



Quantum SightTM
DATA DRIVEN | HUMAN FOCUSED

What **stories** does your data tell?

Analytics and
Automation

We Are A Data Driven | Human Focused Marketing Consultancy

We use data to tell you your story.

For us, customer **data can be like a novel** full of characters, events, motivations and passions, except the story is real. We use data to tell your story, which will help you understand your business at **human level**.

We help you create solutions.

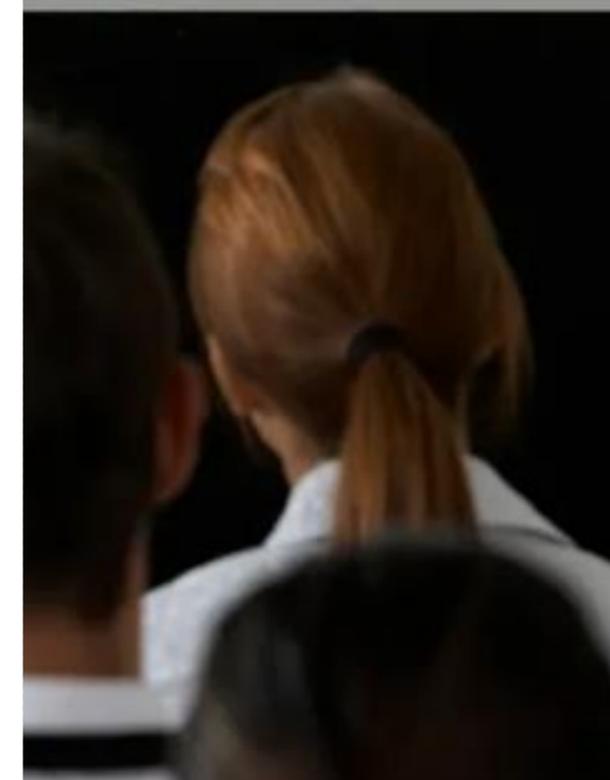
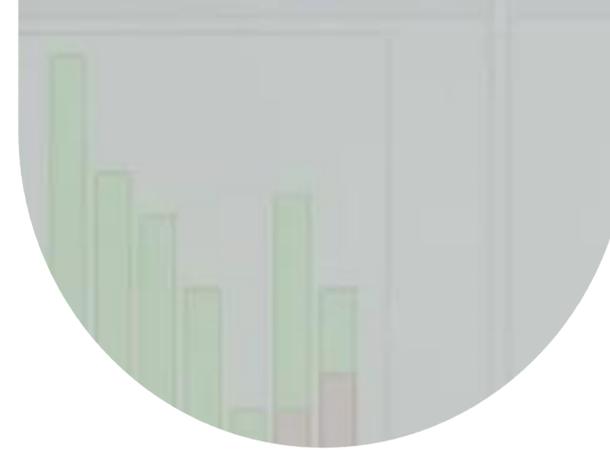
After we help you uncover critical insights, we help you design strategies and solutions that allow you to leverage data at the **human level** and socialize them within your organization.

We stay engaged.

We believe in what we recommend. This means we will roll up our sleeves to help you manage, measure, and analyze the impact of new solutions. For us, Data Driven | Human Focused growth **is a journey, not a destination**.

What we do.

Marketing Effectiveness | Segmentation & Strategy | Celebrity Endorsement Analysis





Analytics and Automation

We help our clients uncover the insightful stories hidden in their data and continuously leverage those insights to drive growth.

Business leaders today are challenged to be more **data driven & financially rigorous.**

At **Quantum Sight**, we see data points as the fundamental starting point for big ideas. **By digging deep, we see broader insights and bigger opportunities.**

We then help our clients make **agile decisions** by leveraging AI and algorithms to develop **automated and intelligent reporting.**

Types of Projects We Work On

Sales & Leads Attribution Analysis

ROI Analysis

Customer Targeting Models

Brand/ Sentiment Analytics

Customer/ Employee Experience

Loyalty/ Retention Analysis

Content Effectiveness

Channel Analytics

Business Case Development & Forecasting

SKU & Market Basket Analysis

Reporting and Metrics



Visit: <https://quantumsight.com/case-studies>

WHAT OUR CLIENTS SAY

We work with top brands across multiple industries.

Marketing ROI

"Quantum Sight has been a great partner in our marketing effectiveness journey. From initial assessment to transformation strategy, measurement and analytics, they have been critical to helping us achieve and demonstrate remarkable success. Our **KPIs increased dramatically as did our Marketing ROI.**

We highly value our relationship with Quantum Sight and appreciate where we have been able to take our programs with their guidance, collaboration and insight."

Phyllis Falotico

V.P. Group & Worksite Marketing @ Guardian Life

BRAND ANALYTICS

"Quantum Sight helped us unpack the insights hidden in our brand tracking data. We now have deeper understanding of what drives provider choice in healthcare and how we better position Novant Health in the market. **I would recommend them highly.**"

Matthias Krebs

Sr. Director Insights & Analytics @ Novant Health

MARKETING ANALYTICS

"We leveraged Quantum Sight to help us better understand factors driving response rates across multiple geographies, products and competitive positions. They were also able to identify gaps in our current targeting algorithms and identify new opportunities using a very complex data-set. They do **great work and are strong partners.**"

Dennis Hickey

Staff VP Customer Analytics @ Anthem

Engagement Process

Overview of our typical engagement and examples

Our Analytics & Automation Solution



1

We mine data to uncover the stories.

We listen first, then ask. By mining behavioral data, social data and third-party data first, we ask better questions which result in deeper understanding and richer insights.

2

We develop insightful and actionable analysis

We translate the important stories into actionable metrics and analysis and quantify opportunities to drive better outcomes.

3

We automate critical insights using AI

We help our clients take better control of their business by automating critical insights and developing an agile decisioning platform.

High Level Process



1. Collect relevant internal/ external data and perform audit.
2. Clean up data where possible.

1. Identify important trends, correlations and human insights.
2. Share insights with client for feedback.

1. Measure business impact & recommendations.
2. Develop relevant AI tools (as needed).

1. Design analysis database & ETL process.
2. Develop decision platform and UI to inform and guide business decisions.

1. Integrate platform with data sources & launch.
2. Provide hosting & regular support as needed.

Example Work

- We worked with **Novant Health's brand tracker data** to understand the role of brand traits in choosing a health care provider.
- We combined **Novant Health's employee attrition data with 500+ Glassdoor reviews and Press Ganey survey results** to identify the most impactful touchpoints in the team member experience and attrition risks.
- We mined over **800+ online reviews of Polaris Industries' products** to help them identify how customers perceive their brand and identify themes most likely to resonate in their corporate rebrand.
- We utilized **employee performance data to help Anthem** identify behaviors and factors of successful sales agents and set appropriate sales targets based on relevant success factors.
- We leveraged **Guardian Life's web behavioral data** to help identify the channels and messaging which resulted in the greatest engagement from visitors.

Live Demos

1. Education provider wanted to **track application rates, enrollment and disenrollment at each of its locations** to better understand organizational performance. We helped them identify key metrics developed an enterprise level dashboard.
2. Retailer needed **to identify its most critical SKUs** and how best to leverage them to drive sales growth. We developed an AI based decision platform which identified critical SKUs and associated metrics in real time.
3. Drug company needed guidance on the **best way to communicate drug benefits** which would resonate with customers. We developed an AI based content recommendation engine which accounted for regulatory and other factors while identifying the best ways to communicate drug benefits.



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