



Tag Analytics

Consulting Overview 2023

Analytics Consultant



About Talha

Founder & Principal Consultant

About Me

- Talha is a seasoned analytics consultant with a strong background in diverse industries.
- With four years of experience at integrate.ai, Pricing Solutions, and Cogeco, he has effectively applied analytics methods to projects spanning marketing, finance, operations, and logistics.
- Clients benefit from his broad expertise across multiple fields, allowing him to deliver competitive data-driven solutions.

Skills

- Insightful data gathering and analysis from diverse sources.
- Extensive technical proficiency in Python, R, Tableau, Excel for analysis and visualization.
- Strong business acumen, blending analytical and technical thinking with fundamental business principles for valuable insights.

Technical

- Expertise in gathering and organizing data, including web scraping, database structuring, and querying.
- Advanced analytical proficiency in regression analysis, forecasting, sentimental analysis, optimization and more.
- Skilled in creating interactive views and complex spreadsheets for enhanced data visualization and exploration.

Experience

- **B2C:** Logistics, customer engagement, customer retention, financial optimization.
- **B2B:** Optimization of logistics and maximizing profitability.
- **Content:** Content curation, marketing strategies and social media growth.
- **Industries:** Retail, fast food, telecommunications, marketing firms, technology and many more.

Value

- Versatile expertise across sectors, tackling diverse topics and projects.
- High-quality results deliver faster than similar consulting firms.
- Specializing in shorter assignments tailored to company needs.
- Fair pricing at lower cost compared to larger firms.

Focus



Customer Journey

Assist corporations implement comprehensive strategies, leveraging analytics and business acumen, to acquire and retain customers while enhancing their experience and engagement with core products and services.

Profit Optimization

Supported companies in executing strategies for cost minimization, price point optimization, profit maximization through demand and revenue, and achieving the ideal selection of product and service offerings.

Market Research

Conducted thorough market research to forecast potential impact of events on companies, identified emerging trends and industry standards, and provided competitive intelligence.

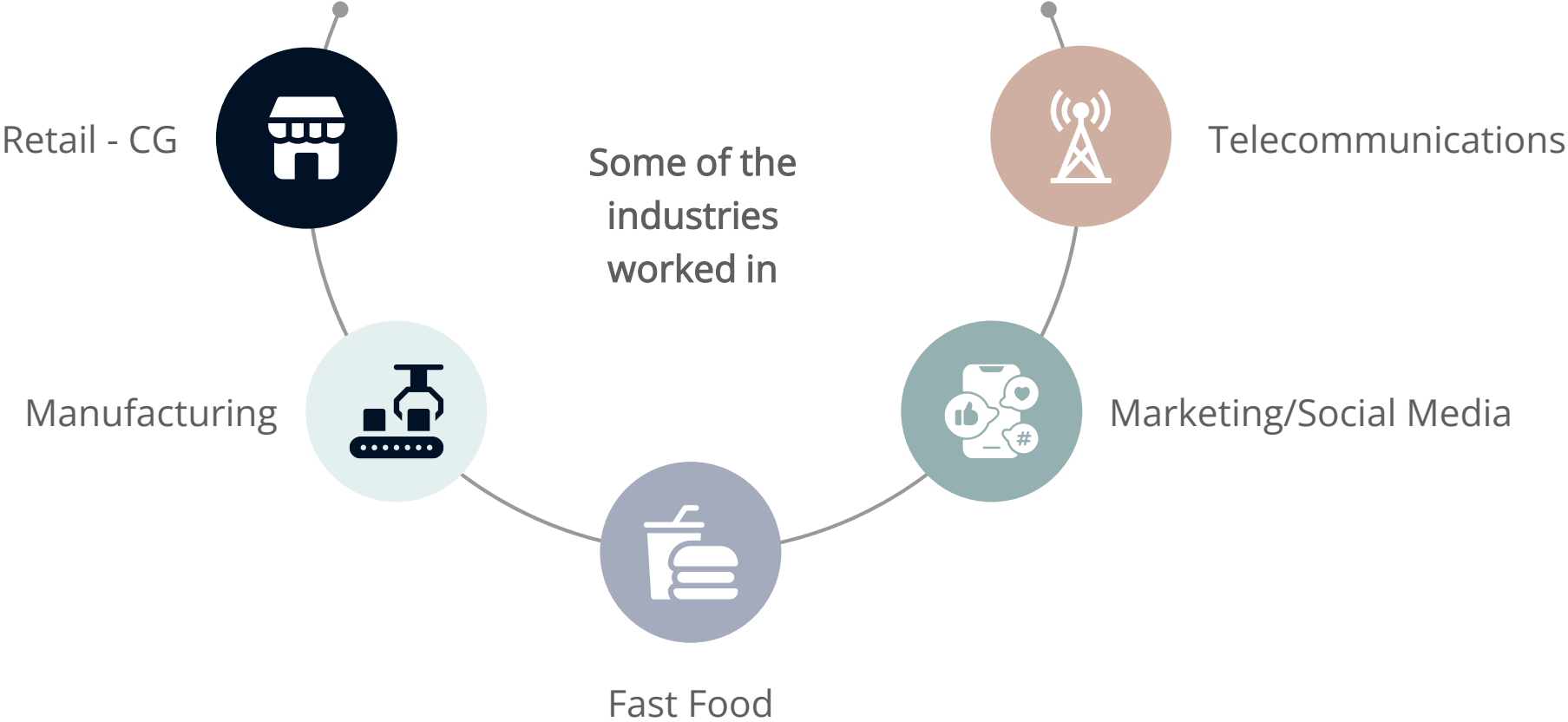
Marketing Consultation

Evaluated companies marketing strategies across multiple channels, offering tailored solutions for optimal outcomes by leveraging a blend of analytics and marketing principles.

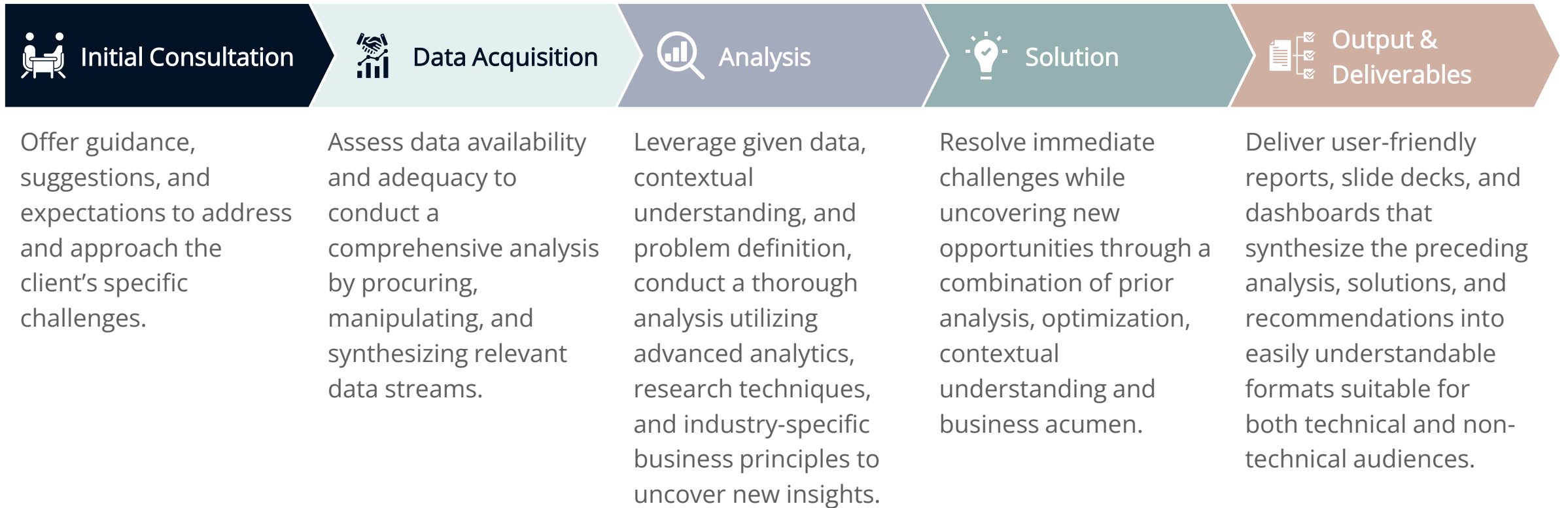
Data Architecture

Developed end-to-end data solutions, encompassing data source acquisition, cleansing storage, and designing of data architecture, culminating in accessible relational tables for versatile data retrieval and utilization.

Industry Experience



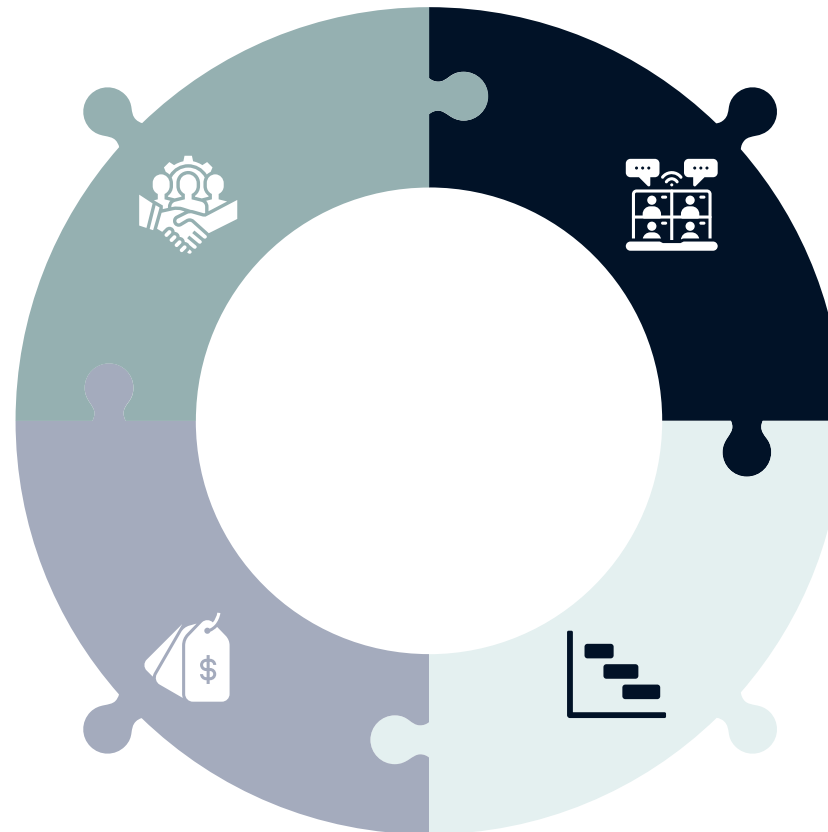
Process



How I work

Collaboration

Whether as a solo consultant or part of a team, I foster easy collaboration and can bring in experienced consultants to support projects.



Remote and In-Person

Primarily conduct work remotely, but more than willing to travel when necessary.

Reasonable Prices

Providing reasonably priced services that rival value from larger firms, catering to both short-term and long-term projects

Timely Fashion

Delivering high-quality results within timelines.