



BUSINESS INTELLIGENCE

Economic data and actionable insights for growth

AEM membership offers access to exclusive insights, macroeconomic trends and industry data for a distinct competitive advantage.

[AEM.org/BI](https://aem.org/BI)

“The information allows us to gauge our challenges, expectations and performance with others in the industry.”

“Allows our company to do strategic planning in areas where our market share is not at the level we anticipate we can achieve.”

“Good to understand how times are impacting everyone, just not us.”

“The Dashboard is a valuable resource supporting our internal sales/operations forecasts”

“We view this as an executive team and use the data for benchmarking.”



Equipment Market Outlook Webinars

February 2, 2023 | May 4, 2023 | August 3, 2023 | November 2, 2023

Stay on top of emerging trends with our quarterly Business Intelligence webinars. Our experts break down industry issues and pinpoint crucial changes in the landscape to help you refine your company's strategy.

Plan to attend: [AEM.org/MarketOutlook](https://aem.org/MarketOutlook)



Quarterly Equipment Industry Conditions Surveys & Reports

Gain a six-to-nine month lead on the construction and agriculture equipment markets with qualitative data and insights based on a quarterly survey of our manufacturing executives. Know your product category's work backlog, inventory levels, capital spending, exports and more.

NOTE: Members must take the quarterly survey in order to receive this report.

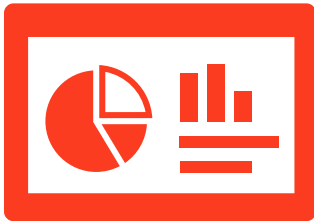
Participate Now: [Contact your Account Success Advisor](#)



Business Intelligence Dashboard

Outpace your competitors with business-critical insights and indicators in one easy-to-use platform. To learn more about AEM's most comprehensive member-only tool, ***continue to the next page.***

Subscribe Now: [Contact Your Account Success Advisor](#)



AEM Business Intelligence Dashboard – ***Available by Subscription***

Make informed business decisions with our most comprehensive member-only tool.

Outpace your competitors with business-critical insights and indicators in one easy-to-use platform. With an annual subscription, members gain access to interactive data visualizations that they can manipulate, drill down into, and customize using the most relevant data points for their business.

Your HQ for all AEM business intelligence data

Dashboard includes business-critical insights and indicators such as:

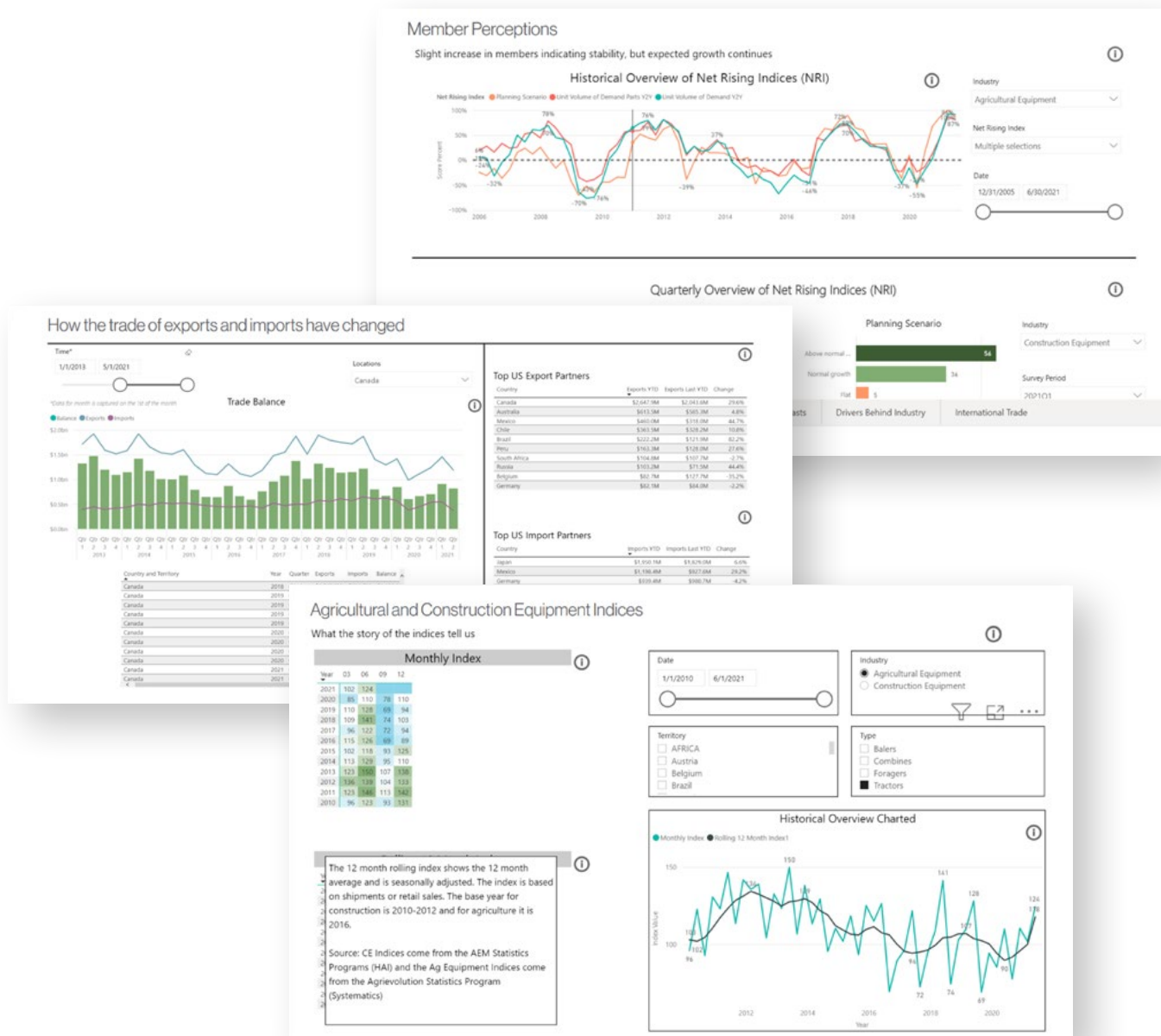
- AEM member perceptions of the market and industry sectors
- Retail sales/shipments trends
- Main levers driving the market
- International trade trends
- Sector forecasts

**Take Action: Contact your Account Success Advisor
to start your subscription today.**

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Dashboard Features & Data Previews

- Access the industry's most comprehensive collection of US and Canada market data including AEM's exclusive Industry Conditions member survey and analytics from leading sources.
- View interactive data visualizations built on Microsoft's Power BI platform.
- Quickly and easily manipulate, drill down into, and customize using the most relevant data points for your business.
- Download and integrate AEM's BI data into your company's own BI system.



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AEM Business Intelligence Dashboard

Frequently Asked Questions

Can I simply purchase this data myself from various data companies?

AEM's Dashboard data is a curated collection of AEM's own proprietary survey data and industry econometrics from leading sources, saving subscribers an estimated \$90,000 per company. It's simply the most cost-effective way to get insights into AEM's markets.

How can I use the Dashboard data to help forecast specific product groups?

A combination of the indicators on the dashboard can help you forecast specific product groups. For example, you can engage in a correlation analysis followed by a regression analysis to determine the significance of the impact of the selected indicators.

Will companies that participate in Market Share Statistics benefit from a Dashboard subscription?

Yes, you can also use the dashboard along with the Market Share Statistics data to build context surrounding the market share numbers and give a more holistic view of the market.

Is the same data presented in the quarterly Business Intelligence webinars?

The Dashboard offers even more datapoints and details than our webinars. Plus, it allows you to download the raw econometric data, in tabulated format, which makes it easy to integrate with your company's system. It also contains the raw data behind AEM's Industry Conditions surveys, going back more than 20 years with 44 quarterly datasets.

AEM Business Intelligence Products to Meet Your Objectives:

	Equipment Market Outlook Webinars	Quarterly Industry Conditions Reports	AEM Business Intelligence Dashboard
Executive Team Overviews & Highlights	•	•	•
Detailed Analysis	•	•	•
Static Visualizations & Tables	•	•	•
Survey Participation or Subscription Required		•	•
Aggregated Data		•	•
Dynamic Visualizations & Tables			•
In-Depth Dataset			•
Raw Data Access (integratable)			•
Predictive Analysis			•
Early Data Access			•
Geographic Forecasts by State & Province			•
Industry equipment needs by construction type			•

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