

Abstract

This research explores the use of data analytics to identify emerging market opportunities in the context of international business. As global markets become increasingly interconnected and competitive, businesses are looking for ways to leverage data to spot new opportunities, mitigate risks, and make informed decisions on market expansion. This study investigates how companies use data analytics tools to analyze market trends, consumer behavior, and economic indicators to uncover high-potential markets for entry or investment.

A mixed-methods approach is employed to offer a comprehensive analysis of how data analytics aids in identifying emerging market opportunities. The quantitative phase involves analyzing global market data, such as economic performance indicators, demographic shifts, and consumer trends, to identify patterns that signal potential opportunities for international expansion. Predictive modeling and clustering techniques are used to assess the viability and risks of entering these markets. The qualitative phase includes interviews with international business strategists, data analysts, and market experts to explore the practical applications of data analytics in identifying market opportunities, as well as the challenges involved in interpreting and acting on data.

The findings from this study highlight the critical role of data analytics in identifying emerging market opportunities for international businesses. By integrating both data-driven insights and expert perspectives, the research offers actionable recommendations for companies seeking to use analytics to guide their global expansion strategies and make more informed decisions in an increasingly dynamic global marketplace.