

China Data Analytics and Science Market Research

I have recently been put in charge of a the data department at a startup here in China and we are looking to market data-related services to clients in China. Our clients are mostly large organizations such as luxury fashion brands or brands that sell luxury beauty products. I would like to conduct market research to learn about competitors in the market, and which services we can offer and industries that we can target to offer these services.

I need the following questions answered to help with my mission:

1. What do data-related businesses that are entering the Chinese market need to understand?
 - How do organizations buy and store their data?
 - What specific types of data are useful?
 - Is there any important information outsiders need to learn about the data landscape in China? (I have lived in China for 5 years so I am already aware of Wechat, Tencent, and all these major applications but what is the most popular cloud storage system that companies use to store their data?)
2. Competitor Analysis
 - Detailed analysis of at least 3 competitors (looking for medium/large agencies with over 20 employees that have large clients- I am looking for information on companies like Artefact <https://www.artefact.com/>)
 - What is their scope of business? (What services do they offer?)
 - Who are their clients?
 - What is their selling model?
 - What is their estimated revenue?
3. Market entry/growth recommendations
 - What are the best industries to focus on when it comes to offering data-related services?
 - What are some data analytics services that can be offered?
 - What are some data science services that can be offered? (What do companies actually **need**?)
 - Outline 3-4 scenarios for entry/growth into the market
 - Who are some key players, partners, or clients that can be targeted? Looking for large organizations that can afford an agency fee.