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## PALANTIR TECHNOLOGIES SWOT & PESTLE ANALYSIS

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**Company Name :** Palantir Technologies

**Company Sector :** Information Technology, Analytics

**Operating Geography :** United States, North America, Global

**About the Company :** Palantir Technologies Inc. is a public American company that provides software platforms for various institutions. It was founded in 2003 and headquartered at Denver, Colorado. It specializes in big data analytics which are integrated, managed and securely saved on large scales. The collected data is layered with applications for human driven analysis. The company was founded by Peter Thiel, Nathan Gettings, Joe Lonsdale, Stephen Cohen, and Alex Karp. The company initially had a difficult time finding investors, but gradually over time the company was known for its distinguished belief in artificial augmentation of data. This helped the company become noteworthy. The company today operates in two segments namely – governmental and commercial. It deals with clients like the CIA, US federal government, US allied governments abroad etc. as well as private companies like Airbus, Ferrari, etc.

The company aided the NHS (National Health Service, UK) with its COVID-19 efforts in 2020. Other countries have also used Palantir's software to track the virus and found ways to contain it as well. The company has three basic products known as Palantir Gotham, Palantir Foundry and the most recent addition Palantir Apollo. Palantir Technologies' software platforms are used across 40 industries located in more than 150 countries. The company has 2,439 full-time employees as of early 2021.

Palantir Technologies' USP or unique selling proposition is its pioneering technology in the field of software development. Its interface permits people with varied technical skills to make optimum use of its software to collate and integrate its data in an organized manner. Timely access, safe storage and continual services across time zones catapulted the company to the market's top preference.

**Revenue :**

\$ 1.1 billion - FY ending, 31st December 2020 (y-o-y growth 47%)

\$ 742.6 million - FY ending, 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Palantir Technologies is given below:

Strengths	Weaknesses
<p>1.Their software is used in over 40 industries across the world with the healthy mix of government and commercial agents.</p> <p>2.Substantial investment in research and development has given a competitive advantage.</p>	<p>1. Failed to declare a profit since inception in 2003.</p> <p>2.Customer base concentrated so top 3 clients account for 25% of revenue.</p> <p>3.A history of burning through operating cash very quickly.</p> <p>4.Owners criticized for hoarding company control even after going public.</p>
Opportunities	Threats
<p>1.Increasing trend of businesses exploring or implementing Artificial Intelligence.</p> <p>2.Partnership with Amazon Web Services (AWS) will increase list of clients.</p> <p>3.Investment in Western Innovation likely to lead to major gains.</p> <p>4.New deal with Rio Tinto will considerably expand influence in the mining industry.</p>	<p>1. Palantir faces substantial controversy over privacy abuse claims.</p> <p>2.Covid-19 continues to have a negative effect on operations.</p>

## PESTLE Analysis :

The PESTLE Analysis for Palantir Technologies is given below:

Political	Economical
1.Concerns over US Government not increasing defense expenditure by a substantial amount. 2.Increase in corporate taxes likely under Biden Government. 3.European government increase usage of US based data analytics firms.	1.Global Big Data market expected to grow to USD 229.4 billion by 2025 with North America leading the growth. 2.Payments in Bitcoin could go either way due to the volatility of the currency. 3.Investors hesitant to invest in potentially overvalued stocks.
Social	Technological
1.Public holds an increasing level of distrust for companies working with governments globally.	1. Increasing number of companies employing Artificial Intelligence to aid operations.
Legal	Environmental
1.Lawmakers raising concerns over the company's privacy abuse allegations.	1.Increasing focus on data integration to achieve net zero targets.

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