

## SONAR



The Gulp Data Sonar Report considers the following characteristics

**Geo Coverage:** The geographic range covered by the dataset's subjects.

**Scarcity and Uniqueness:** How unique the dataset's attributes are compared to other existing data products.

**Market Readiness:** The number of marketable attributes in the dataset and the effort required to develop data products.

**Historical Coverage:** The dataset's range of historical data, including its growth rate over time.

**Volume:** The number of records in the dataset, the number of marketable attributes, the rate of duplication, and record similarity.

### VALUATION SNAPSHOT

**Acme Inc**

Industry \*

Healthcare

# of Attributes

321

# of Records

1,234,156

# Unique Users

653,156

AVG # of Record per User

2

\*Self Reported

### UPGRADE TO FULL REPORT AND GET:

- ✓ 25+ Data Buyer Recommendation
- ✓ Data Enrichment Insights to increase your baseline value
- ✓ Data Products suggestions to build and license data products

Want the full report? Reach out to [swimwith@gulpdata.com](mailto:swimwith@gulpdata.com)

## GULP DATA FULL REPORT

### ACTIONABLE INSIGHTS

- ✓ Buyer Profiling
- ✓ Attribute Enrichment Suggestions
- ✓ Data Product Recommendations

### MONETIZATION STRATEGY

- ✓ Data Product Development
- ✓ Quick-wins to Accelerate Speed to Revenue
- ✓ Highest Potential Products to Maximize Value Capture
- ✓ Buyer Engagement with Targeted Outreach
- ✓ Platform Listings