common business categories to map the current market landscape. Understanding these distributions helps us identify both saturated and emerging sectors for investment opportunities.



- Retail & Shopping is the most dominant category with nearly 50,000 businesses.
- Business Services and Restaurants follow as significant categories.
- The market shows a strong service-oriented economy and consumer retail presence.
- Smaller sectors like Entertainment & Recreation and Education & Training represent potential emerging growth areas.

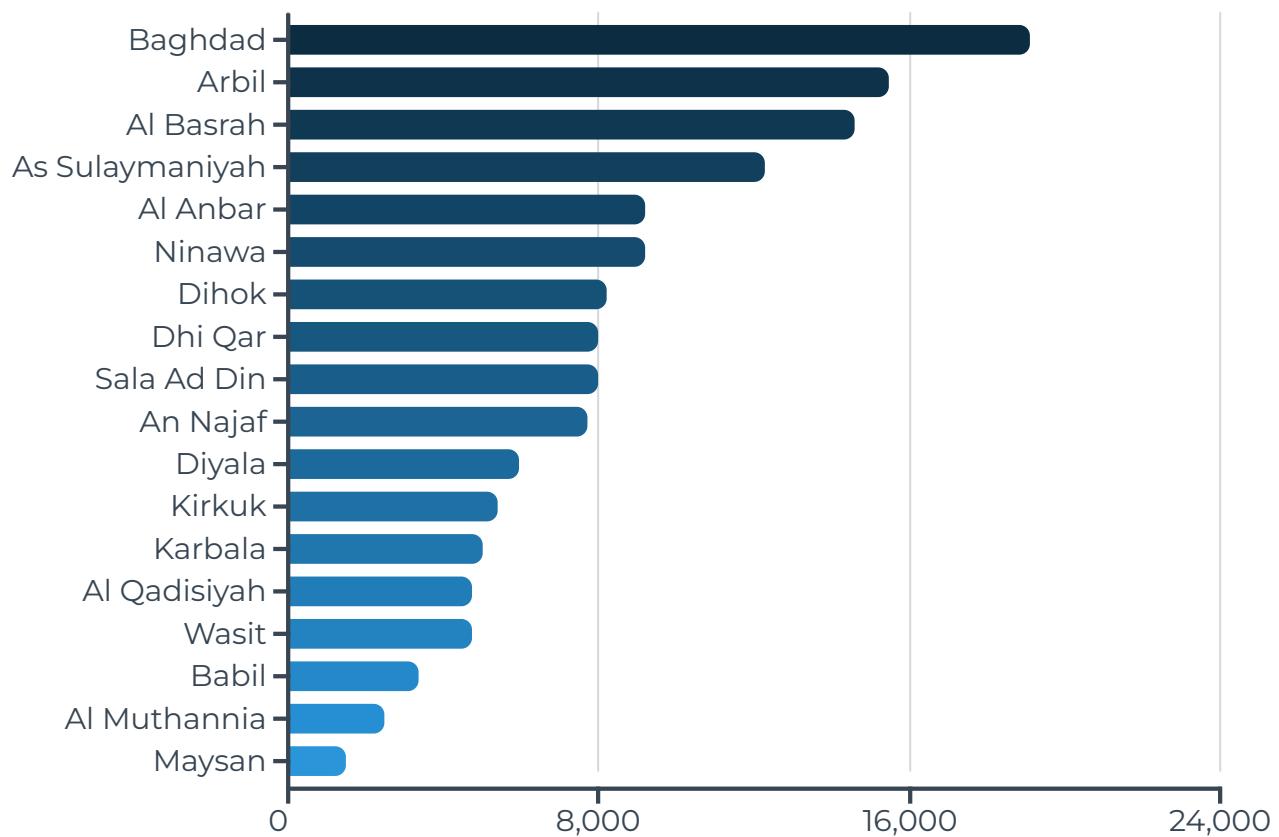
Al Basrah



Business Distribution by Governorate

Geographic Concentration of Companies Across Iraq

This analysis shows the distribution of companies across various Iraqi governorates. Understanding these patterns helps identify areas of high economic activity and potential for growth.



- Baghdad leads with over 19,000 registered companies, indicating its significant economic role.
- Baghdad follows closely, reflecting its status as the capital and a major business hub.
- The Kurdistan region (Arbil, As Sulaymaniyah, Dahuk) shows robust business activity, forming strong regional economic centers.
- This distribution provides insights for strategic targeting and understanding economic concentration across Iraq.

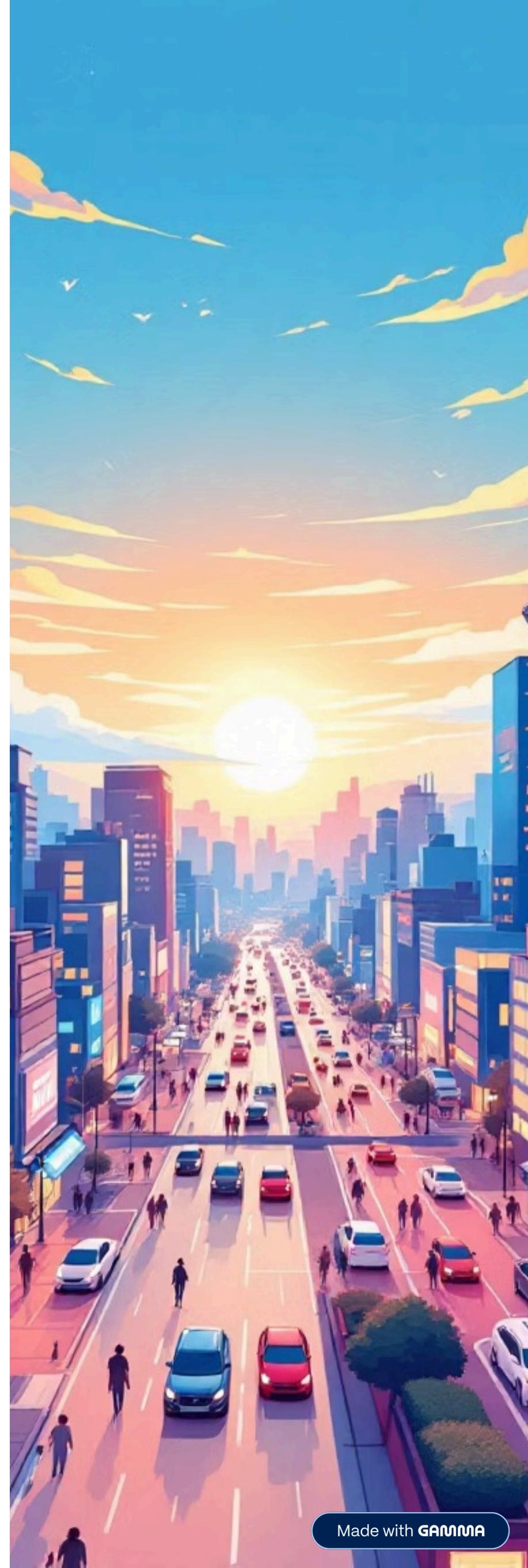
Business Activity: Governorate vs City Distribution

Exploring Economic Concentration at Multiple Geographic Levels

This analysis explores business activity at both governorate and city levels to understand economic concentration patterns within regions, offering a more granular view of economic distribution across Iraq.

Governorate	Major City	Companies (City)
Baghdad	Baghdad	43,862
Al Basrah	Basrah	39,024
Arbil	Erbil	35,025
As Sulaymaniyah	Sulaymaniyah	25,440
Dihok	Duhok	15,385
Kirkuk	Kirkuk	14,006
Ninawa	Mosul	13,533
Dhi Qar	Nasiriyah	12,712
An Najaf	Najaf	10,861
Karbala	Karbala	10,587
An Najaf	Kufa	9,161
Dihok	Zakho	7,465
Al Anbar	Ramadi	6,949

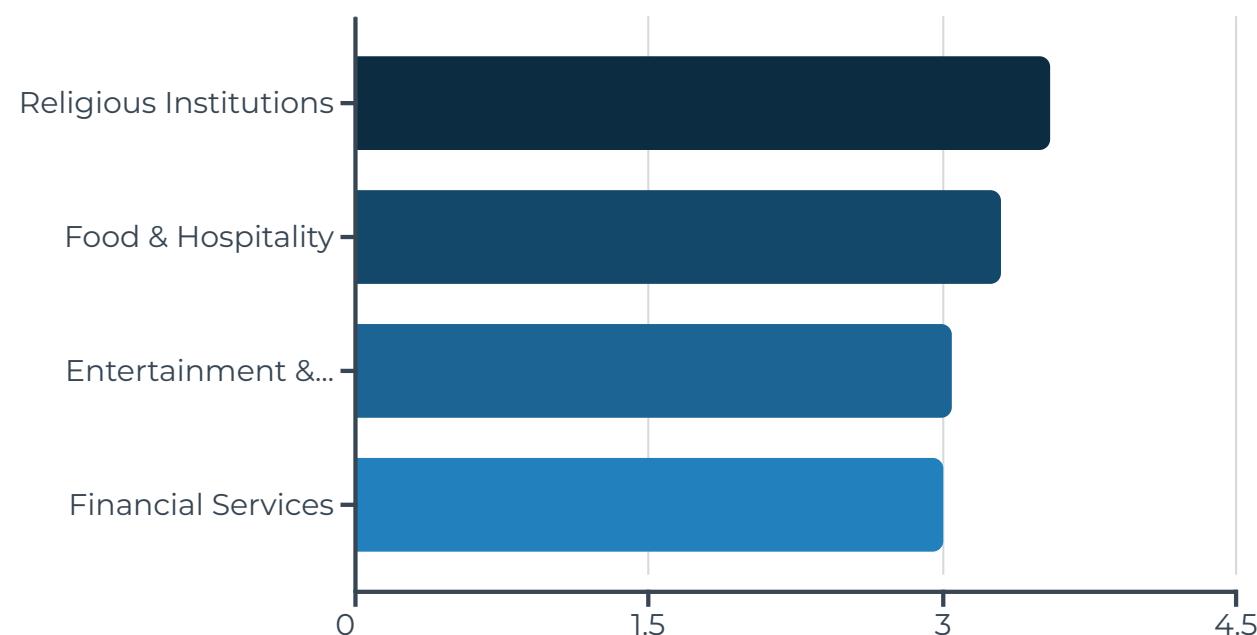
- Business activity is highly concentrated in major cities, with Baghdad, Basrah, and Erbil leading significantly in company numbers.
- Some governorates, such as An Najaf and Dihok, show business activity distributed across multiple key cities (e.g., Najaf and Kufa; Duhok and Zakho).
- This granular city-level data highlights specific urban centers of economic importance beyond just governorate-level figures.
- The data reveals varying patterns of concentration, from highly centralized within one major city to more distributed across several within a governorate.



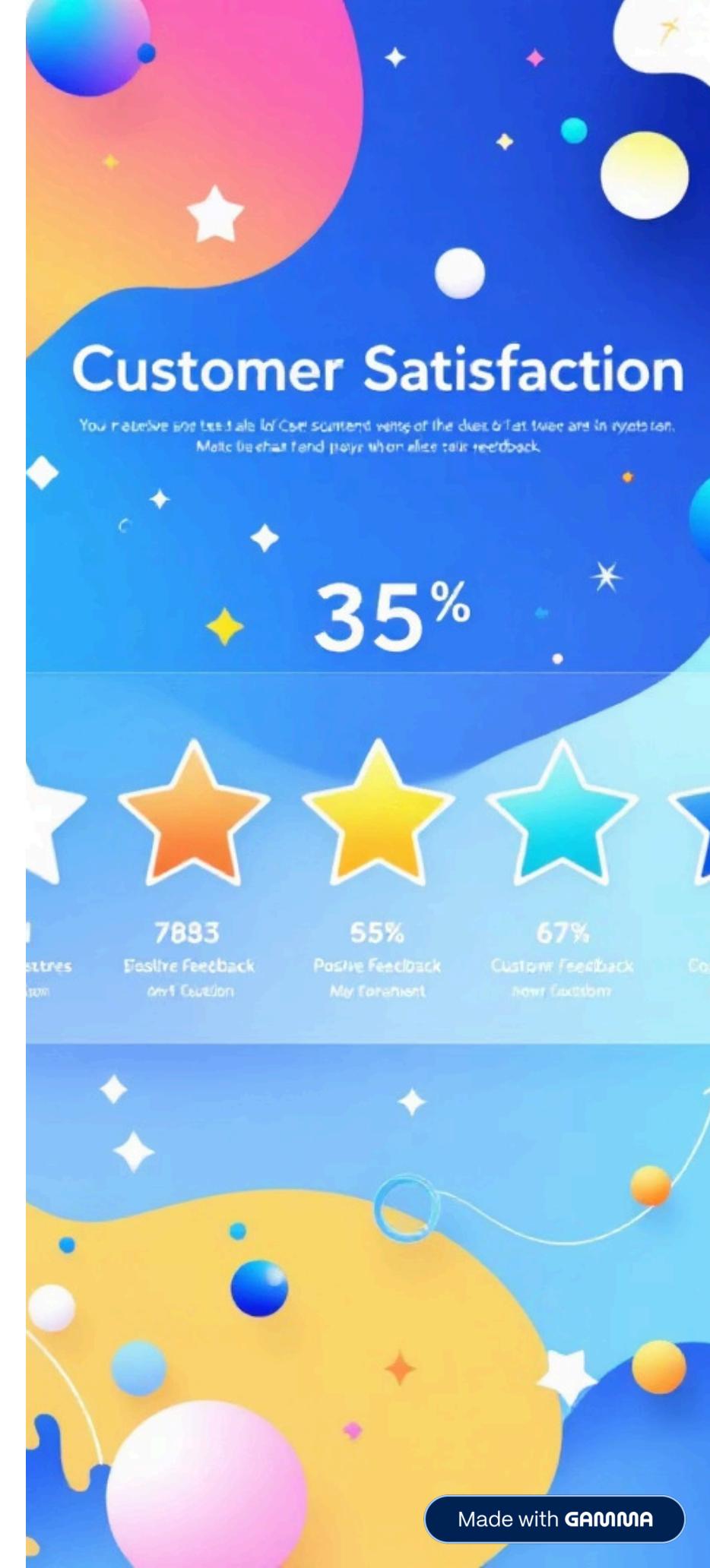
Average Ratings by Business Category

Customer Satisfaction Benchmarks Across Industries

This analysis measures customer satisfaction across various business sectors, providing valuable benchmarks for companies to evaluate their performance against industry standards. The chart highlights top-performing categories based on average ratings.



- Religious Institutions and Food & Hospitality sectors show the highest customer satisfaction.
- Logistics & Transportation and Environmental Services received lower average ratings.
- Lower-rated sectors have clear opportunities to improve customer service and operational efficiency.
- This data helps businesses understand market expectations and refine strategies.



Top-Rated Business Categories by Governorate

Regional Excellence in Customer Satisfaction

This analysis highlights business sectors with high customer satisfaction within each Iraqi governorate, revealing regional strengths and market dynamics.

Maysan	Specialized Manufacturing	5.0
Baghdad	Religious Institutions	4.3
Ninawa	Religious Institutions	4.2
Karbala	Religious Institutions	4.1
Kirkuk	Religious Institutions	4.1
Dihok	Financial Services	4.0
As Sulaymaniyah	Environmental Services	4.0
Babil	Business Services	3.9
Al Basrah	Religious Institutions	3.8
Diyala	Technical Services	3.8
Arbil	Food & Hospitality	3.8
Salah Ad Din	Religious Institutions	3.7
Wasit	Financial Services	3.7
Al Muthanna	Manufacturing & Industry	3.6
An Najaf	Technical Services	3.6
Al Anbar	Technical Services	3.4
Dhi Qar	Religious Institutions	3.4
Al Qadisiyah	Environmental Services	3.3

- Maysan's Specialized Manufacturing sector leads with the highest customer satisfaction (5.0).
- Religious Institutions continue to show strong satisfaction across several governorates, including Baghdad, Ninawa, Karbala, and Kirkuk with high ratings.
- Other sectors like Financial Services (Dihok, Wasit), Environmental Services (As Sulaymaniyah, Al Qadisiyah), and Technical Services (Diyala, An Najaf, Al Anbar) demonstrate varied regional strengths.
- These localized performance insights are crucial for targeted business development and strategic planning.





Excellence Across Iraq: Top-Rated Companies with Perfect 5-Star Ratings

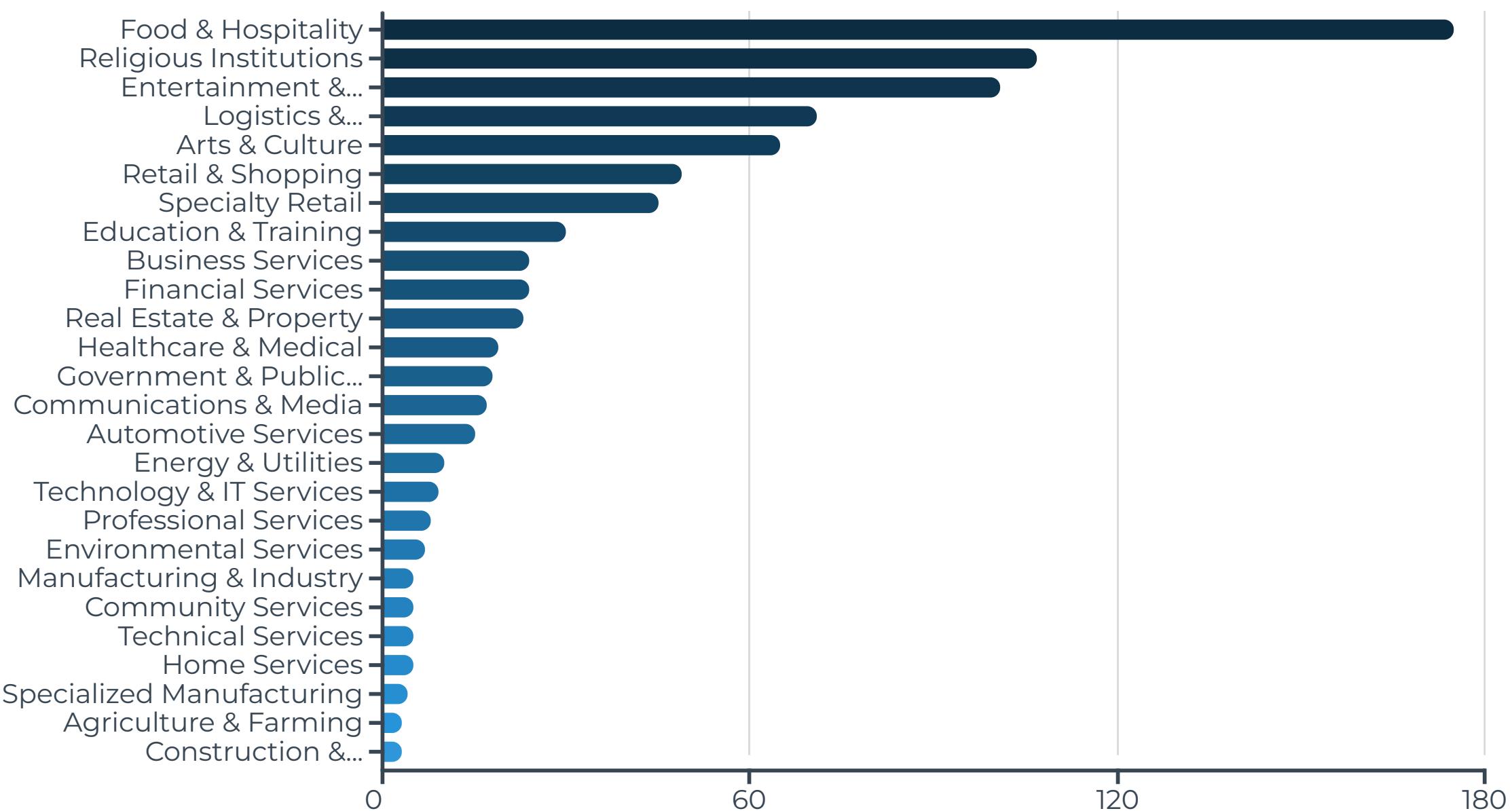
Quality Leaders with Proven Customer Satisfaction (10+ Reviews)

 Al Basrah مهندس محمد Rating: 5.0 Reviews: 51 Category: Technology & IT Services	 Diyala مكتب استنساخ Rating: 5.0 Reviews: 29 Category: Retail & Shopping	 Arbil مكتب مسح ويب العراق - Mr Web IQ Rating: 5.0 Reviews: 17 Category: Retail & Shopping
 As Sulaymaniyah عقارات وبيهري شار Rating: 5.0 Reviews: 17 Category: Real Estate & Property	 An Najaf Photography Home Rating: 5.0 Reviews: 15 Category: Specialty Retail	 Kirkuk Ur Services Company Internet Rating: 5.0 Reviews: 14 Category: Government & Public Services
 Maysan Ahmed Aleman Rating: 5.0 Reviews: 14 Category: Healthcare & Medical	 Ninawa ARVIT Al-Hamdaniyah Rating: 5.0 Reviews: 14 Category: Retail & Shopping	 Salah Ad Din Veterinary Hospital Rating: 5.0 Reviews: 14 Category: Government & Public Services
 Baghdad AiQarat العراق Rating: 5.0 Reviews: 14 Category: Real Estate & Property	 Dhi Qar Breeding Dhi Qar / Nasiriya spend stores Rating: 5.0 Reviews: 14 Category: Government & Public Services	 Dahuk AHMED OFFICE Rating: 5.0 Reviews: 14 Category: Retail & Shopping
 Al Anbar ديونس عبدالستار عكله الكبيسي Rating: 5.0 Reviews: 14 Category: Communications & Media	 Al Qadisiyah الأبداع للديكور Rating: 5.0 Reviews: 14 Category: Retail & Shopping	 Al Muthanna بيت الحاج صاحب كاظم ابو سامي Rating: 5.0 Reviews: 13 Category: Real Estate & Property
 Babil Al Rahman Studio For Photography Rating: 5.0 Reviews: 13 Category: Specialty Retail	 Karbala qutubspine Rating: 5.0 Reviews: 12 Category: Healthcare & Medical	 Wasit Life Fitness Gym Rating: 5.0 Reviews: 11 Category: Entertainment & Recreation

Customer Engagement Analysis: Reviews Distribution by Category

Understanding Review Patterns Across Business Sectors

This analysis delves into customer engagement across various business sectors by examining the average, maximum, and minimum number of reviews received. Understanding these patterns helps businesses identify where strategic engagement efforts might be most impactful.



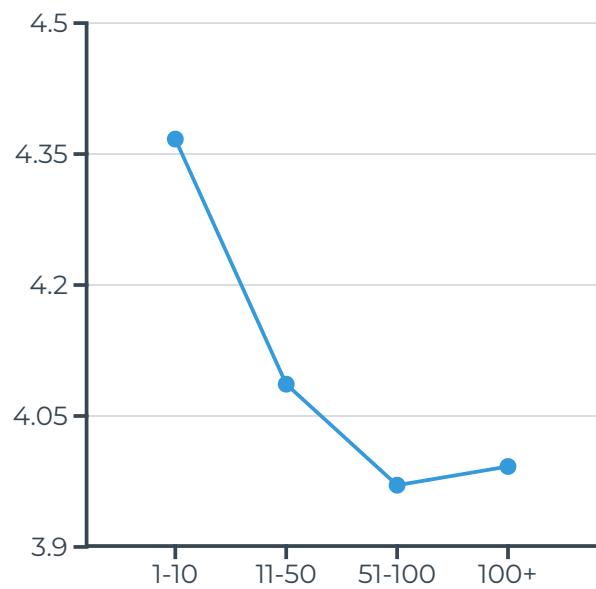
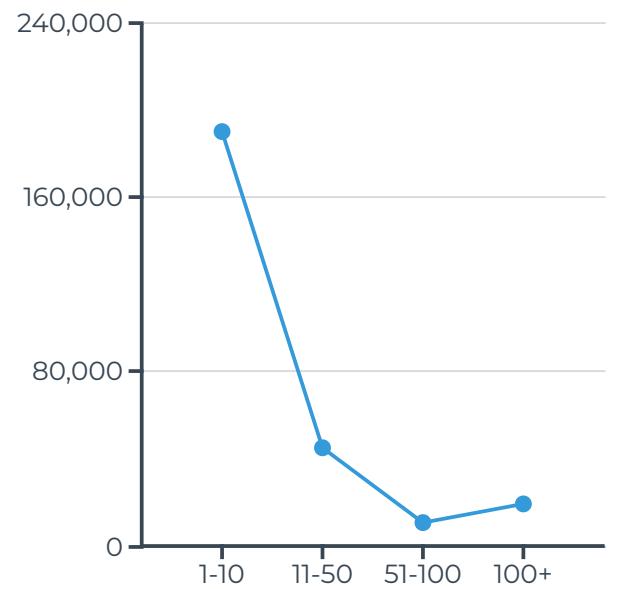
This chart illustrates the average number of reviews across various business categories, highlighting key insights:

- **Food & Hospitality** leads with 175 average reviews, showing high customer interaction.
- **Religious Institutions** also have strong engagement, averaging 107 reviews.
- Sectors like **Construction & Engineering** show significantly lower average reviews (3).
- Despite low averages in some sectors, individual businesses can achieve high engagement (e.g., Construction & Engineering with 227 max reviews).

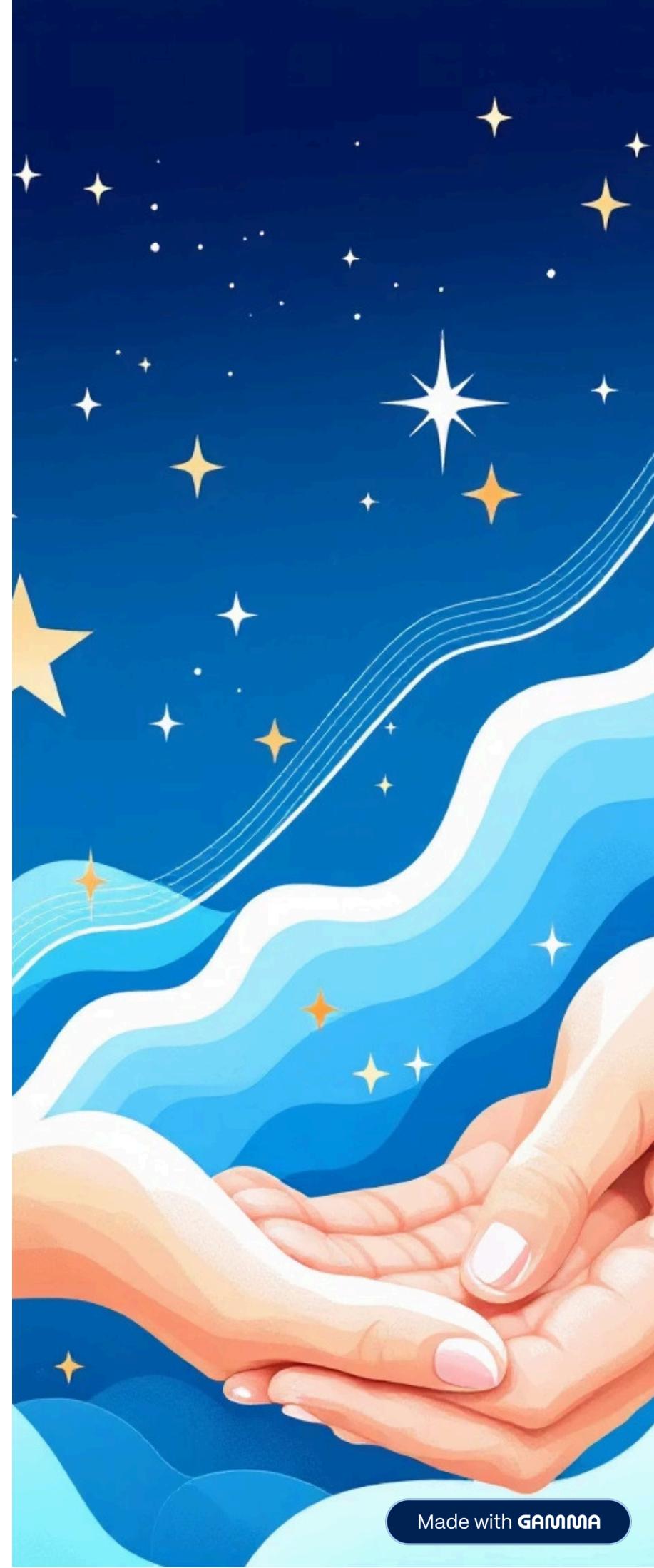
Rating Reliability: How Reviews Volume Affects Average Ratings

Understanding the Relationship Between Review Count and Rating Quality

This analysis examines how average ratings change as the number of reviews increases. Understanding this relationship helps businesses and consumers understand rating reliability and identify customer satisfaction patterns influenced by the volume of feedback received.



- Ratings are highest (4.36) for businesses with few reviews (1-10), but this may indicate selection bias.
- As review volume increases (11-50, 100+), average ratings stabilize around 3.97-4.08, suggesting more realistic feedback.
- This pattern shows ratings become more trustworthy and representative with higher review counts.
- For businesses, encouraging customer feedback builds more credible and reliable ratings.



Review Champions: Most Reviewed Companies by Category

Identifying Market Leaders Through Customer Engagement Volume

This analysis identifies the most influential companies within each sector by examining which businesses have generated the highest number of customer reviews, indicating strong market presence and customer interaction. Understanding these "review champions" provides insight into market leadership and consumer engagement dynamics across various industries.

Below is a comprehensive table showcasing the top companies from each category based on their review counts:

Category	Company Name	Reviews	Rating
Agriculture & Farming	Abo Ratan	7	5.0
Automotive Services	Naseem Umm Qasr LLC	30	5.0
Business Services	Baghdad1	14	5.0
Communications & Media	Korek Telecom	75	3.88
Community Services	صيدلية المختصين لتجارة الأدوية والمواد الطبية والجميل	17	3.4
Construction & Engineering	شركة مرتضى كريم للمقاولات العامة	31	3.0
Education & Training	Tsaneyat Al-Taqaddum Company - ATC	38	4.9
Energy & Utilities	Gas station	63	3.96
Entertainment & Recreation	gym	63	4.44
Environmental Services	alghadiri group	25	5.0
Financial Services	Bank Of Baghdad	60	3.13
Food & Hospitality	Burger King	114	4.12
Government & Public Services	Zain	117	3.97
Healthcare & Medical	INTERNATIONAL SOS CLINIC BASRA	28	4.6
Home Services	شركة الخدمات المنزلية	8	5.0
Logistics & Transportation	Umm Qasr Port (North)	42	3.6
Manufacturing & Industry	Water Treatment	14	3.86
Professional Services	Yver Rocher	20	3.63
Real Estate & Property	Hussam - YouTube Channel	26	5.0
Religious Institutions	Umm Qasr Mosque	18	3.9
Retail & Shopping	LC WAIKIKI	74	3.98
Specialized Manufacturing	IDB ATM	117	3.47
Specialty Retail	SAS Automotive Trade & Services Co Lt	137	4.16
Technical Services	شركة الأنبار للخدمات التقنية	18	4.0
Technology & IT Services	مهندس محمد	51	5.0

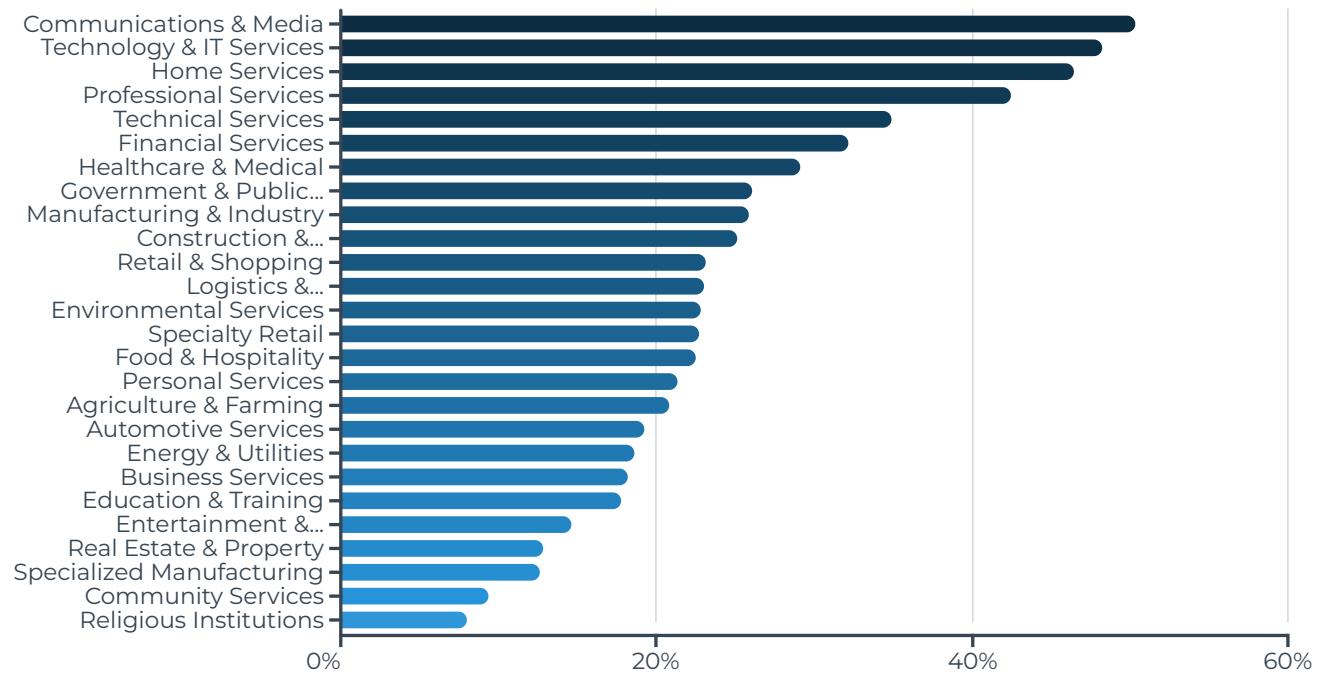
Key Insights from the Analysis:

- Leading Engagers:** Zain (Government & Public Services), IDB ATM (Specialized Manufacturing), and SAS Automotive Trade & Services Co Lt (Specialty Retail) lead in review volume with 117 and 137 reviews respectively, indicating high customer interaction in these sectors.
- Food & Hospitality Engagement:** Burger King stands out in Food & Hospitality with 114 reviews, showing strong consumer interest and feedback in dining.
- Mixed Ratings:** While some categories show high review counts, average ratings vary widely (e.g., Bank Of Baghdad at 3.13 vs. many 5.0 ratings), suggesting that volume doesn't always correlate with satisfaction.
- High Satisfaction Niche Markets:** Several companies, like Abo Ratan, Naseem Umm Qasr LLC, and Baghdad1, maintain perfect 5.0 ratings despite lower review volumes, highlighting strong performance in niche sectors.
- Identifying Engagement Opportunities:** Businesses with lower review counts and high ratings, such as Home Services and Agriculture & Farming, represent opportunities for increased customer engagement to build more robust feedback.

Trust & Credibility: Verification Rates Across Business Categories

Assessing Industry-Specific Trust Levels Through Verification Analysis

This analysis reveals trust and credibility levels across business categories by examining the percentage of verified companies in each sector. Understanding these rates offers insight into industry standards and consumer expectations.



The data reveals several key insights into industry verification rates:

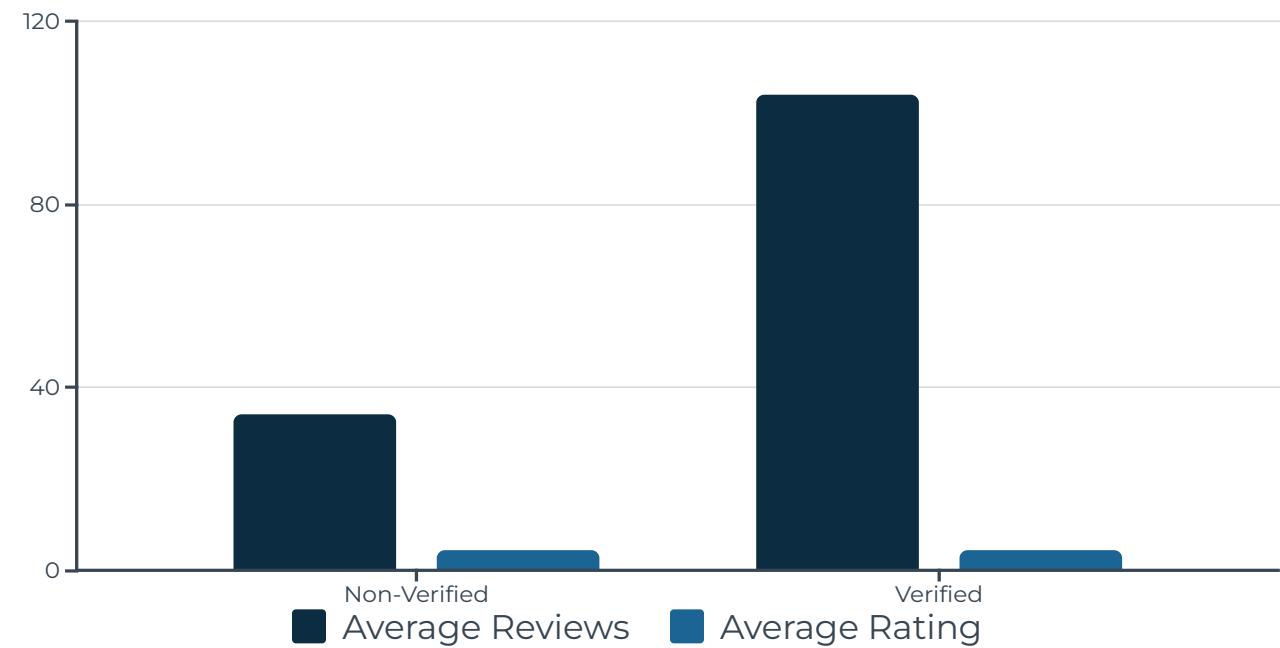
- Communications & Media lead with the highest verification rate (50.3%),** indicating robust industry standards.
- Technology & IT Services follow closely (48.2%),** reflecting the importance of digital trust.
- Religious Institutions show the lowest verification rate (8.0%),** suggesting different trust mechanisms in this sector.
- Service-oriented sectors generally show higher verification rates,** possibly due to direct consumer interaction.



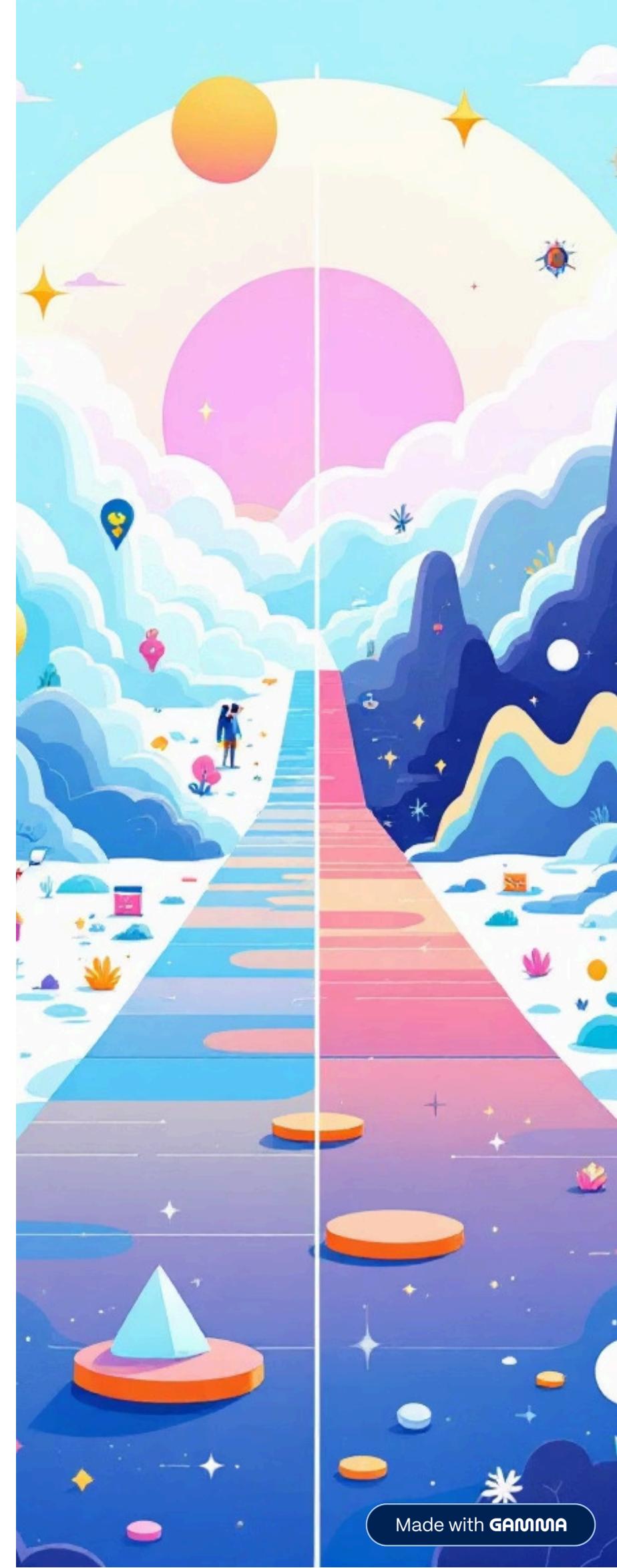
Verification Impact: Comparing Performance of Verified vs Non-Verified Companies

Understanding How Verification Status Affects Customer Engagement and Satisfaction

This analysis compares verified and non-verified companies to understand verification's impact on customer reviews and ratings. It highlights the tangible benefits of a verified status in the marketplace.



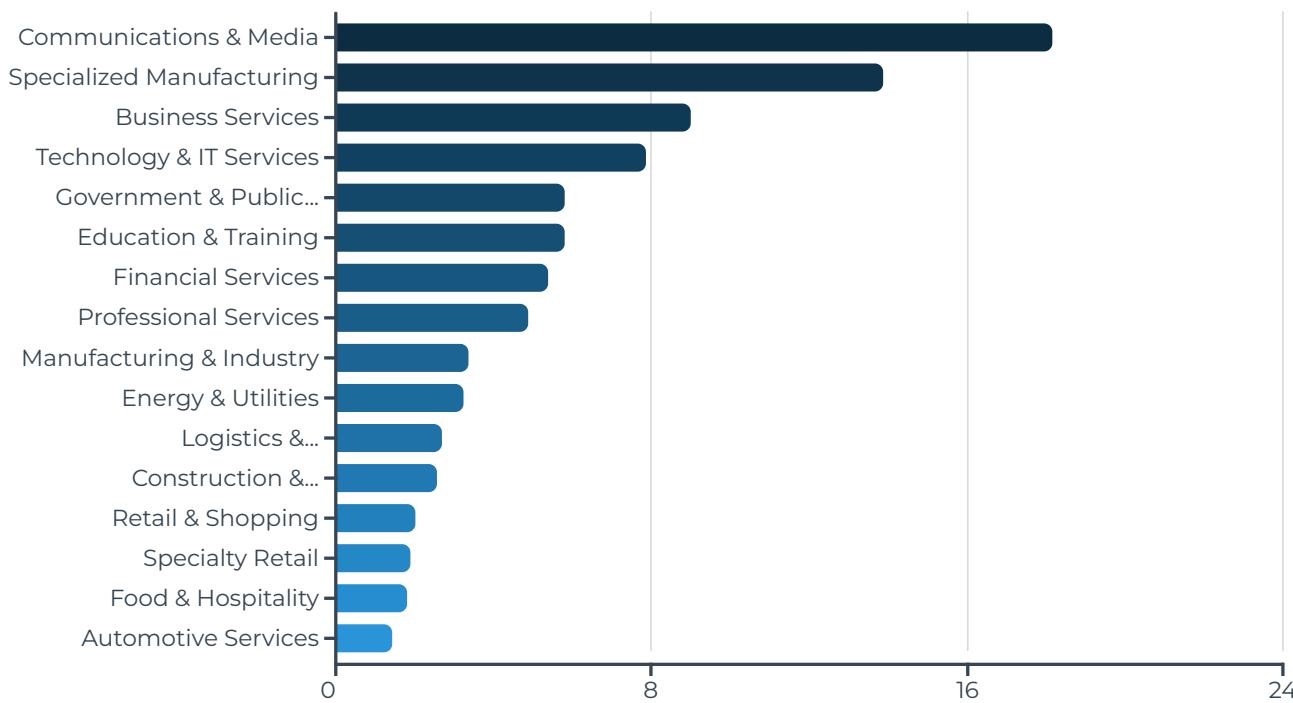
- **Higher Engagement:** Verified companies receive significantly more reviews (104 average) compared to non-verified companies (34 average).
- **Improved Satisfaction:** Verified companies achieve slightly higher average ratings (4.36 vs. 4.27), indicating better customer satisfaction.
- **Market Landscape:** Non-verified companies still form the majority (157,323 vs. 67,936 verified), showing verification is not yet a universal standard.
- **Value of Verification:** Verification drives increased customer trust, leading to greater engagement and satisfaction, making it a worthwhile investment for businesses.



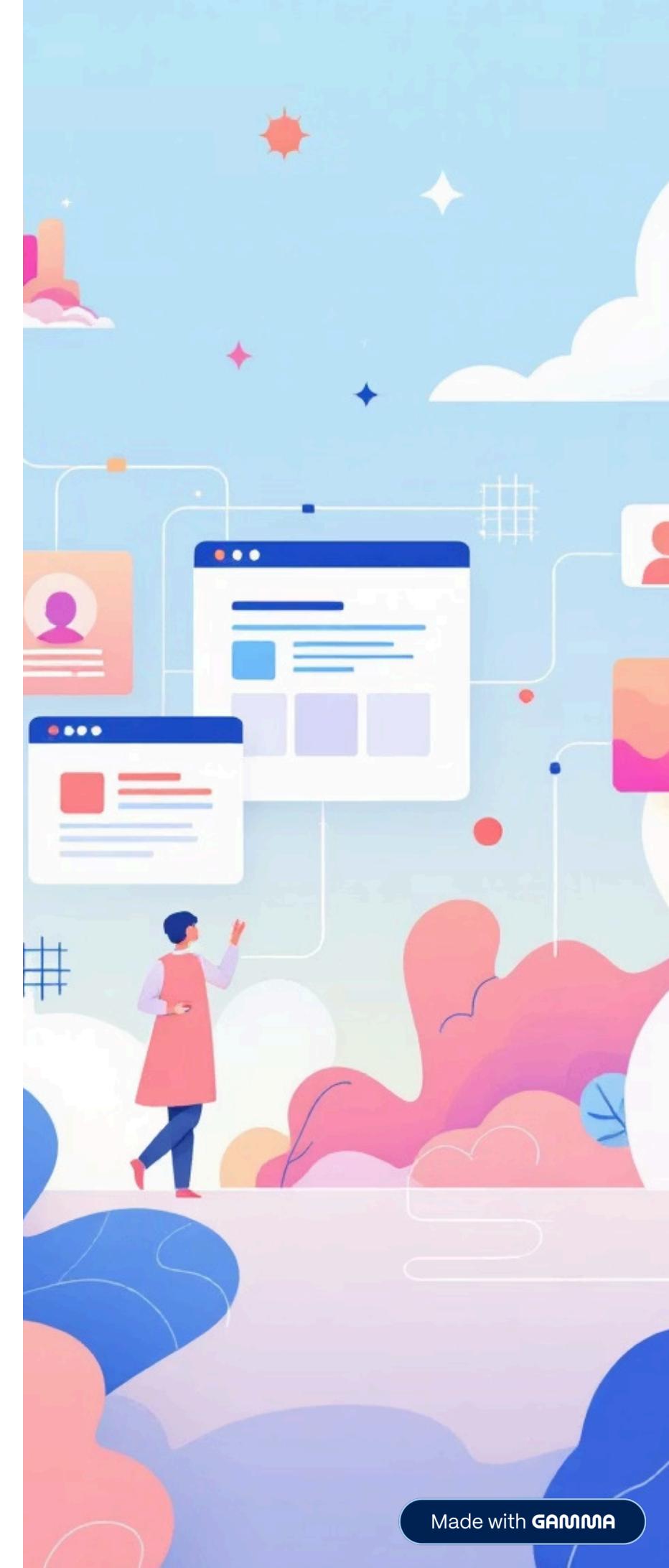
Digital Presence Leaders: Companies with Comprehensive Online Profiles

Measuring Digital Professionalism Across Business Categories

This analysis identifies companies with both a website and LinkedIn profile, indicating a strong digital presence across sectors. The chart displays the percentage of companies in top categories that maintain this comprehensive online footprint.



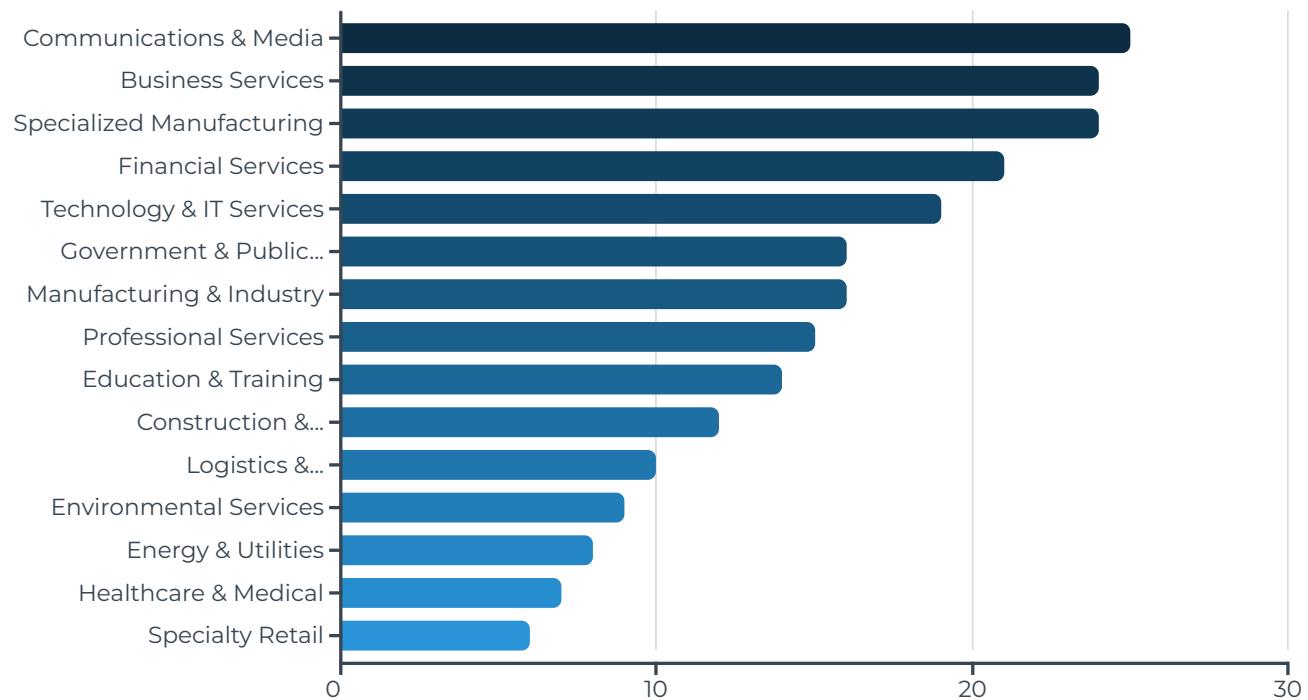
- Communications & Media and Specialized Manufacturing lead with 13.04% of companies having a strong digital presence.
- Business Services also shows strong online commitment at 11.92%.
- Sectors like Food & Hospitality and Retail demonstrate lower percentages, indicating a potential gap in their digital footprint.
- There are varying levels of digital maturity across industries, with some prioritizing online identity more.



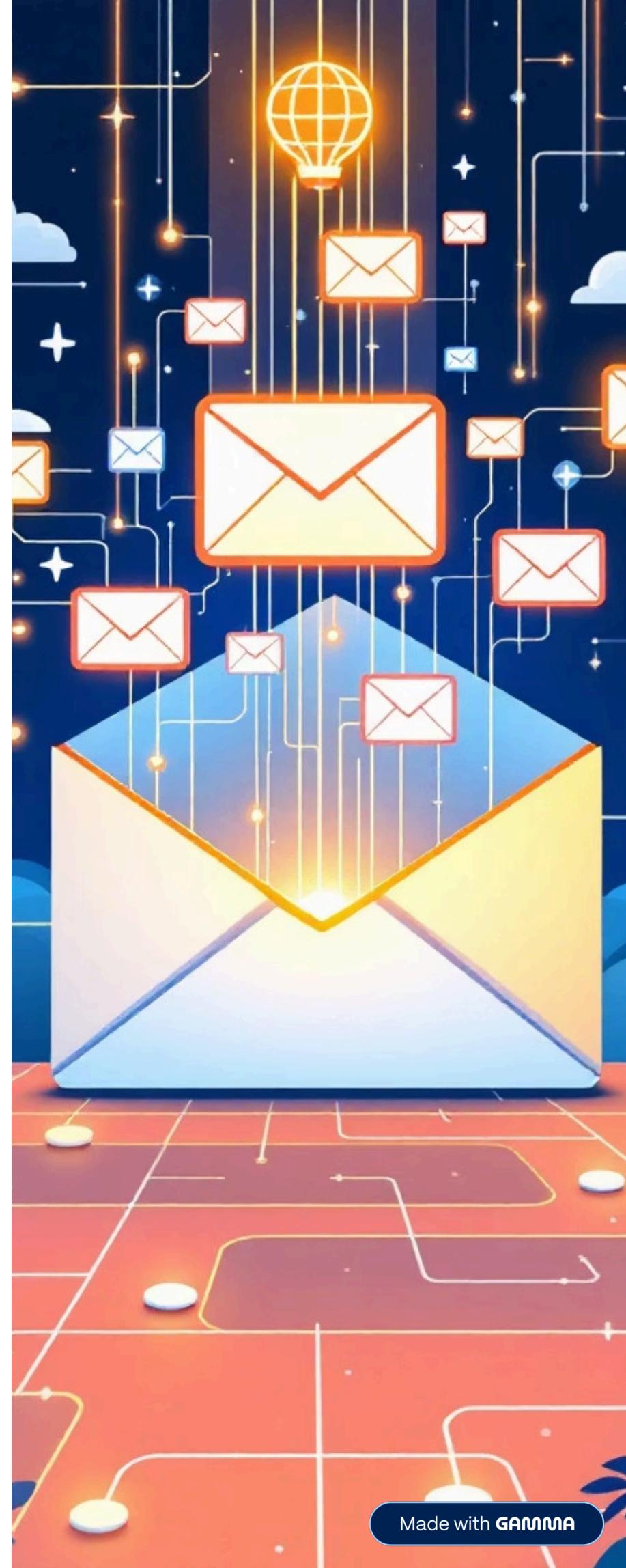
Email Communication Readiness: Contact Accessibility Across Business Categories

Measuring Professional Communication Infrastructure by Industry

This analysis examines the percentage of companies that provide email addresses, indicating their readiness for digital communication and professional accessibility across different business sectors.



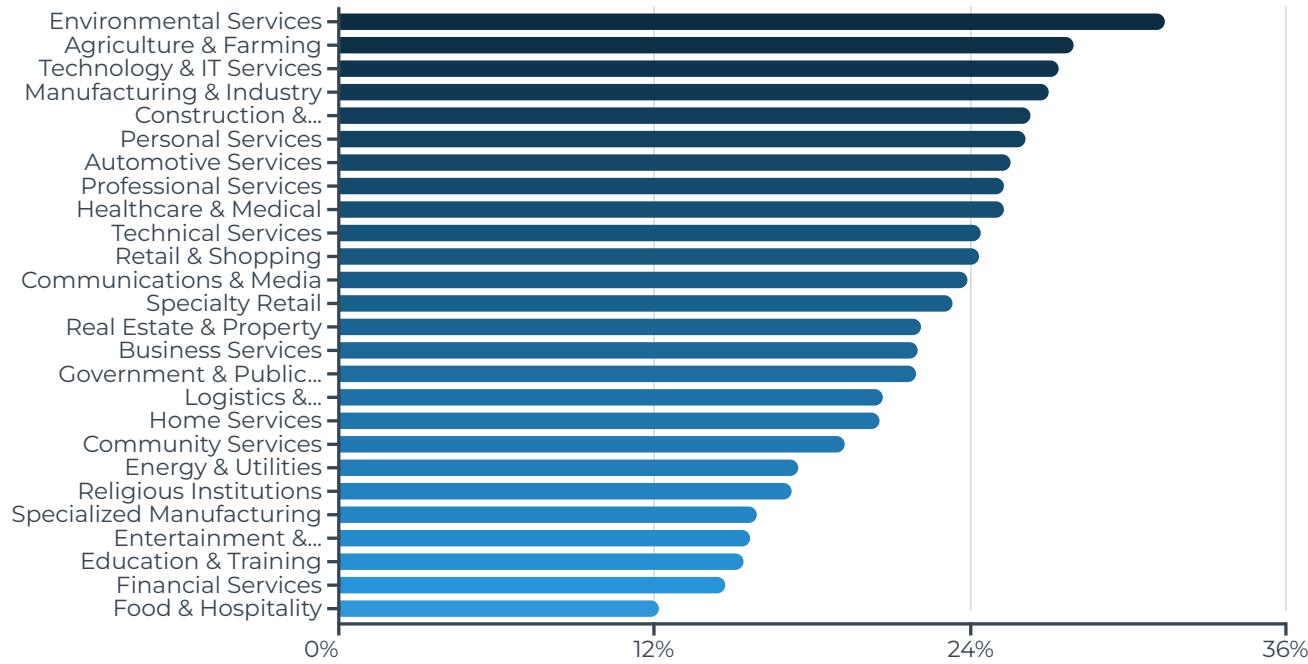
- Communications & Media and Specialized Manufacturing lead in email accessibility (25% and 24%).
- Financial Services and Professional Services also show strong accessibility (21% and 15%).
- Sectors like Automotive Services and Home Services have lower rates (both 8%).
- This highlights varying commitment to digital communication across industries.



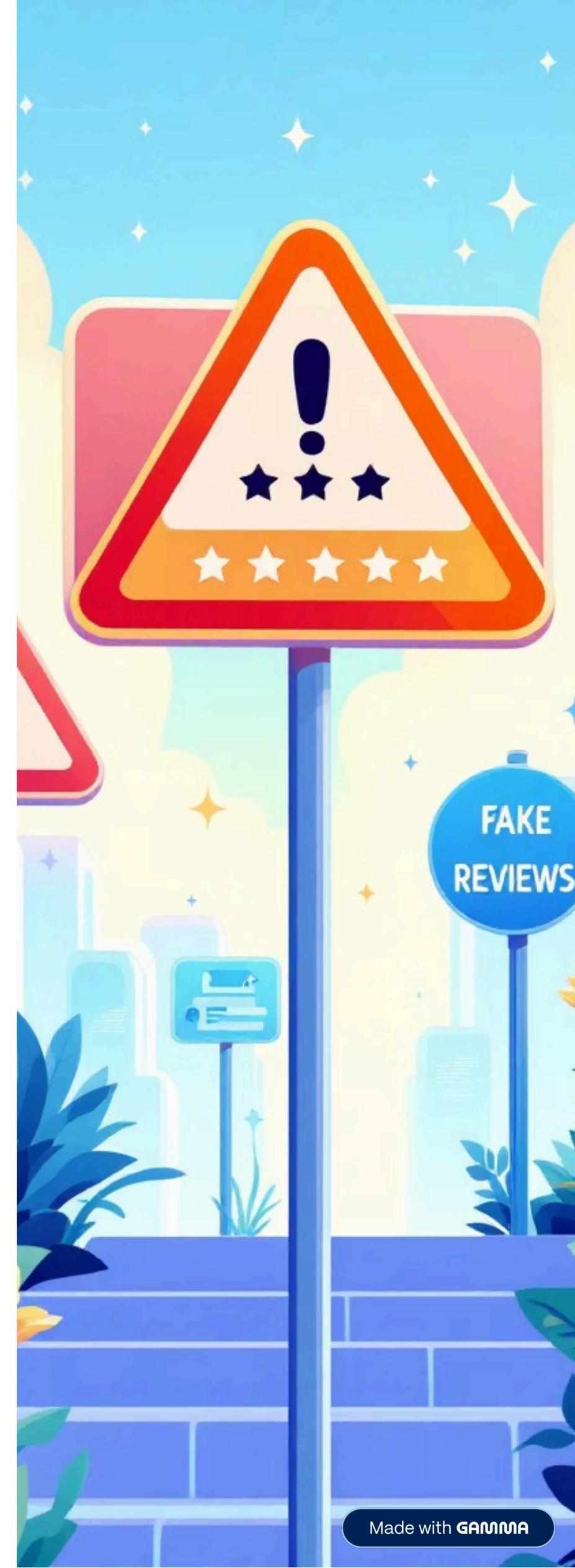
Rating Authenticity Alert: Suspicious 5-Star Ratings Analysis

Identifying Potentially Fake Reviews Through Statistical Anomalies

This analysis flags companies with perfect 5-star ratings but very few reviews (under 5), suggesting potentially fake or manipulated feedback. It helps detect suspicious review patterns across various business sectors.



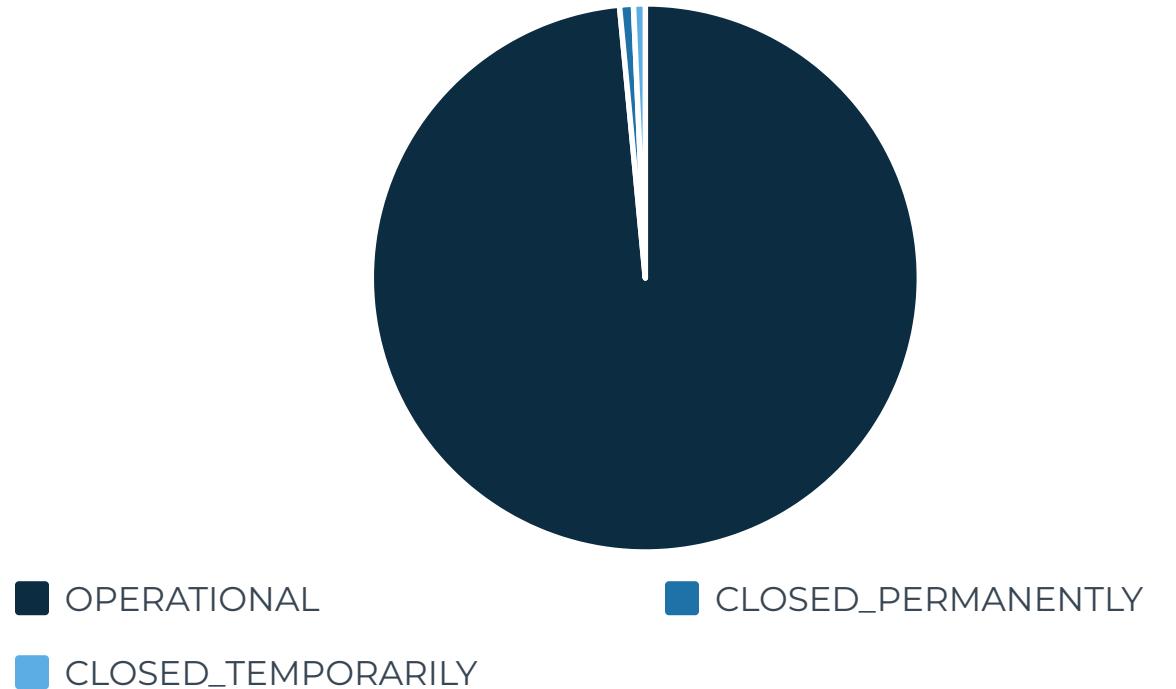
- Environmental Services (31.37%), Agriculture & Farming (27.92%), and Technology & IT Services (27.37%) show the highest percentage of suspicious ratings.
- Food & Hospitality (12.19%), Financial Services (14.67%), and Education & Training (15.37%) have the lowest percentages.
- Despite lower percentages, sectors like Retail & Shopping (27,948 companies), Automotive Services (7,952 companies), and Government & Public Services (6,417 companies) have high absolute numbers of suspicious companies, indicating widespread manipulation.
- This pattern points to systematic review manipulation in certain industries.
- Consumers should remain cautious of businesses with perfect ratings and very few reviews, as this can be a red flag for inauthentic feedback.



Business Ecosystem Health: Company Status Distribution Analysis

Understanding Market Vitality Through Active vs Inactive Business Analysis

This analysis categorizes businesses by operational status to assess overall market health and vitality, offering insights into market resilience and business confidence.



- 98.8% of businesses are operational, indicating a healthy market.
- Only 1.2% are closed (temporary + permanent).
- Temporary closures exceed permanent ones, showing business resilience.
- Low closure rates suggest stable economic conditions.
- Strong business survival rates indicate effective support systems.

