

Competitive Analytics

transform data | optimize decisions | maximize profits

Advanced Analytics



Price Optimization

Are the prices, premiums, and discounts you set for your products and services optimized to generate maximum profit for your business?



Predictive Analytics

Do your predictive models deliver accurate macroeconomic outlooks, precision industry trends, and actionable company KPI forecasts?



Performance Analytics

Are your BI dashboards accurately and quickly measuring your organization's performance . . . and deciphering which market drivers you should track?



Logistics

Is your company maximizing the effectiveness and efficiencies of assets, operations, human resources, sales, distribution, supply, and technology?



Cost Minimization

Is your organization a lean mean machine? Are you wringing-out the maximum efficiency from all your resources and assets?



Sales & Marketing Analytics

Are your sales and marketing functions driven by big data, advanced social media analytics, and customer analytics in order to maximize sales revenue?



Demand Forecasting

Do you know the precise level of demand for all your products and services, now and in the future, so you can budget and plan ahead?



Geospatial Analytics

Can you visualize your business at the global, national, state, county, city, MSA, ZIP, and custom polygon levels? And decipher which CMAs to target?



Product Segmentation

Do you know which products, services, features, amenities, and value dimensions your current and future customers will buy and why?



Risk Analytics

Are you deploying advanced analytics to identify and minimize your unsystematic risk as well as optimize your risk management activities?



Govt. Planning/Econ. Dev.

For government decision makers at the state, county, or city level, are you deploying advanced analytics in order to significantly enhance quality of life?



Employee Analytics

Do you get the best from your team? Who are your top performers? How can you recruit, empower, and motivate other employees to excel?



Quick Proof of Concept

Do you have challenging strategic initiatives and complex analytical projects? We conduct lightning fast QPOCs to help you realize next steps.



BI & Analytics Concierge

Do you have a go-to resource that will accurately answer your data-driven questions within minutes or hours instead of days, weeks, or months?



Competitive Intelligence

How well do you know your primary, secondary, and analogue competitors? Do you acquire vital competitive data to gain competitive advantages?



Consumer Intelligence

Do you effectively gather and analyze buyer behaviors in order to build deeper customer relationships and maximize customer lifetime value?



Full Service BI Solutions

Do you have all the vital business intelligence tools to transform your data into actionable intelligence so you can make better and faster decisions?



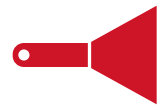
IT Services

Is your "info technology" empowering C-Suite with actionable, easy-to-read dashboards and delivering effective software tools for your power users?



Data Cleansing

Raw data is dirty, error-prone, and misleading. Are you perpetually cleaning, wrangling, blending, parsing, interpolating, and extrapolating data?



Web Data Extraction

Valuable data resides on the open web. Are you perpetually extracting and analyzing vital competitive data to drive better and faster decisions?



Strategic Planning

Do you need to develop a data driven strategic business plan that evolves your company's vision and also drives your day-to-day operations?



Speaking

Do you need an expert speaker on economic trends, industry outlooks, BI, big data, analytics, consumer trends, innovation, or competitive strategy?



Training & User Groups

Does your company want self-serve analytics? We are the "Center for Analytics & BI Excellence" and will help your firm gain analytical self sufficiency.



Reporting & Dashboarding

All orgs have vital data that is not used in decision making. Are your reports, dashboards and auto-alerts timely, accurate, interactive, and actionable?

Strategic Services

Hosted User Groups

Alteryx User Group
Southern California

Tableau User Group
Orange County, California

Predictive Analytics User Group
Southern California

NEXT•24 C-Suite Roundtable
Southern California