



Data Science

Our expert team supports you in developing deeper insight from existing data through the use of AI and sophisticated statistical techniques.



Artificial Intelligence

Machine Learning and Deep Learning automate your organisation's decision making. AI provides prescriptive decision making using applied methods, such as...



Forecasting

We apply models to your time series data to discover trends, calculate seasonality and forecast future scenarios to inform efficiencies across your organisation.



Propensity Modelling

We assess your customer data for accurate insights into their propensity to behave in predefined ways. This can inform up-selling and cross-selling strategies, whilst generating insight of customer loyalty, fraud and risk across industries.



Segmentation

We divide your customer base into homogeneous groups according to characteristics, traits and behaviours to stimulate powerful, targeted marketing campaigns to enhance customer value.



Data Mining and Reporting

We use models and algorithms to generate patterns and actionable insights from your organisation's Big Data. This informs profiling to enhance ongoing campaigns.



Simulation

We run "What-If" simulations to identify the best direction for your marketing strategy based upon what offers maximum potential.



Optimisation

We identify the prime market position for your organisation – balancing profit margins against demand in the existing marketplace to pinpoint your optimal strategy for resource efficiency.

Crown
Commercial
Service
Supplier



Customer Intelligence
Specialisation in SAS®



Analytic Modernisation
Specialisation in SAS®



Data Management
Competency in SAS®



Visualisation
Competency in SAS®

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