

# Wise Guy Reports Changes Perspective of The Market Research World

PUNE, INDIA, July 13, 2017 /EINPresswire.com/ -- Silicon India magazine recently published stunning business coverage of [Wise Guy Reports](#), in its editorial coverage of some of the most powerful and promising entrepreneurs from the community over the years. The coverage is making rounds of business world stunning it to the core and leaving all the established Entrepreneurs in a jaw dropping awe with its success story. Still in its budding stage; Wise Guy Reports is already renowned as a fast growing start up.



For those who do not know yet; Wise Guy Reports is a Pune based fast growing start up and a part of the Wise Guy Research Consultants Pvt. Ltd. The company offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe. Wise Guy Reports is led under the successful flagship of two young yet matured Entrepreneurs - Ms. Suman Singh, Co-Founder & CEO and Mr. Vinit Ketan, Co-Founder & MD, Wise Guy Reports.

Successful businesses demand an in-depth knowledge of the market, customers and their competitors. And this demand prompts a timely thorough Market Research. Successful businesses conduct a regular research; to keep up with the dynamics of the economy and demography and also to get accustomed to new regulations and technological breakthroughs. The aim of conducting a market research is to get equipped with the information needed to formulate business strategies such as Expansion & business Setups, Investments plan, innovation, and brand reinforcement to achieve expected growth and success. Market research is the process that helps you gathering the necessary information of your market to enhance your knowledge of your niche market. An effective market research, can gain invaluable information about your competitors, economic shifts, demographics, the current market trends and the spending traits of your customers.

Formalizing the Market research can produce a wealth of information about your products and services, your customers and the marketplace you operate in. Part of being prepared with market research is avoiding unpleasant surprises. Intuition and experience can be helpful at times, but research and facts often paint a more accurate picture of your market.

Global research market is indeed a vast space, with numerous companies operating in the market that provide market research offerings. Along with offering premium, progressive statistical market research reports, analysis & forecast data for industries. An ideal Market Research firm should also extend some value added services such as assisting the enterprises and corporate teams to select the most appropriate type of market research from the portfolios. And the Wise Guy Reports not only fits the bill perfectly but has also become the choice of successful business around the globe.

While commenting upon the success story of Wise Guy Reports, the Managing Director, Mr Vinit Ketan, states, "Our primary objective is to ensure that every customer is delighted to work with us, and we become their first choice for the every research they need. Our offerings range from generic industry market studies to client specific consultation services. We not only provide off-the-shelf reports that address market pockets within an industry, but also advisory services that cater to a

precise problem statements of clients.”

With an admirable experience on providing premium syndicated studies, statistical report, and market info graphics, team Wise Guy Reports take pride on their deftness to deliver highly consultative projects. A group of highly motivated professionals are in for help and support around the clock with the latest accurate research data available. Such a well versed team helps the company continuously deliver services that are geared towards helping organizations obtain market research reports at the best price. The team also extends help to clients by leveraging the market expertise as well as the huge market data repository they possess.

With the essence of delivering highly customized solutions, team Wise Guy Reports has always endeavoured to maintain sustainable growth. Deemed as one of the biggest market research report and statistical report offering firms, the company envisions providing high quality market intelligence and information to key decision makers to help them gain insights about different markets and identify key revenue generating pockets within the industry.

Being touted as one of the world's largest premium market research & statistical reports centre, Wise Guy Reports adopts approaches that purely depend on the type of research that needs to be carried out, so that their deliverables are completely aligned to the client's requirements. Although the basic process structure remains the same for a market research study, the prime difference between the offerings lies in the depth of data extraction, information analysis, and result representation. “For every study we undertake, the underlying principle is an amalgamation of meticulous secondary research and extensive primary research. The first phase of the process is secondary research wherein we mine and compile relevant data points from in congruence to the research objective to lay the groundwork for our analysis. The next phase constitutes extensive interviews and surveys of specific industry personnel that facilitate information validation as well as ‘on the ground’ scenario discussions. The aggregated data is methodically analyzed using empirical mathematical models that also account for various market dynamics such as micro & macro factors, and market trends, resulting into high quality insights,” explicates Mr Vinit.

“We have also started targeting individual purchasers such as students and consultants as a parallel revenue generation model for quite some time now. We as a company have grown from a team of 5 people to an organization of around 200 employees. This itself would explain a perspective of the kind of revenue growth that we have achieved. Nevertheless, speaking in quantitative terms we have achieved a growth rate of 300 percent past year and we believe we shall grow at a faster pace this year,” concludes Mr Vinit Ketan enthusiastically.

For more details - <https://www.siliconindiamagazine.com/cover-story/wiseguyreports-premium-market-research-statistical-reports-centre-nwid-8786.html>

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