



CASE STUDY:
ECONOMIC GROWTH



SMART DATA FOUNDRY

QUARTERLY INSIGHTS INTO SME PERFORMANCE

Revolutionising Public Sector decision
making

CONTACT



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OVERVIEW

Smart Data Foundry have partnered with Sage and CEBR to create and publish a quarterly Small Business Tracker. The tracker creates a view of the health of UK SME's, looking at trends in profitability, growth and costs. The tracker also creates a measure of SME resilience as well as a forward-looking view of SME sector performance.



APPROACH

The report works with de-identified Sage Data, using Smart Data Foundry's Data Infrastructure to provide research-ready data for Cebr to provide economic commentary.

Data from over 300,000 small businesses is analysed each quarter, providing a representative sample across all UK regions.

OUTCOME

The combination of Sage Data, coupled with Smart Data Foundry's data infrastructure and CEBR's economic expertise creates a unique view of SME financial health. Working with data at this scale and granularity enables deeper insight into the performance of small businesses, including a view of profitability that is often hard to report.

The regular refresh of the data on a quarterly basis also ensures the most up-to-date view is available and creates a historical view of trends and patterns affecting the small business sector.