Untapped Data Opportunities

10 Industries × 50 Products

Research Report — March 29, 2026

Prepared by Multi-Agent Research System (35 AI Agents)

Table of Contents

Executive Summary

The universal finding: **The data exists. The technology exists. The buyers exist. The join is missing.** Every industry has siloed data that becomes 10–100x more valuable when connected to data from an adjacent silo.

This report identifies **50 specific, buildable data products** across 10 industries. Each was selected based on four criteria:

• Data already exists and is accessible

• Clear buyer with existing budget

• Technically feasible for a small team

• No dominant incumbent

Industries Covered	Products Identified	Fastest Build Time	Largest Market
10	50	60–90 days	$80–100B/yr (Insurance Fra...

SECTION 1: ENTERTAINMENT & GAMING

#	Product Name	Data Source	Buyer	Build Time
1	**Character Resonance Index** Rank fictional characters by audience attachment using fan fiction data.	AO3 public API (10M+ works)	Licensing/merchandise teams	4–6 months
2	**Mod Popularity to Feature Intelligence** Tell game studios what players want by analyzing mod downloads.	Nexus Mods, Steam Workshop (public)	Game studios	4–6 months
3	**Content Abandonment Autopsy** Pinpoint the exact scene/timestamp where viewers quit.	YouTube heatmaps, Reddit timing, social spikes	Studios, streaming platforms	6 months
4	**Pre-Virality Detection** Spot content going viral 48–72 hrs before mainstream breakout.	Niche subreddits, Discord, Letterboxd	Marketing agencies, labels	6–9 months
5	**Streaming Chart Fraud Detection** Audit artificial chart inflation via bot/playlist manipulation.	Spotify anomalies, social mismatch	PROs (ASCAP/BMI), labels	8–12 months

SECTION 2: MARKETING & ADVERTISING

#	Product Name	Data Source	Buyer	Build Time
1	**Support Ticket Strategic Intelligence** Mine customer support data for product/competitive insights.	Zendesk/Intercom APIs + NLP	Product and strategy teams	60–90 days
2	**E-commerce Returns Intelligence** Link returns to specific ad creatives causing them.	OMS + analytics + ad platform join	E-commerce brands ($50M+)	6 months
3	**Dark Social Attribution** Quantify revenue from WhatsApp/DM sharing (shows as 'direct traffic').	GA4 anomaly modeling + surveys	B2B SaaS, premium brands	6 months
4	**Cultural Drift Early Warning** Detect when a brand's meaning is shifting in communities.	Reddit/TikTok/Discord NLP	Fortune 500 brand teams	8–12 months
5	**Weather-Adjusted Marketing Mix Model** Add hyperlocal weather as a variable to media planning.	NOAA + foot traffic + ad spend	Retail, QSR, outdoor brands	6 months

SECTION 3: AUTOMOTIVE & TRANSPORT

#	Product Name	Data Source	Buyer	Build Time
1	**Warehouse Dwell Time Intelligence** Benchmark how long trucks wait at every facility.	GPS geofence from Samsara/Geotab APIs	Carriers, 3PLs	6–9 months
2	**Vehicle Acoustic Health Monitor** Detect mechanical failures via phone microphone ML.	Smartphone mic + edge ML	Fleet operators, used car buyers	6 months
3	**Road Surface Condition Network** Passive pothole mapping from phone accelerometers.	Smartphone accelerometer + GPS	Municipalities, insurers	6–9 months
4	**Battery Degradation Reports for Used EVs** 'Carfax for battery health.'	OBD-II BMS data	Used EV buyers, dealers, insurers	12 months
5	**Freight Sentiment Index** Leading economic indicator from trucker/broker behavior.	Load board acceptance rates, fuel data	Macro hedge funds, commodity traders	12 months

SECTION 4: REAL ESTATE & CONSTRUCTION

#	Product Name	Data Source	Buyer	Build Time
1	**Insurance Desert Early Warning** Track insurer withdrawals by ZIP before loans are impacted.	State insurance filings + NFIP data	Mortgage servicers	4 months
2	**Zoning Arbitrage Identifier** Find underbuilt parcels with untapped density rights via LLM zoning interpretation.	Municipal zoning GIS + LLM	Infill developers	6 months
3	**Construction Loan Draw Verification** Satellite-verified milestone checks replacing manual inspections.	Planet Labs imagery + CV models	Construction lenders	6 months
4	**Flood Risk Repricing Engine** Calculate the actual dollar property value discount from flood exposure.	FEMA Risk Rating 2.0 + transactions	Mortgage lenders, investors	4 months
5	**Office Conversion Feasibility Screener** Auto-evaluate which offices can convert to residential.	CoStar specs + zoning + cost models	Developers, distressed debt buyers	5 months

SECTION 5: AGRICULTURE & FOOD

#	Product Name	Data Source	Buyer	Build Time
1	**Cold Chain Exception Intelligence** Aggregate temperature excursion data across carriers to find systemic failures.	IoT sensor data from Sensitech/Testo	Food manufacturers, retailers	9–12 months
2	**Climate Risk Disclosure for Food Supply Chains** Commodity-specific climate risk scores.	CMIP6 models + sourcing locations	Nestle, Unilever, Walmart	6–9 months
3	**Crop Insurance Satellite Underwriting** Replace manual loss adjustment with satellite monitoring.	Sentinel-2 NDVI (free) + yield data	Agricultural insurers ($40B market)	12–18 months
4	**Food Safety Incident Pattern Detection** Predict recalls before they happen.	FDA + social complaints + ER data	Food manufacturers	9–12 months
5	**Aquifer Depletion Risk for Ag Finance** Groundwater risk scores for farmland loans.	NASA GRACE + USGS well data (free)	Agricultural banks, farmland funds	6–9 months

SECTION 6: FINANCE & INSURANCE

#	Product Name	Data Source	Buyer	Build Time
1	**SMB Acquisition Due Diligence Engine** Automated quality-of-earnings via accounting API.	Codat/Rutter APIs	PE firms, M&A; advisors	6–9 months
2	**Procurement Signal Feed** Government contract awards as investment alpha.	USASpending.gov + FPDS (free)	Hedge funds, defense analysts	12–18 months
3	**Financial Stress Early Warning Score** Detect distress 60–180 days before missed payments.	Open banking transaction patterns	Lenders, insurers, employers	12–18 months
4	**Contractor Fraud Network Graph** Cross-carrier detection of organized insurance fraud rings.	Anonymized claim data consortium	P&C; insurers ($80–100B fraud/yr)	3–5 years
5	**On-Chain Revenue Intelligence** Real-time crypto company revenue tracking from blockchain.	Public on-chain fee/transaction data	Equity analysts, crypto funds	6–9 months

SECTION 7: ENERGY & CLIMATE

#	Product Name	Data Source	Buyer	Build Time
1	**CSRD Data Extraction Service** Structure mandatory EU sustainability reports into machine-readable feeds.	CSRD XBRL filings (public, mandatory)	Bloomberg, FactSet, quant funds	6–9 months
2	**Green Mortgage Underwriting Platform** Energy efficiency risk scores for every mortgaged property.	EPC + smart meter + building age	Mortgage lenders (EU regulatory mandate)	12–18 months
3	**EV Charging Reliability Intelligence** Real-time uptime/failure scoring across all networks.	OCPI APIs (EU AFIR mandates sharing)	Fleet operators, municipalities	12–18 months
4	**Retrofit Lead Scoring** Identify thermally inefficient homes from meter data for heat pump installers.	Smart meter + EPC database	Installers ($200–400/qualified lead)	12 months
5	**ESG Greenwashing Detector** Cross-reference company claims against satellite/regulatory data.	Corporate reports + Sentinel-5P + EPA	Investors, regulators, short sellers	12 months

SECTION 8: EDUCATION & SKILLS

#	Product Name	Data Source	Buyer	Build Time
1	**Corporate Training ROI Auditor** Link training completion to actual business performance.	LMS + CRM + HRIS data join	CLOs at Fortune 2000	6–9 months
2	**Skills Decay Early Warning** Alert when your skills are losing market value.	Job posting trends + GitHub + Stack Overflow	Professionals ($10–20/mo)	6–9 months
3	**College Major ROI Calculator** Actual earnings distributions by major and school.	Dept of Ed Scorecard (free, public)	Students, counselors	3–4 months
4	**Local Labor Market Intel for Community Colleges** What skills local employers actually need.	Lightcast API + state wage records	Community colleges, workforce boards	12 months
5	**Credential Value Tracker** Which certifications are appreciating vs commoditizing.	Job posting salary premiums over time	Professionals, L&D; teams	6–9 months

SECTION 9: SPORTS & FITNESS

#	Product Name	Data Source	Buyer	Build Time
1	**Gym Churn Prediction Engine** Predict member cancellation 30–90 days early.	App login patterns, workout data	Gym chains ($400–1,200/saved member)	6–9 months
2	**Sponsorship Attribution Intelligence** Prove sports sponsorship ROI with transaction data.	Credit card spend shifts + social + search	Sponsors ($50B global market)	12–18 months
3	**Amateur Race Performance Predictor** Personalized marathon/triathlon finish predictions.	Strava/Garmin API + course + weather	Endurance athletes, race organizers	6–9 months
4	**Youth Training Load Safety Monitor** Track total load across all sports a child plays.	TeamSnap/wearable + parent input	Parents ($8–15/mo), youth clubs	9–12 months
5	**Wearable Insurance Underwriting** Biometric-adjusted premiums for athlete coverage.	HRV, sleep, training load	Sports insurers, agents	24–36 months

SECTION 10: GOVERNMENT & PUBLIC SECTOR

#	Product Name	Data Source	Buyer	Build Time
1	**Construction Permit Lead Intelligence** Alert suppliers when matching permits are filed.	Municipal permit APIs (19K cities)	Building material companies	18–24 months
2	**Regulatory Enforcement Pattern Intelligence** Predict where regulators will focus next.	EPA ECHO + OSHA + FDA (free)	Chief Compliance Officers	9–12 months
3	**Property Tax Assessment Equity Tool** Expose systematic over/under-assessment.	County assessor parcel data	Counties (legal liability)	6–9 months
4	**PFAS Contamination Risk for Real Estate** New EPA data mapped to property portfolios.	EPA UCMR5 (released 2023–24)	CRE lenders, consultants	4–6 months
5	**Procurement Price Benchmarking** Show governments what peers pay for same goods.	USASpending.gov + FPDS (free)	All levels of government	12–18 months

Fastest to Build — Top 5 Opportunities

The following five products combine the shortest build time with the clearest path to revenue. Each can be started immediately with publicly available data.

Rank	Product	Key Insight	Revenue Potential	Build Time
1	**College Major ROI Calculator**	Public data, 3–4 month build	**20M+ users/yr potential**	3–4 months
2	**Support Ticket Strategic Intelligence**	Internal data, 60–90 day MVP	**$5–20M ARR**	60–90 days
3	**PFAS Real Estate Risk Platform**	Data just released 2023–24, no competitor	**$10–50M ARR**	4–6 months
4	**CSRD Data Extraction Service**	Mandatory filings, Bloomberg/FactSet will pay	**$20–100M ARR**	6–9 months
5	**Flood Risk Repricing Engine**	$237B mispriced property	**$50–200M ARR**	4 months

The Universal Pattern

Across all 50 products, five structural patterns emerge that explain why these opportunities remain untapped — and why they are now buildable:

Pattern	Description	Example
Data Already Exists	Public APIs, government databases, and sensor exhaust already exist	NASA GRACE, USASpending.gov, CSRD XBRL
Budget is Pre-Allocated	The buyer has existing spend for this problem — they just lack the data product	insurance fraud budget, CLO training ROI
Regulatory Mandate Creates Urgency	New rules force disclosure, creating immediate demand	CSRD, EUDR, AFIR, FEMA Risk Rating 2.0, PFAS
The Product is a Join	Value comes from connecting two datasets no one has assembled before	flood risk + property transactions, weather + ad spend
Moat is Network, Not Algorithm	First-mover wins the data partnership network, not the model	cold chain IoT consortium, fraud ring graph

> *"The data already exists. The buyer has existing budget. The product is a join nobody else has assembled. The moat is the data partnership network — not the algorithm."*

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