**Mission**

Develop stratification algorithms and visualization tools that transform large and rapidly evolving data sets of commercial information into next generation metrics to shape business, marketing and product development strategy. Design platform architecture configured with flexible mapping and predictive analytics that aligns wide-ranging client strategic thinking with potential opportunities that enable the mobilization of “Go-Live” analytic operating models.

**Solutions**

* Establish a culture anchored by predictive analytics that fuels innovation and growth requires leadership of a team proficient in technology, data science, analytic operating models and core critical thinking, balanced with knowledge of business operations to shape business strategy.
* Analytics can bring significant value through the creation of relevant solutions that focus marketing, product development and supply chain decisions.
* Empowerment through collaboration among individuals with complementing skill sets is crucial in organizational alignment of clear goals and objectives.
* Capabilities embedded across functions and operations enable managers to have a better basis for understanding markets and making business decisions.
* Teams must demonstrate confidence and proficiency in mobilizing analytic operating models that capture a client’s core critical thinking and understanding of operating knowledge that shapes business decisions.
* Filling the talent gap of advanced analytics skills poses a major challenge, as the value of a candidate’s know-how in accessing and formatting data, performing critical analyses, and then mobilizing diagnostic modeling tools comes at a premium in today’s market.

**Leadership**

* CEO sponsorship is a powerful enabler by fostering collaboration that promotes the transformation of a business culture to an analytics-based company.
* Confidence and team building realized from pilots that quickly demonstrate the value of analytics resulting from learning algorithms engineered to identify potential opportunities.
* This team-driven approach can lead to quick and highly successful business intelligence gleaned from evolving data patterns, the identification of prospective relationships, as well as correlated outcomes and metrics that can redirect marketing and product development strategies.
* Vital to the success of this program is a balance of fairness and consistency in recognition and team incentives.

**Technology**

* The science team challenges conventional wisdom with a data-driven means to achieve success.
* Strategic placement of science team members from business operations facilitates the mapping of high-value targeted analytics.
* Few have a full skill-set to shape questions, perform analyses and interpret results.
* The selection process and screening of people for aptitudes towards data analytics is a significant hurdle.
* Rapid ***“Proof-of-Concept”*** and successful deployment of pilots create traction for the change to a culture anchored in data analytics as an accelerated value capture process unfolds.
* A purposeful ***“GAP Analysis”*** then drives diligence in project management to define tasks and methodologies in an appropriate amount of detail.
* The governance of ***“Data”*** from the right sources can then lead to targeted growth as an imperative to bridge the gap between a client’s current situation and a desired future state.