

DataPoint Explorer

SME Guide to Open Data

Turn free public datasets into business decisions.

open data atlas · 17 domains · for SMEs

This guide shows how small and medium-sized enterprises can use the DataPoint Explorer atlas to find, evaluate, and act on open data — from satellite imagery and mobility feeds to prices, tenders, health trends and more.

1. What the atlas covers

The atlas organises open data into 17 domains. Each domain page lists scope levels (Local, National, EU27, Global), sample data points, map windows, and source links.

Domain	What you can find
Earth Observation	Satellite imagery, SAR, weather, climate
Geospatial	Topography, cadastre, addresses, INSPIRE
Transport	GTFS, traffic, parking, vessels, aviation
Environment	Air, water, emissions, biodiversity
Energy	Production, consumption, prices, grids
Statistics	Census, prices, GDP, labour, trade
Market	Tenders, contracts, company registers
Finance	Banking, insurance, ECB, stock data
Health	Disease counts, trials, care capacity
Agri-food	Yields, subsidies, organics, CAP
Tourism	Visitors, accommodation, attractions
Cultural Heritage	Museums, archives, monuments
Language	Parallel corpora, dictionaries, NLP
Media	Broadcast, press, public media archives
Skills	Skills frameworks, vacancies, education
Industry	Patents, standards, production
Construction	Buildings, permits, BIM, energy certs

2. How to use the atlas

Ask or browse — Type a business question in the assistant box, or scroll through the 17-domain grid.

Filter — Use scope chips (Local, National, EU27, Global) and access chips (Free, API key, Freemium).

Inspect — Click a tile to open the domain page. Review map windows and data point cards.

Act — Open the source link, read the API docs, and wire the feed into your product or decision.

3. Scope levels explained

Local examples focus on the Uusimaa region and Helsinki capital area, because the reference SMEs are based there. National examples cover Finland. EU27 examples cover European datasets. Global examples cover worldwide sources such as NASA, ESA, UN and World Bank.

Scope	Focus	Good for
Local	Uusimaa / Helsinki region	Site selection, local logistics, city tenders
National	Finland-wide	Regulatory compliance, national benchmarking
EU27	European Union datasets	Cross-border expansion, EU tenders
Global	Worldwide sources	Global market research, climate risk

4. Common SME use cases

Retail & real estate. Use geospatial, transport and population data to pick a store location.

Energy & sustainability. Combine energy prices, weather and building data to model retrofit savings.

Public procurement. Monitor TED, Hilma and national portals to find relevant tenders.

Agrifood & forestry. Use satellite and CAP data to verify yields, plan harvests and prove sustainability.

Health & wellbeing. Map disease trends, care capacity and demographics for service planning.

Tourism & culture. Layer visitor flows, accommodation and heritage sites to design routes and packages.

5. Data quality & licensing

Most datasets in the atlas are published under open licences such as CC BY, CC0, or national open-data terms. Always check the licence on the provider page before commercial reuse. Sample windows are illustrative — open the source for current, authoritative data.

6. Getting help

Use the Assistant chat on the homepage for plain-language answers. Visit the Examples page for real SME success stories. Submit a dataset through the contribute form if you know a source that should be listed.