

Schema >> *n-fERENCE*™

Advanced Statistical Analysis

Overview

Advanced statistical analysis is often described as a balance of art and science, in many cases with the “science” represented by a shared context assessment and data exploration as a common foundation, while the “art” of the analysis involves deploying the appropriate analytic technique to solve the problem at hand. That could be a machine learning model to predict response to a direct mail campaign, a forecast to enable resource planning given anticipated demand or a Marketing Mix Model to help optimize media allocation, as examples. *n-fERENCE*™, our context-driven approach to advanced analytics, seeks to strike the right balance between art and science, utilizing AI to automate as much of the foundational work as possible, and focusing our analytic efforts on the art of the process to achieve optimal solutions towards meeting analytic objectives.

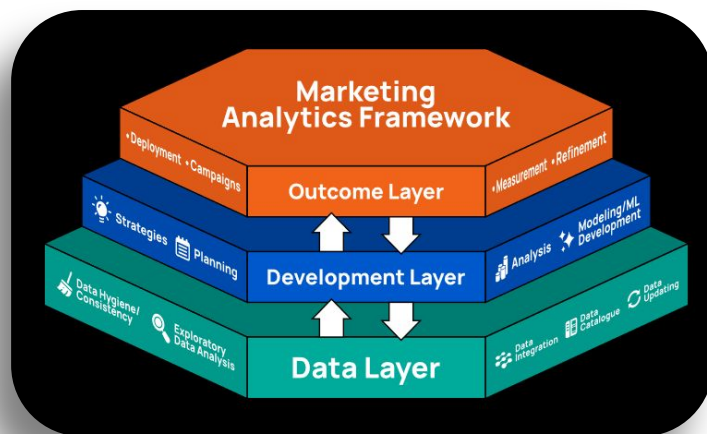
Measurable Outcomes

- Optimized CPA
- Increased Retention/Repeat Purchase Rate
- Increased Conversion, Revenue per Sale
- Increased Accuracy (Forecasting, Segment Assignment)
- Increased Engagement, Response and Conversion Rates
- Higher Customer LTV and Loyalty Measures

Listed outcomes are representative only, and specific outcomes this Schema™ will address may vary depending on your industry, target audience, and business goals.

Derived Benefits

- **Improved Decision Making Speed:** Faster and more informed decisions through rapid data analysis and insights generation.
- **Increased Profitability:** Optimized resource allocation and revenue generation efforts..
- **Reduced Risk:** Through predictive modeling and scenario analysis.
- **Enhanced Customer Experience:** Improved customer satisfaction through personalized offerings and targeted campaigns.
- **Competitive Advantage:** Lead your category with context-driven insights and innovative analytics applications.



Foundational Approach

1. Research Design
2. Source Appropriate Data/Exploratory Data Analysis
3. Data Hygiene and Variable Creation
4. Create Analysis Files
5. Apply Appropriate Analytic Technique
6. Evaluate Output
7. Model Deployment/Refinement

To learn more about our comprehensive suite of solutions, visit nventiv.ai/contact-us