

Our mission is to provide consulting in the areas of data science & predictive analytics to brands, marketers, advertisers, and media.

Services

- Building data-driven tools that will help understand, manage, and optimize a vast portfolio of marketing opportunities
- Performing large-scale statistical research, analysis and modeling in the areas of advanced analytics and customer marketing
- Communicating insights and recommending areas for further data discovery
- Making personalized recommendations that will drive strategy
- Designing optimization algorithms, developing and deploying new analytical tools
- Identifying key measures, approaches and methodologies to assess traditional and digital marketing campaign success against business objectives
- Implementing algorithms to identify the key touch points/factors that drive predictive consumer behavior
- Working with internal teams to formulate channel specific strategy and execution plans to meet business objectives
- Delivering critical analyses including campaign effectiveness analysis, customer segmentation and profiling, retention analysis, churn prediction, lifetime value analysis, competitive market research, channel optimization, marketing mix modeling, and other key marketing applications
- Designing and overseeing design of experiments for marketing tests, and evaluating their results
- Building and deploying automated recommender systems

Expertise

- Machine Learning
- Deep Learning
- Mathematical Statistics
- Design of Experiments
- Data Mining
- Text Mining
- Natural Language Processing (NLP)