Market research in hours, not weeks: the Brazilian company that put a team of AI agents to do the work of analysts

Proficientia Research answers any question about any market, for companies of any size, with official data, cited sources and an independent review before delivery

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Every company, large or small, asks the same questions before deciding: how big is this market, who is already in it, is it growing or shrinking, how much to charge, where to open. The answers usually cost weeks of analyst work or a consulting contract. At Proficientia Research, they come out in a few hours.

The company uses a team of artificial intelligence agents to cross-reference data from Brazil's Federal Revenue Service, IBGE (the national statistics institute), the Central Bank, CAGED (the formal employment registry), Ipeadata and industry associations. The result is a study with its sources cited in the text: the catalog reports alone already cite 909 different sources, from official databases to industry associations, market studies and the press. Before delivery, the numbers in the text are automatically checked against the source data, and the study goes through an independent review. If it does not pass the review, it is not delivered.

The client writes the question, follows the research while it is being done and receives the study in one to three hours, with simulations and scenarios. The reports already published show the range: Brazil has 1 million establishments in freight transport, and in 2025 1.9 companies opened for every one that closed; 93.9% of clothing stores are micro-enterprises; of every R$ 100 sold on iFood's Delivery Plan, R$ 73.80 goes back to the restaurant. Studies like these serve both a strategy team evaluating a new market and someone about to open their first business.

"Every business decision starts with the same questions, and most of the work to answer them is gathering and checking public data. That is what the agents do best, with the sources in plain sight. The person keeps what matters: the decision," says founder Tamer El Kutby.

The operation is itself an experiment in an agentic company. El Kutby is the only human. Management is carried out by virtual agents in executive roles (Helena, CEO; Caio, Sales; Marta, Finance; Davi, Technology), who analyze the business daily and bring proposals to the founder, acting as the board. For each study, a team of specialist agents is put together for the topic.

“It doesn’t matter whether the question comes from the board of a multinational or from a restaurant owner: it deserves the same answer, with data and sources,” he says.

Formats: custom studies from R$ 147 to R$ 597, delivered in 1 to 3 hours; a catalog of ready-made sector reports from R$ 49; an Enterprise plan for companies with recurring demand. Studies and reports are written in Portuguese.

About Proficientia Research: a Brazilian market intelligence company that combines official data, AI agents and an independent review of every study to deliver sector research in hours, for companies of any size and sector. A Proficientia Tecnologia Ltda. company. Website: proficientia.com.

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