

Investigate your Industry, Customer, Competitors: *Secondary Market Research* via Library Databases



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Carnegie Mellon
UNIVERSITY LIBRARIES

Why secondary?

- Deep background and history
- Others have done the work for you
- Data-rich
- Less expensive in time and \$\$
- Wide range of perspectives

What are you looking for?

- Data, statistics
- Analysis
- Trends and projections
- More ideas

ABOUT

- Your customers
- Your industry
- Your competitors

Basically, whether this could be
“a big problem with a big market”

Where can you find it?

Google can lead you to:

- [Commercial market research reports](#)
- [Professional organizations, industry associations](#)
- [Survey research](#)
- [Governments](#)
- [NGO's](#)
- [Public records, patents](#)
- [Conferences, presentations, trade shows](#)
- Company websites, catalogs, literature, investor materials
- [Academic research](#)



Where can you find it 2?

But I'm going to lead you to:

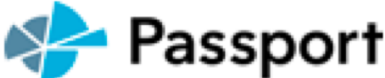
LIBRARY DATABASES



Which have much of the above,

But easier to get to

And free to you



How do you get to them?

Any library web page — <http://www.library.cmu.edu/>

- Research databases list
- Research guides
- Online catalog
- If you're not at CMU -

The screenshot shows the Carnegie Mellon University Libraries website. At the top right, there are links for 'Hours' and 'Ask Us'. The main header includes the university name and a navigation menu with 'Search & Find', 'Using the Libraries', 'Research Support', 'Data & Publishing', 'Get Help', and 'About Us'. Below this is a search bar with 'netadvantage' entered and a 'Search' button. Under the search bar, there are tabs for 'Everything', 'Articles & More', 'Books & More', and 'Site Search'. A link for 'Research Databases' is highlighted in the navigation menu. On the right side, there is a 'Hours' section with links for 'Hunt', 'Sorrells', and 'Mellon'. Below that is a 'Quick links' section with icons and text for 'Ask Us', 'Finding course reserves', 'Requesting items (ILL)', 'Places to study', and 'Research guides', which is highlighted. At the bottom, there are three featured items: 'Author Workshop' with a Springer logo, 'New: Black Freedom Struggle' with a historical photo, and 'Congratulations, Priya!' with a portrait photo. A pagination bar is visible at the very bottom.

Industry Analysis

Customer Discovery

Competitor Intelligence

Databases for Industry Analysis will tell you

- Market size
- Industry performance
- Trends and projections
- Supply chain
- Barriers to entry
- Also about your customers and competitors

US Specialized Industry

NAVIGATION

About ▾

Industry at a Glance ▾

Industry Performance ▾

Industry Outlook ▾

Products & Markets ▾

Competitive Landscape ▾

Major Companies ▾

Operating Conditions ▾

US SPECIALIZED INDUSTRY REPORT OD5894

Fraud Detection Software Developers

Report by: Dan Cook | December 2018

Industry at a Glance

Key Statistics Snapshot

Total Revenue
in 2018



\$6.3bn

Annual Growth
2013-2018



18.5%

Annual Growth
2018-2023



10.1%

Profit Margin
in 2018



35.1%

Key Trends

Artificial Intelligence (AI) Hardware: Global Markets

Category: Instrumentation and Sensors

Report Code: IAS152A

Published: Nov 2019

Pages: 65

Downloads



Table of Contents



Report Overview



Download Word



Download PDF

Note: Clicking on the chapter titles will display the entire chapter. If you would like to read the chapter content by each subtopic, then click on the + sign next to each chapter.

Keyword: artificial intelligence - (71 Results found)

Add to Wishlist

My Wishlist

- Ch.1 - Introduction (2)
- Ch.2 - Summary and Highlights (9)
- Ch.3 - Market and Technology Background (27)
- Ch.4 - AI Hardware Market (27)
 - Introduction (4)
 - Market Analysis by Technology Type (3)
 - Market Analysis by Computation Type
 - Market Analysis by End Use (20)
 - Market Analysis by Region
- Ch.5 - Competitive Landscape (1)
- Ch.6 - Company Profiles (5)

- Highlights
- Scope & Analyst
- Related Materials
- List of Tables
- List of Figures

A- A+

Market Analysis by Technology Type

← Previous | Next →

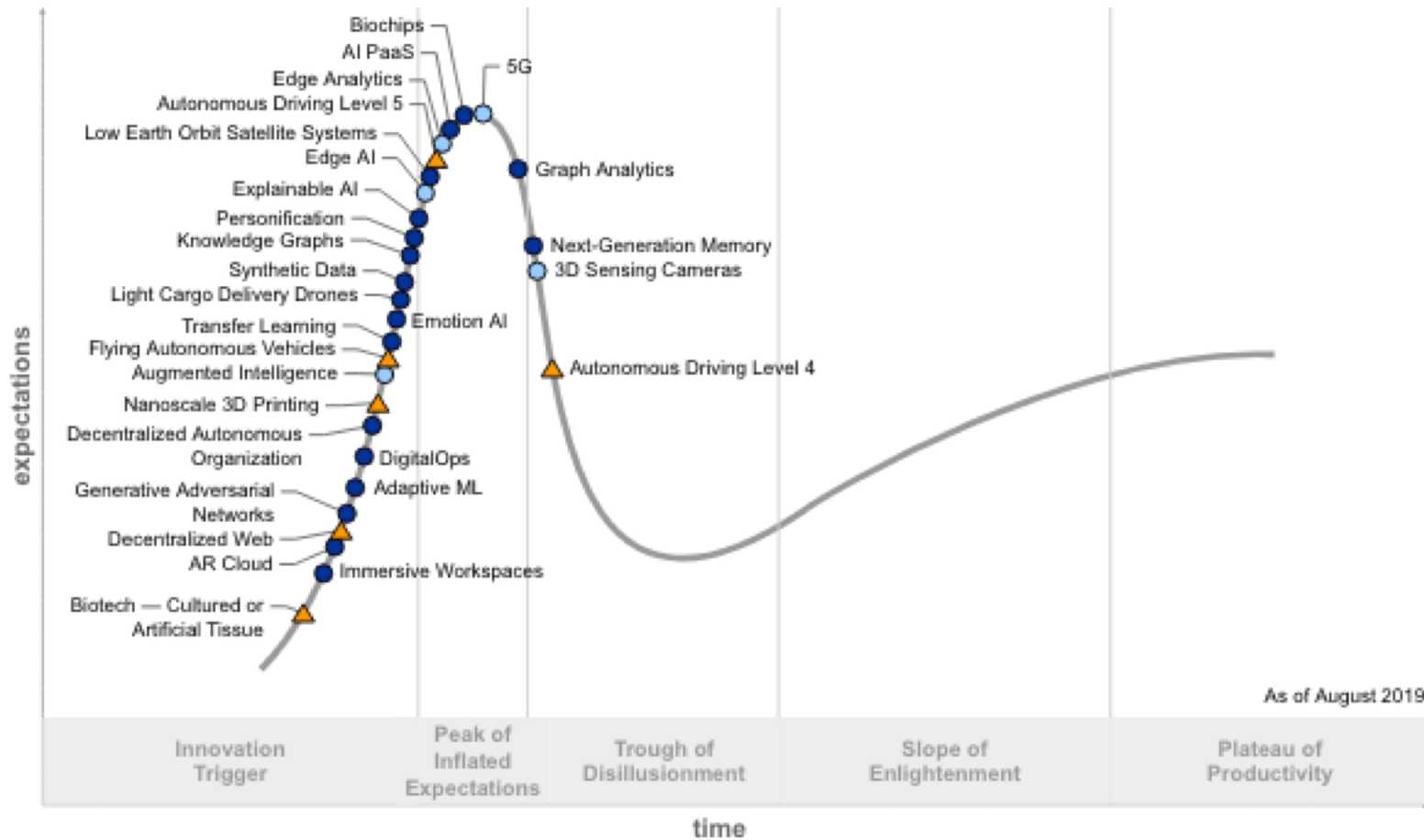
Machine Learning is a branch of **artificial intelligence** that allows computer systems to learn directly from examples, data and experience. The functionality of machine learning helps software to perform any task without the need for any explicit programming or rules. In recent years, some of the developments in machine learning have raised the scope of their application across different industry verticals. The increasing availability of data across industries such as banking, healthcare, retail, telecommunication and others has enabled the systems used in these industries to be trained across a large pool of examples.

The market for machine learning is growing at a significant rate driven largely by factors such as increasing computing power, increasing availability of big data for learning and prediction, improvements in machine learning algorithms and increasing usage of clouds for data storage. However, factors such as the shortage of skilled labor and the use of machine learning by hackers inhibit the market growth for machine learning.

Deep learning is a subset of machine learning that has gained significant attention over the last few years due to its ability to solve hard and large-scale problems in areas such as speech recognition, natural language processing and image classification. Deep learning is a refined version of **artificial** neural networks. This technology largely emulates the human brain by learning and solving complex problems. The application of deep learning in enterprises is currently at a nascent stage. Around the globe, many researchers and academics have developed platforms that are not currently business-user friendly. These platforms take considerable time



Interactive Hype Cycle



Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

Upcoming Reports

Steam Generators For Nuclear Power: Update 2019 - Global Market Size, Competitive Land Analysis to 2026

This section tells you what sectors we have access to: wind, solar, hydro, geothermal, bio-power, and ocean.

This section houses the market research reports for different geographies and types of energies.

- 19-Feb-2019
- Alcoy Alicante Solar Park-Spain-SolarPV
- Boxborough Community Solar PV Park-United States-SolarPV
- Sunderland Eversource Solar PV Park-United States-SolarPV
- Biar Alicante Solar Park-Spain-SolarPV
- Lee Eversource Solar PV Park-United States-SolarPV
- Russas Solar PV Park-Brazil-SolarPV
- Parano Oeste Wind Farm-Spain-Wind
- Enerside-Damm Solar PV Park-Spain-SolarPV
- Puzol Puco Solar Park-Spain-SolarPV
- Enerside- Grupo Damm Solar PV Park-Spain-SolarPV
- Montague Eversource Solar PV Park-United States-SolarPV
- Woolbridge Solar PV Park-United Kingdom

News Spotlight

Maharashtra solar auction winning tariffs remain unchanged at Rs 2.74 per unit

Tariffs in Maharashtra's latest solar auction for 1,000 MW, remained almost unchanged from the last one conducted eight months ago, with mostly domestic developers participating. Shiv Solar and Acme Solar won 50MW and 300MW respectively at the lowest winni...

Expert Insights

Colombia Launches RE Auction

Colombia has finally launched its first long-term auction of renewable electricity contracts. The ministry of Mines and Energy (MME) has issued a circular through its planning unit Unidad de Planeación Minero Energética (UPME) detailing the timeline of the auction process. The long-awaited auction will be held on February 26, 2019 which intends to ...

Latest Analysis

- Key Developments in Global Power Industry in 2018
- France Renewable Energy Policy Report 2019
- Greece Renewable Energy Policy Report 2019
- Slovakia Renewable Energy Policy Report 2019
- Ireland Renewable Energy Policy Report 2019

Databases for Customer Discovery will tell you

- Demographics
- Psychographics – opinions, attitudes, lifestyles
- Technographics – role of technology in consumer's lives
- How to identify, locate, and describe your potential customers

Reset

Search All fields - enter search terms here

clear

Help Search Guides Tips & Tricks

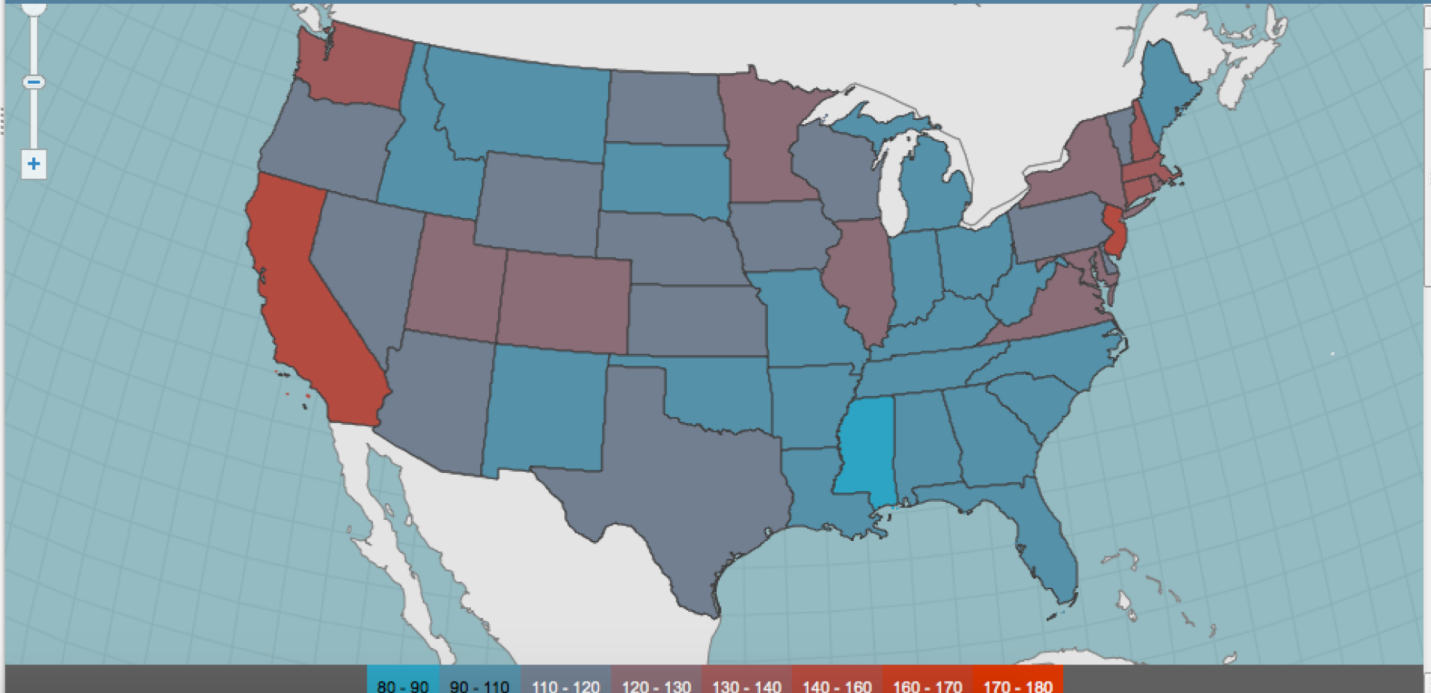
- Total Housing Starts - Seasonally Adjusted
- Key Economic Indicators
- Browse By Subject
 - Banking, Finance and Insurance
 - Criminal Justice and Law
 - EASI Analytics
 - EASI Market Planner - 2012
 - EASI Market Planner - 2013
 - EASI Market Planner - 2014
 - Consumer Behavior - Mediamark
 - Consumer Expenditures
 - Consumer Price Index
 - Consumer Spending Analytics
 - Market Summary**
 - Market Summary - Total Market
 - Market by Age Group
 - Market by Income
 - Market by Race
 - Market by Household Type
 - Demographics - Census
 - Demographics - EASI Profiles
 - Gross Domestic Product
 - Health
 - Industries - NAICS
 - Life Stages - EASI
 - Media Use - Mediamark
 - Quality of Life
 - Retail Sales
- Education
- Energy Resources and Demand
- Food and Agriculture
- Government and Politics
- Health and Vital Statistics
- Housing and Construction
- Industry and Commerce

Time	Year	Type	State
Year	2014	USA	<input checked="" type="checkbox"/> Alabama
		State	<input checked="" type="checkbox"/> Alaska
		County	<input checked="" type="checkbox"/> Arizona
		Census Tract	<input checked="" type="checkbox"/> Arkansas
		Zip Code by State	<input checked="" type="checkbox"/> California
		County	<input checked="" type="checkbox"/> Colorado
			<input checked="" type="checkbox"/> Connecticut
			<input checked="" type="checkbox"/> Delaware
			<input checked="" type="checkbox"/> Florida

Expenditure
Sewing patterns and notions
Watches
Jewelry
Shoe repair and other shoe service
Coin-operated apparel laundry and dry cleaning
Alteration, repair and tailoring of apparel and accessories
Clothing rental
Watch and jewelry repair
Apparel laundry and dry cleaning not coin-operated

Show Chart Options TREND MAP PIE RANK Show Data EXPORT

- Total Amount - \$
- Households - #
- Amount per Household - \$



U.S. Consumers / Lifestyles Database

Quick Search

Custom Search

Expand All	Select All
<input type="checkbox"/> Name	
<input type="checkbox"/> Phone	
<input type="checkbox"/> Geography	
<input checked="" type="checkbox"/> Housing Selections	✓
<input checked="" type="checkbox"/> Lifestyles	✓
<input checked="" type="checkbox"/> Lifestyles	
<input checked="" type="checkbox"/> Consumer Snapshot	✓
<input type="checkbox"/> Age	
<input type="checkbox"/> Marital Status	
<input type="checkbox"/> Children Present	
<input type="checkbox"/> Ethnicity	
<input type="checkbox"/> Gender	
<input type="checkbox"/> Language Spoken	
<input type="checkbox"/> Religion	
<input checked="" type="checkbox"/> Political Party	
<input type="checkbox"/> Female Occupation	
<input type="checkbox"/> Male Occupation	
<input type="checkbox"/> Mortgage Present	
<input type="checkbox"/> Home Owner	
<input type="checkbox"/> Home Value	
<input type="checkbox"/> Income	
<input type="checkbox"/> Years In Home	
<input type="checkbox"/> Year Home Built	
<input type="checkbox"/> Location Type	
<input type="checkbox"/> Number of Units	
<input type="checkbox"/> Grandparent Present	
<input type="checkbox"/> Veteran Present	
<input type="checkbox"/> Exclusions	



Consumer Snapshot fields include information that is considered "Sensitive Data." Making a selection from the Consumer Snapshot section will take you to a results page where you make selections to tally on these items. You will not see record details.

Contacts per Household Collapse ▾ Remove ✕

All per Household

One per Household

[Clear Field\(s\)](#)

Lifestyles Search Tips ⓘ Collapse ▾ Remove ✕

Lifestyles are scored based on level of interest from 0 to 9 in our database. 0 meaning no interest; 9 meaning heavy interest. Selecting Lifestyles from the categories below will include individuals with a score of 6 and higher (6 to 9).

- Apparel / Fashion / Beauty
- Arts / History / Science
- Books / Magazines
- Charitable Donor
 - Charitable Donor
 - Wildlife & Environment Donor
- Cooking / Wine
- Collectibles
- Hobbies / Crafts / Sewing
- Health / Diet / Fitness
- Home Improvement / Decor
- Motor Vehicles / Motor sports
- Outdoor Recreation
- Personal Finance / Self-Help
- Pets / Animals
- Photography
- Politics / Religion / News
- Purchase Behavior
- Sports
- Technology / Entertainment
- Travel

VIEW RESULTS

UPDATE COUNT

RECORD COUNT

257,396,940

EMAIL COUNT

19,139,449

[more info](#)

CLEAR SEARCH

[Back To Top](#)

artificial intelligence



Sort by

Relevance

Location Focus

United States

Statistics

Statistics (757)

Forecasts & surveys (0)

Infographics (32)

Topics (6)

Studies & Reports

Dossiers (8)

Statista studies (4)

Industry & country reports (0)

Additional studies (72)

Expert tools

Digital Markets (0)

SEARCH RESULTS (879)



AI use in marketing

Statista dossier on artificial intelligence (AI) use in marketing



Artificial Intelligence funding United States 2012-2018

Artificial intelligence (AI) funding investment in the United States from 2012 to 2018 (in million U.S. dollars)



Artificial Intelligence deal share in the U.S. 3Q'16-2Q'18, by stage of funding

Share of artificial intelligence (AI) deals by stage of funding in the United States from 3rd quarter 2016 to 2...



Artificial Intelligence funding United States 2016-2018, by quarter

Artificial intelligence (AI) funding investment in the United States by quarter from 2016 to 2018 (in million ...



Artificial Intelligence (AI)

Statista dossier on Artificial Intelligence worldwide



Artificial Intelligence 2017

Statista Digital Market Outlook - Trend Report

Databases for Competitor Intelligence will tell you:

- Who are they?
- Where are they located?
- How are they doing?
- What do they offer your customers?

Search by company name or keyword

Companies

Search Term

Locations








Pittsburgh, PA x

Industries

- Commercial Services & Products +
- Consumer Durables +
- Consumer Services +
- Consumer Staples +

Search

Search Results — 2398 results.

<input type="checkbox"/>	Name ↕	State ↕	Revenue ↕	CAGR (1yr...	CAGR (3y...	Industry ↕
<input type="checkbox"/>	 1047...	Pennsylva...	\$2.0 MM	--	--	Professio...
<input type="checkbox"/>	 113 l...	Pennsylva...	\$3.0 MM	--	--	Consulting
<input type="checkbox"/>	 1211, ...	Pennsylva...	\$1.0 MM	--	--	Business ...
<input type="checkbox"/>	 18 K...	Pennsylva...	\$14.4 MM	2.9%	--	Commerci...
<input type="checkbox"/>	 2Ad...	Pennsylva...	\$1.2 MM	--	--	Professio...
<input type="checkbox"/>	 3HD...	Pennsylva...	\$1.0 MM	--	--	Leisure Fa...
<input type="checkbox"/>	 40 8...	Pennsylva...	\$3.0 MM	--	--	Professio...
<input type="checkbox"/>	 4Ab...	Pennsylva...	\$1.8 MM	--	--	Entertain...



See results

Share this search

Select Search Type:

Company Search

Launch a saved search...

Save Search

Filter by:

Clear filters

Industry & Geography

Geography Companies from Collections and Company industries

Company Attributes

Companies, Company status, Company website URL, Keyword and Tech Stack.

Financing & Exit

Last funding round, Exit Round, Valuation, Last funding amount, Total Funding Amount, Acquirers, Backing, Deals size, Deals date, Last funding

Close Filters

Company Industries

Search industries

Search Industries...

or browse:

Services

Software (non-internet/mobile)

Industrial

Aerospace & Defense

Basic Materials

Construction

Machinery & Equipment

All sub-industries

Specific sub-industries

Robotics

Manufacturing

Pollution & Treatment Controls

Water

Mobile & Telecommunications

Geography

Enter a Country, State, or City:

Pittsburgh, Pennsylvania, United States

OR

Zip Code:

Within:

Miles

Companies from Collections

Pick collections

Default Template

Add more columns

	All Investors	Total Fundi
of Motion ...	Sony Innovation Fund	
ain logisti...	Ascension Ventures, Draper Fi...	\$ 53.40
d a roboti...	Innovation Works	
od by usin...	Carnegie Mellon University an...	\$ 0.17
ate of the ...	Innovation Works and Undiscl...	\$ 0.98
nd deploy...	Ben Franklin Technology Partn...	\$ 0.12
oots simpl...	Innovation Works	\$ 0.10
nated Man...	Innovation Works, RocketSpa...	\$ 0.55
sights for ...	Birchmere Ventures, Innovatio...	\$ 4.46
s built a ful...	Delphi Automotive and Innova...	\$ 2.26
ular Manip...	National Institutes of Health, R...	\$ 1.25
managem...	ABS Capital Partners, FourWi...	\$ 53.39
or vertical ...	Undisclosed Investors	\$ 0.75
onary auto...	Giant Eagle, Innovation Works...	\$ 63.18
provider at...	Innovation Works	\$ 0.20

Business Source Premier – news and journal database



Searching: **Business Source Premier** | [Choose Databases](#)

internet of things OR iot	Select a Field (option... ▼)	Search	Create Alert
AND ▼ competitors	Select a Field (option... ▼)	Clear	?
AND ▼	Select a Field (option... ▼)	+	-

Carn
Libra

[Basic Search](#) [Advanced Search](#) [Search History](#)

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Detailed Record



PDF Full Text (742KB)

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using SmartText Searching.

How the **IoT** Could Really Shake Up the Lighting Business.

Source: [EC&M Electrical Construction & Maintenance](#). Jul2017, Vol. 116 Issue 7, p35-35. 1/2p.

Document Type: Article

Subject Terms: *SEMINARS
[LIGHT sources -- Congresses](#)
[INTERNET of things](#)
[LIGHTING equipment](#)

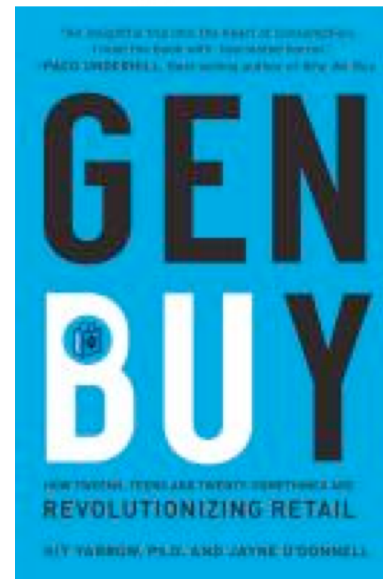
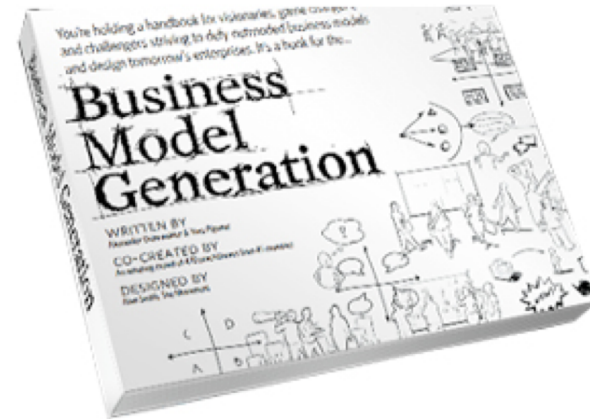
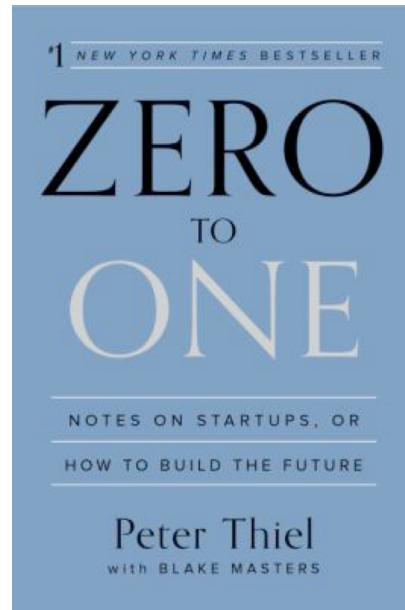
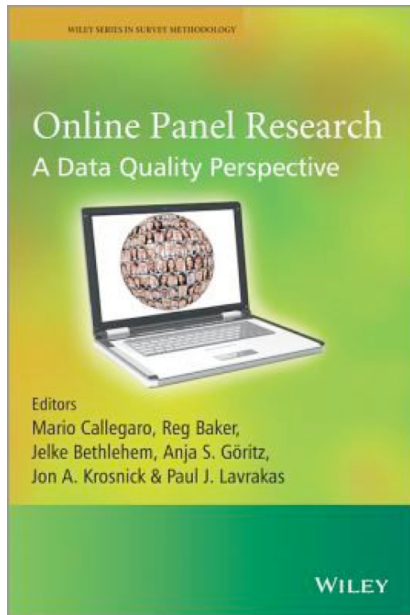
Company/Entity: [GOOGLE Inc.](#) **Ticker:** [GOOG](#)
[CISCO Systems Inc.](#) **DUNS Number:** [153804570](#) **Ticker:** [CSCO](#)

NAICS/Industry [335129](#) Other Lighting Equipment Manufacturing
Codes:

People: [GRIFFITHS, Tom](#)

Abstract: The article discusses the Lightfair International 2017 seminar entitled "The Shotgun Marriage of Lighting, Integrated Controls and the **IoT**" presented by Tom Griffiths of Sensor Driven Lighting. It states that the seminar outlined the impact of the **internet of things (IoT)** on the lighting business. It mentions the

Books and e-Books



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Guide to Entrepreneurship Research at CMU

guides.library.cmu.edu/entrepreneurship

Entrepreneurship: STARTUP

[STARTUP](#)[INDUSTRY BACKGROUND](#)[CUSTOMERS](#)[COMPETITORS](#)[FINANCIALS](#)[PLAN YOUR BUSINESS](#)[FUNDING](#)[PATENTS](#)[Tepper library page](#)

INDEX

- [INDUSTRY BACKGROUND](#)
- [CUSTOMERS](#)
- [COMPETITORS](#)
- [FINANCIALS](#)
- [PLAN YOUR BUSINESS](#)
- [FUNDING](#)
- [PATENTS](#)

TRENDSPOTTING and IDEA GENERATION



- Entrepreneur's business idea trends
- What's being invented now?
- What are people searching for?
- Whither the social media universe?
- What student business plans are competing?
- What are the top consumer trends for 2016?
- What are the top industries for startups?
- What's needed abroad?
- What is the US Government buying?

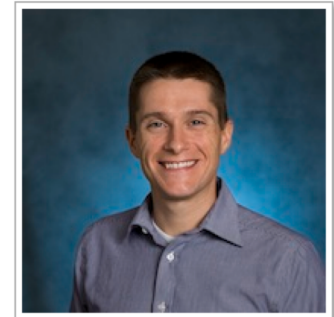
Some key databases for entrepreneurship research

- [PrivCo](#)
has private company financials, information on private M&A deals and deal multiples, private firm valuations, venture capital fundings, private equity deals, etc. Good for locating investors and competitive intelligence.
- [CB Insights](#)
A comprehensive global database of private companies and investors activities. Contains advanced searches for private companies, investors, and deals information (especially private equity and venture capital). Also great for news on emerging markets. An excellent resource for startups and entrepreneurship research. (**NOTE:** You must create an account using your CMU email).
- [MarketLine \(previously Datamonitor\)](#)
Reports on companies and industries. Also a financial deals section that gives information on VC, M&A, etc. "Ask and Analyst" support as well.
- [BCC Research](#)
Market research reports for industries, specializing in advanced materials, biotechnology, chemicals, energy, healthcare, sensors, plastics, nanotechnology, and other emerging technologies - but with traditional industries as well. **NOTE:** When off-campus, use VPN access.
- [Frost & Sullivan](#)
Detailed market reports and analysis on technology aspects of many industries. (Many reports are read-only, but you can request a .pdf from rsplenda@andrew.cmu.edu. For academic use only.)
- [Gartner Core Research](#)
Research reports on IT-related topics and companies, including analyses, opinions, trends, leading practices, and case studies. (Some reports not available.)
- [Thomson ONE Private Equity/Venture Capital \(formerly VentureXpert\)](#)
information on venture capital funds, private equity firms, funded companies, and their executives in the US, Europe, and Asia, as well as an analytics source for fund performance, commitments, disbursements, and statistics. **NOTE:** click on "Screening & Analysis" at the top. Must use Internet Explorer 11 browser. ****When off campus, use the VPN.****Hard to use but valuable data.

Contact the CMU SCE team for entrepreneurship support

Swartz Center for Entrepreneurship

Contact the Business Librarian for Help



Ryan Splenda

Email

Contact:
109C Hunt Library

Questions??

