

# Dataset Use Cases



## INDUSTRIES FORECASTS DATASET: MULTIYEAR FORECASTS, HISTORY AND SIZING – 500 U.S. SECTORS

Plunkett’s Industries Dataset offers a vital resource for industry analysis and forecasting. For 500+ U.S. industries, we provide unique, estimated market sizing, employment, growth rates, number of establishments, revenues per employee and other vital metrics, including:

- Current Year Estimates
- Future Years Forecasts
- Historical Years Estimates

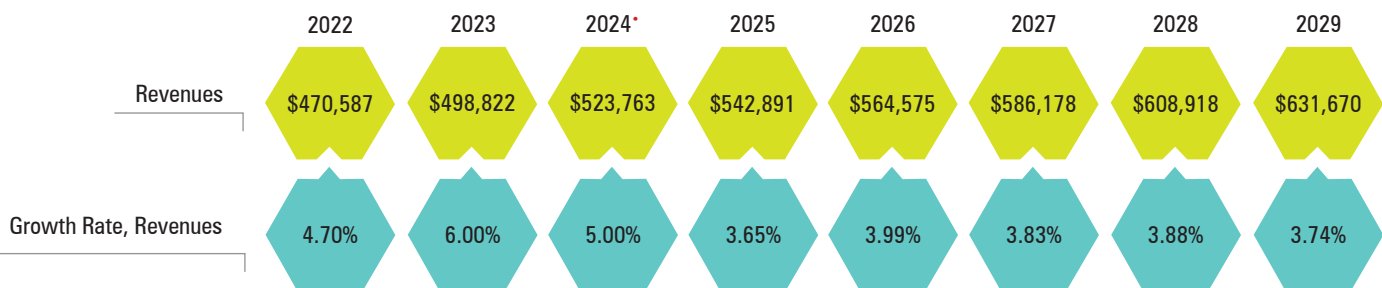
This dataset offers tremendous advantages. Other market sizing sources, such as government agencies, lag behind by several years. Our system not only creates an estimate for the current and recent years, but also forecasts 7 years forward. The data is downloadable and conveniently sorted by industry name and NAIC code. Recent users of Plunkett’s industry data include Goldman Sachs, Morgan Stanley and McKinsey & Co.

### KEY USES:

- Estimate annual growth for a sector or company for several years forward
- Benchmark the growth history of specific companies to their overall industry norm
- Seek sector-wide drivers of potential growth for individual companies and technologies
- Gain insights into human capital utilization and productivity
- Support AI-based analysis of key industry sectors, trends and metrics
- Support investment theme back-testing and forecasting

- **Forecasts** of the annual size of industry-specific revenues. Provided for the latest year + each of 7 additional years forward — Perfect for industry analysis and comparisons.

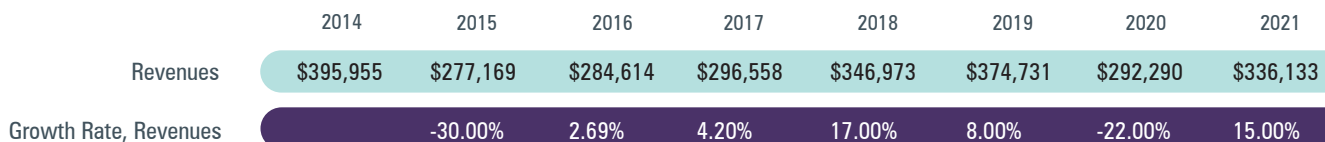
### SAMPLE: INDUSTRY REVENUES FORECAST (Millions of \$)



Source: Plunkett Research, Ltd.

- **8 years of historical industry-specific revenues estimates** — Perfect for strategic analysis.

### SAMPLE: HISTORICAL REVENUES ESTIMATES (Millions of \$)

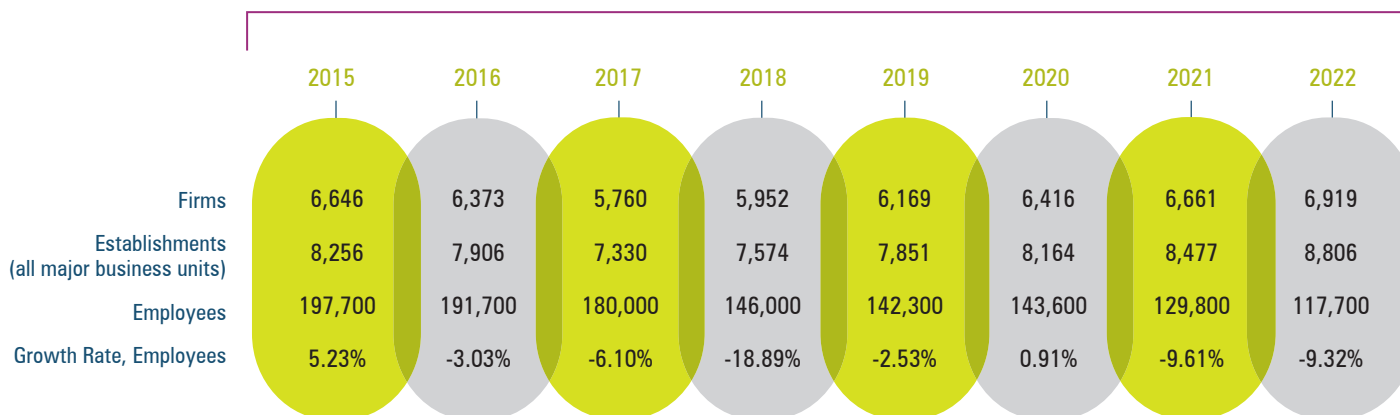


Source: Plunkett Research, Ltd.

- **Employment and Company Count Changes** – Analyze historical changes in industry-specific data, on a year-by-year basis.

### SAMPLE: INDUSTRY EMPLOYMENT AND COMPANY COUNT ESTIMATES

Industry Population Analyzed, U.S.



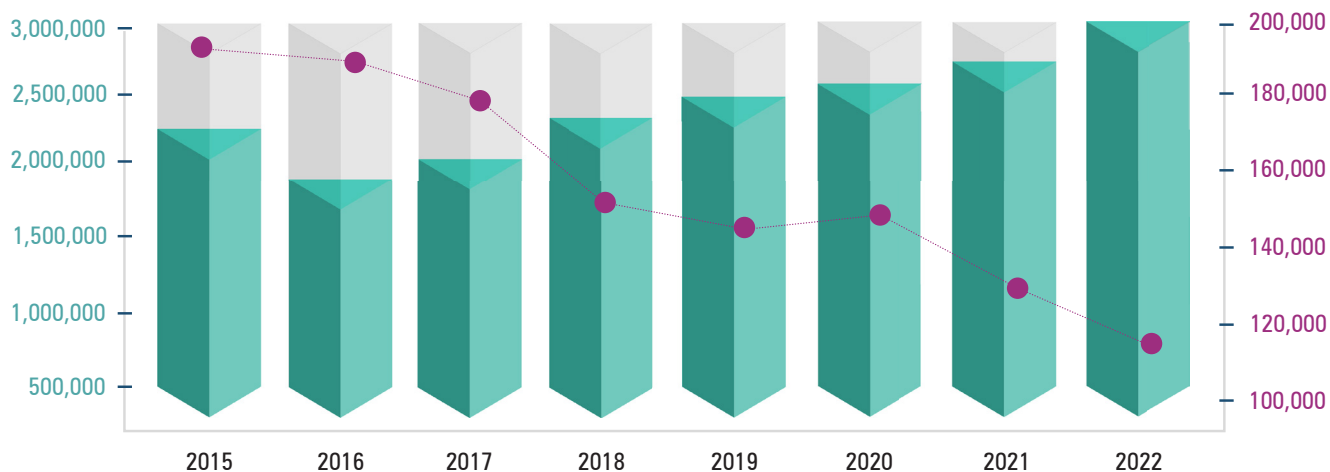
Source: Plunkett Research, Ltd.

- **Revenues Per Employee:** Gauge an industry's human capital and productivity.

### SAMPLE: ANNUAL SALES PER INDUSTRY EMPLOYEE

Annual Sales Per Employee (Whole Number), Employees (Whole Number)

Employees ●  
Sales Per Employee ■



Source: Plunkett Research, Ltd.

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## VITAL USES FOR PLUNKETT'S INDUSTRIES DATASET



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