

AI FOR MARKET ANALYSIS

WHY IS THIS TOPIC IMPORTANT?

Understanding the market in which a company intends to sell its products and services is a critical factor for small and medium-sized enterprises (SMEs) to remain competitive. In today's fast-paced economy, precise market analysis is essential for making informed business decisions. However, traditional methods often reach their limits: they are time-consuming, rely on limited datasets, and can only partially capture dynamic market changes. The use of AI in the form of automated data processing and machine learning can reduce these shortcomings and support companies in conducting market analysis.



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WHAT ARE THE POTENTIAL USE CASES?

AI-powered analytics tools can capture, systematize, and evaluate large datasets - both structured data such as sales figures and customer records, and unstructured text data such as social media posts and customer reviews. With this analysis, trends, patterns, and market changes can be identified at an early stage, allowing timely responses. AI tools detect market shifts more quickly, are capable of processing data from multiple sources, provide higher accuracy, and therefore lead to more precise forecasts.



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AI IMPLEMENTATION: PRACTICAL EXAMPLE

A company uses AI tools such as Perplexity and Gemini for market research by collecting and analyzing data from various sources. The analysis incorporates not only sales and customer data, but also text data, which is categorized meaningfully through speech recognition models such as LLMs. Beyond structuring and systematizing information, the company also leverages these AI tools to generate market adaptation strategies, proposals for expanding the customer base, and more effective customer engagement approaches. To further enhance customer acquisition and retention, the company uses the automation tool Zapier to build a marketing and sales model (sales funnel) that maps the journey of a potential customer from first contact to purchase. This model allows for more precise use of collected data. For instance, users' browsing and purchase histories are analyzed to recommend suitable products. The tool also processes data from newsletter subscribers - including purchasing behavior, demographics, and click patterns - which can be shared with advertising platforms such as Meta to target similar audiences and acquire new subscribers with comparable profiles. The company uses the sales funnel to understand, measure, and optimize the entire conversion process. The applied tools also provide links to statistics and sources, enabling the company to verify the information provided.



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WHAT NEEDS TO BE CONSIDERED?

When using AI-powered analytics tools for market analysis, several key factors must be taken into account to ensure effective and responsible outcomes. First and foremost is data quality - data must be current, accurate, and relevant to the target group in order to generate valid results. Biased or incomplete data, for example, can lead to flawed analyses, reinforce existing prejudices (bias), disadvantage certain target groups, and result in one-sided market assessments. It is also important to understand the capabilities and limitations of individual tools. Perplexity is particularly strong in text analysis and natural language processing, while Gemini is often applied to machine learning and pattern recognition. Using both tools in a complementary way can enhance market analysis, from assessing customer satisfaction and consumer behavior to predicting future trends. As with all AI-driven applications, compliance with data protection and ethical standards is essential. In particular, when handling personal data, adherence to GDPR and the use of anonymized and aggregated datasets are indispensable.



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