BusinessVerse: Business Intelligence Web Application

Abstract

Entrepreneurship requires access to structured, reliable, and comprehensive information about potential markets, risks, and costs. This project presents a **Business Intelligence Web Application** that assists aspiring entrepreneurs in evaluating new business ideas across diverse domains. The application generates actionable insights, risk assessments, and financial breakdowns for proposed business categories, with data drawn from curated research and stored in structured JSON formats.

Introduction

Starting a new business involves multiple uncertainties: financial viability, marketing strategies, legal compliance, and competition. Beginners often lack access to consolidated, research-backed resources that can guide them in early decision-making. The aim of this project is to provide a **one-stop platform** where users can input a business idea, select a relevant category, and receive data-driven insights into feasibility, costs, risks, and strategic considerations.

Methodology

1. **Data Collection**
    - Research conducted across domains such as Consumer Goods & Retail, Business & Services, Technology & Innovation, Lifestyle & Social Impact, Mobility & Infrastructure, and Creative & Media.
    - Information structured into JSON files, each containing attributes like risks, potential profits, recurring expenses, marketing needs, legal practices, target markets, and established competitors.
2. **Backend**
    - Node.js and Express.js power the API layer.

- The backend parses JSON datasets and serves them to the frontend via REST APIs.

3. **Frontend**
    - React.js provides the user interface for entering business ideas and viewing structured results.
    - Visualization libraries used to render startup costs, recurring expenses, and revenue projections.
4. **Output Features**
    - Risks and challenges unique to the chosen sector
    - Potential profit margins and revenue streams
    - Startup costs (one-time) and recurring expenses (operational)
    - Suggested marketing strategies and target market analysis
    - Identification of unique selling points (USPs)
    - Overview of existing businesses in the same domain
    - Sources from where the data was gathered

Results and Discussion

The application successfully transforms static research data into **interactive insights** for users. For instance, a business idea in the "Technology and Innovation" sector displays both financial projections and strategic considerations tailored to the idea. Charts and visualizations make financial breakdowns (startup vs. recurring costs) accessible and comprehensible to non-experts.

The platform demonstrates the feasibility of building a **research-driven decision support tool** for entrepreneurship. While current data is sourced from manually curated JSON files, future

improvements could involve **dynamic integration with external APIs** (market data, financial reports, etc.) for real-time insights.

Conclusion

This project bridges the gap between raw business research and actionable insights for aspiring entrepreneurs. By integrating structured datasets with visualization tools and an intuitive user interface, it provides a **research-backed foundation** for informed decision-making. The application highlights the potential of combining **data organization, visualization, and accessible delivery** to support innovation and entrepreneurship.

Future Work

- Integration with real-time market data APIs
- Personalized recommendations using machine learning
- Expansion of categories with global market datasets
- Multi-user collaborative features