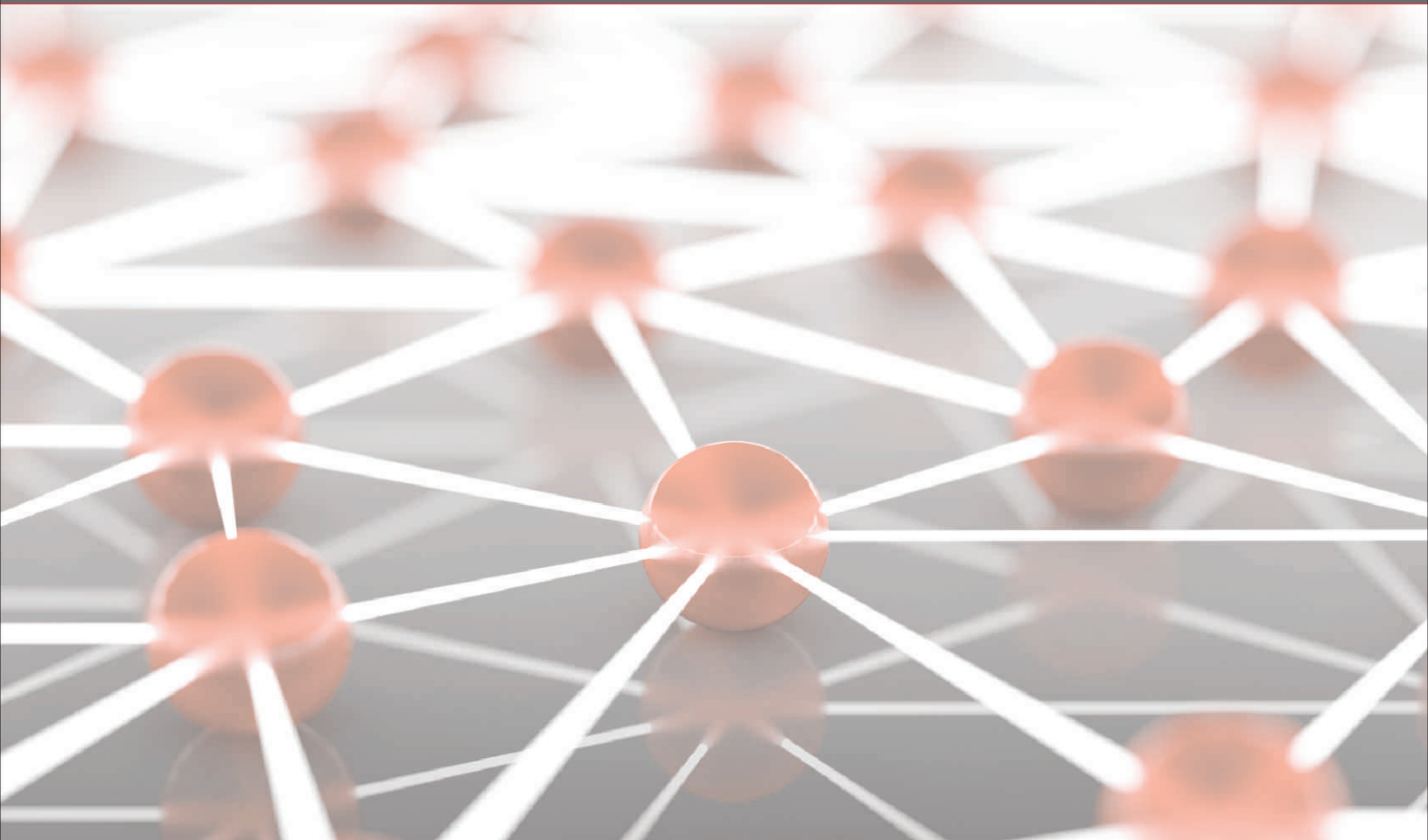


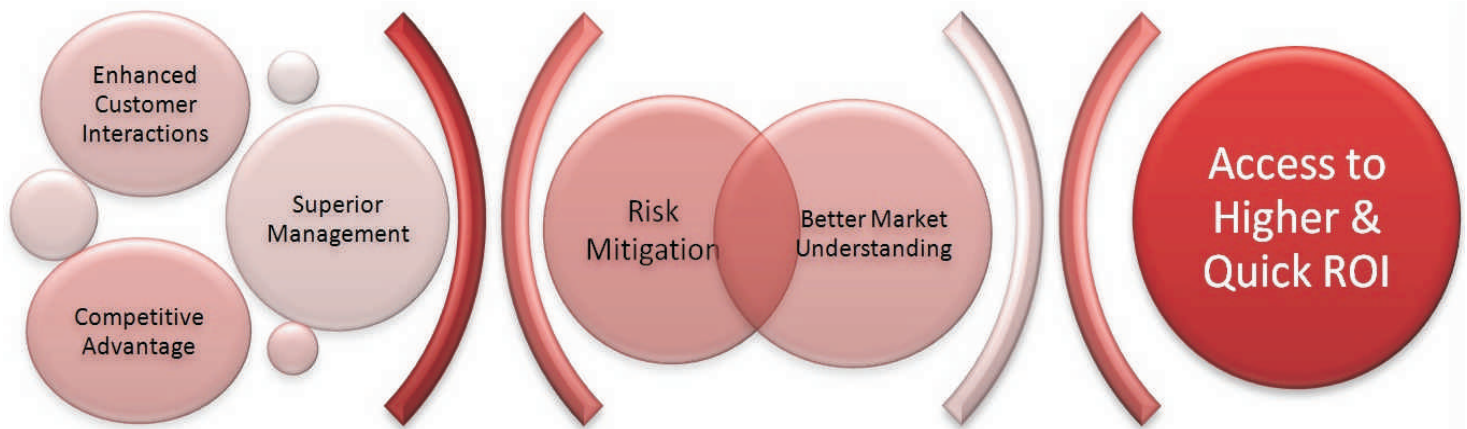
Advance Analytics

A Progressive Approach to Analytics



BIG DATA!! *But of what use??*

*B*ig Data, if leveraged properly, brings with itself a variety of benefits to the users. Business managers, analysts, BI experts, analytics heads, and all the other decision makers of a company can make use of these magnificent solutions as catalyst to their company's headway.



Explore the Strength of **BIG Data**

*B*e it any business department, Advanced Analytics can bring forth such solutions that lead to:

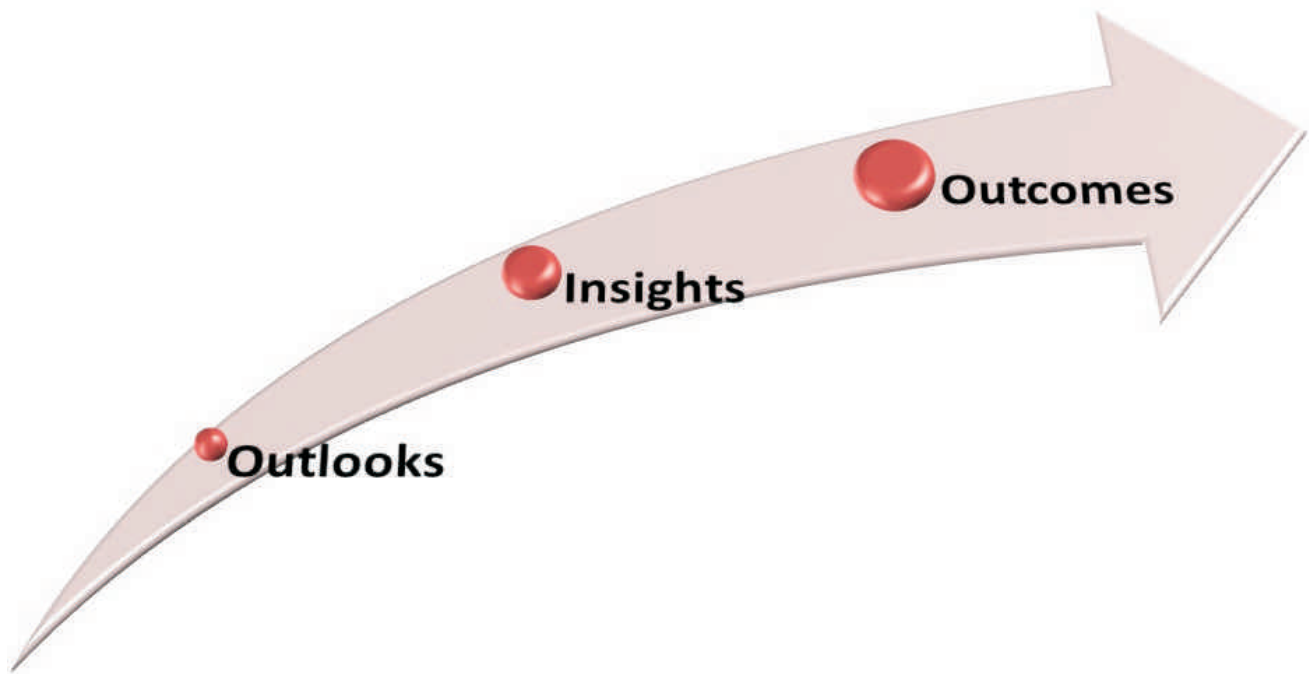
- › Enhanced customer interactions owing to the greater customer focus and proclivity towards their needs in a superior way
- › Accomplishing business goals and attaining competitive advantage with the planning and forecasting functionality of these solutions
- › Better management of human capital, financial and other assets of the company
- › Superior risk mitigation caused by improved anticipation of adverse proceedings
- › Enriched understanding of the market due to competitor, buyer and marketing analysis
- › Having deep access to decision-driving and insightful information
- › Being an early opportunity seizer, companies can turn out to be the initiators in their respective industry domains with the help of sales analysis
- › Getting access to higher & quick return on investment
- › Respond more swiftly to fluctuating industry requirements and newfangled prospects

Get the best in class advanced analytics solutions and do more than just accessing information. Have the power to witness unerringly what's happening with your business.

Don't just unveil the big picture, but get the most intricate minutiae in front of you and drive your business's profitability and performance at a fast pace.

Partner with Research**2**Systems to get the benefit of Big Data combined with market intelligence which is utterly matchless.

A journey from *OUTLOOKS* to *Outcomes*



Advanced Analytics - a unique capability positioned to the point of choice.

For many pioneering global organizations, Advanced Analytics has now taken the frontline. These solutions deliver decision-makers with an immaculate, "at-a-glance access" to strategic performance indicators so that they can swiftly gauge existing circumstances and reach to the core of such state of affairs.

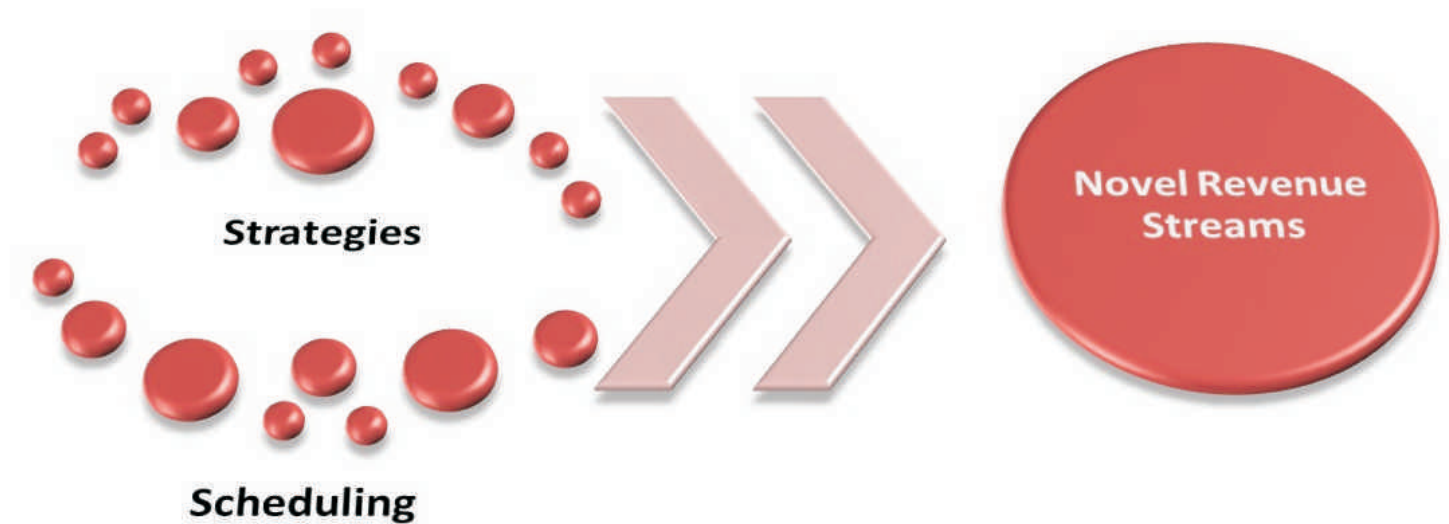
At Research2Systems, advanced analytics is much more than the application of the most modern analytical tools as a solution to business and marketing snags. Our advanced analytics solutions are nothing but an assortment of implicit measurements to reach at the fundamental veracity - the actual motives for consumers' buying decisions.

Companies, today, need such business intelligence that leads to ultimate progression of these firms. Solutions that can help in identifying prospects, envisage future events, block threats and advance practices are all that a company needs in the current scenario.

Research2Systems stands firm in offering such advanced analytics solutions that can effectively provide excellent outcomes through the right amalgamation of intelligence with analytics, based on structured and unstructured data. With our perfectations that are grounded on your business's insights and outlooks, you get completely accurate and superb findings that are the defining factors of your company's success.

Advanced Analytics

*The next **Big** thing!*



As global companies have developed the capability to gain better insights from data and statistics, the provision of ground-breaking analytical practices, as a stepping stone to success, has become inexorable.

Research2Systems works with its clients in such an intuitive way that tackling the subtleties of the prevailing markets through demonstrated and proven tactics has become a certainty.

We follow a simple yet edifying approach wherein our remarkable pool of talented minds embarks on the following steps:

- ✓ Cultivate market wide strategies that augment the relationship among trade, pricing, marketing and promotion
- ✓ Smartly scheduling, leveraging progressive situation forecasting and employing predictive modeling tools
- ✓ Limiting implementation and de-averaging the market to recognize novel revenue estreams

Through the successful execution of such steps, Research2Systems has efficaciously assessed the evolution of analytical tools that are determining the way organizations work. When you have such solutions, you can spend less time in quest of the most relevant and useful information, and get sufficient time concentrating on your patrons.

Research2Systems

Analytics REdefined

Advanced Analytics at Research2Systems spans across Market Assessment Analytics, Acquisition Analytics, Pricing Analytics, Customer Relationship Management and Marketing Effectiveness Analytics. These solutions represent a reform in Business Intelligence demonstrating the true potential that is focused on insights, which were latent formerly.

Our Analytical Capabilities comprise of:

→ Exploratory Analysis

Research2Systems uses its expertise in Exploratory Analysis to find patterns within data and objectively employ the following:

- Hypothesis Testing
- Open-minded exploration: Gain new, often unsuspected insight
- Base building for further analysis

→ Regression Modeling

Research2Systems provides cutting edge solutions to complex business problems using various modeling approaches that typically utilize regression based analysis. The techniques that are employed are manifold including Logistic Regression, Multinomial Logistic Regression, OLS Regression, Survival Analysis and Pathway Analysis.

→ Conjoint Analysis

Research2Systems uses contemporary conjoint techniques to answer different business queries. Whether you need to make apt decisions regarding launching new products, pricing strategy, optimizing product features, or brand portfolio strategy, you will get them all with the right assistance offered by Research2Systems. We follow a number of techniques in this sphere which consist of:

- Traditional Conjoint Analysis
- Discrete-Choice Conjoint/Choice-Based Conjoint Analysis
- Adaptive Conjoint Analysis
- Max-Diff Conjoint Analysis
- ASEMAP

→ Segmentation Analysis

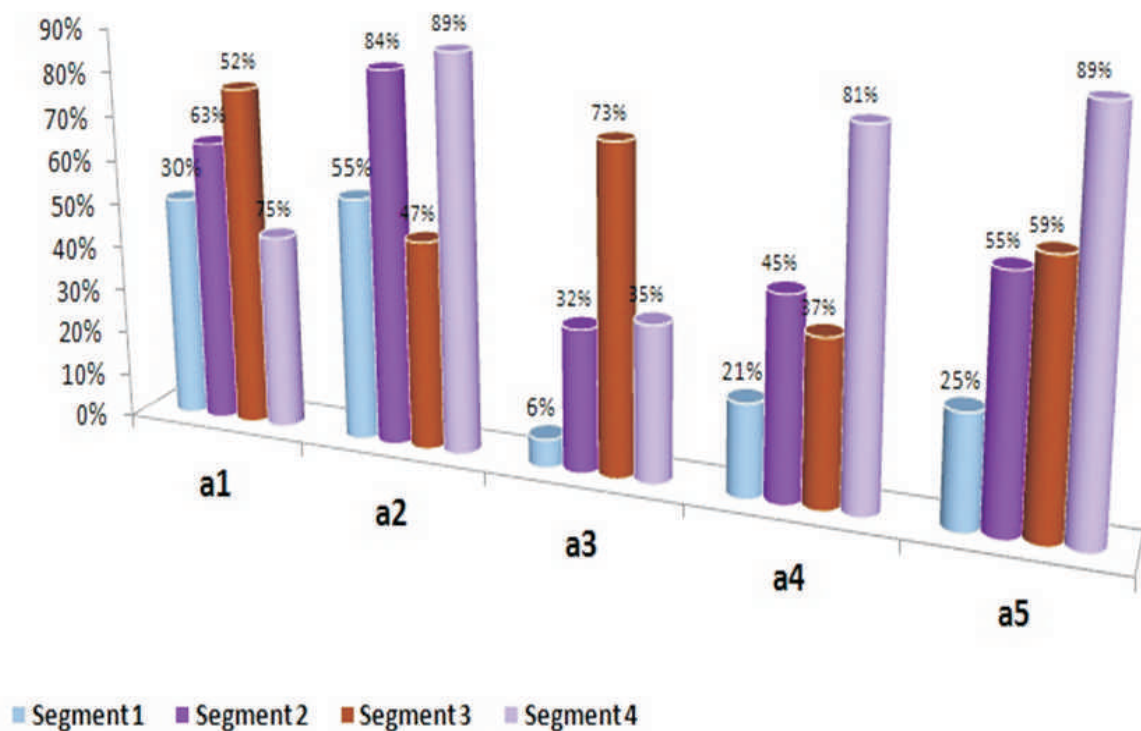
Research2Systems offers multiple segmentation approaches to divide the market or the customer-base into meaningful and measurable clusters based on one or a combination of the given segmentation frameworks.

- Needs & Value Based Segmentation
- Behavioral Segmentation
- Demographic Segmentation

Key Attribute Differences Among Segments

We make use of a number of highly functional segmentation techniques such as Hierarchical - Agglomerative & Divisive Methods, K-Means Algorithm, Two-Step Clustering, Expectation Maximization Algorithm (Latent Gold), and so forth.

We successfully delivered brilliant segmentation analysis solutions to one of our prestigious clients who approached us to identify and understand the visitor segments based on attitudinal and behavioral markers. We came with some great representations that gave them insightful facts, beneficial for their business. A couple of these informative representations are:



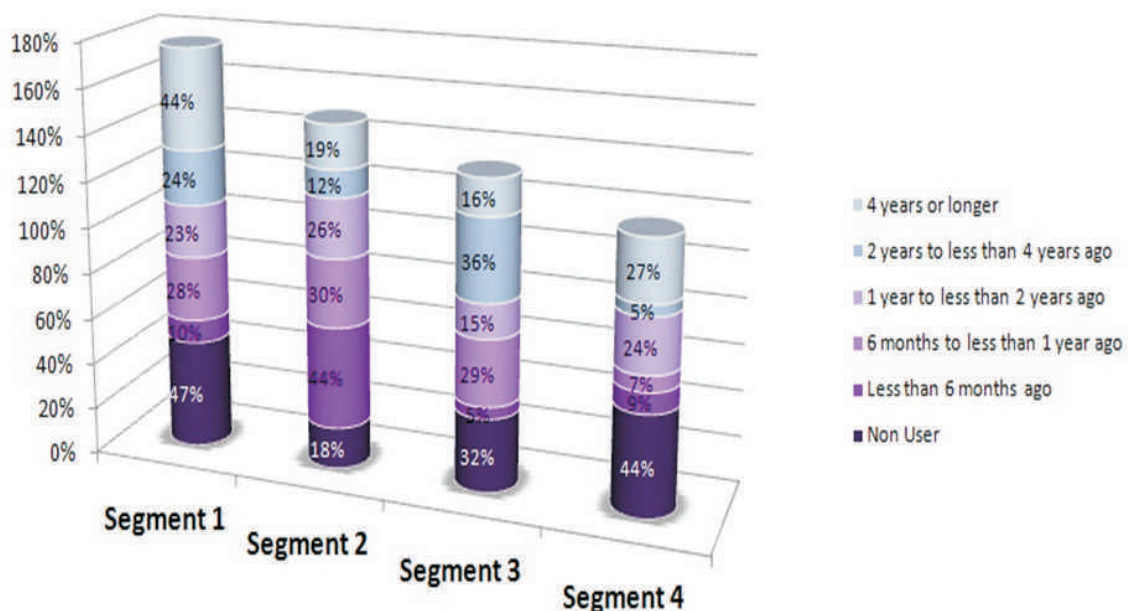
Usage History Differences Among Segments

Market Mix Modeling

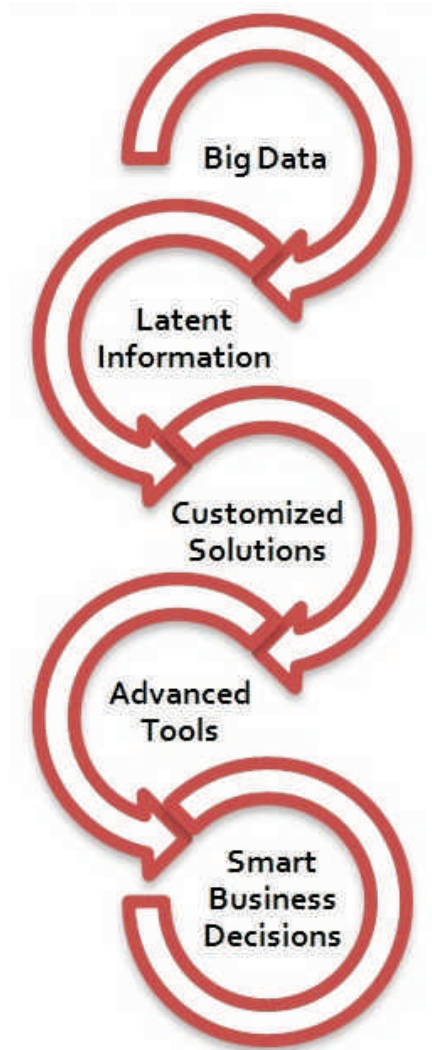
Research2Systems offers advanced marketing mix modeling capabilities that quantify efficiency and productivity of a company's marketing efforts on product sales. We employ Basic Modeling techniques like Linear Regression and Mixed Models together with Enhanced Modeling techniques like Structural Equation Modeling, Hierarchical Bayesian Estimation and Non Linear/Ridge regression.

Given the varied business requirements addressed by Advanced Analytics, we offer such a platform that supports fast application and implementation of these solutions for individual requirements.

We offer you the ability to develop, deploy and manage various algorithms and models that can translate intelligence into actions—allowing perfect business prophecies.



Get the *Power* of Advancement



By leveraging Advanced Analytics solutions from Research²Systems, companies are in a position to make informed and smart business decisions. We fathom the concept of extracting latent info from big data that a company has in its reservoirs.

Big data, definitely, holds the promise of big benefits to the global organizations of today, but it also brings with it the mounting pressures of real time responsiveness and accurate actions. It is where the Advanced Analytics offerings of Research²Systems play a dominant role.

Our approach is simple. We make use of customization and visualization at every phase of our varied projects. We go by the fact that influential, bespoke tools assist in creating factual reports swiftly and effortlessly for our clients' specific business requirements. When we make use of highly estimable software and analytical tools, we stand at a position to offer you the most enthralling interpretations of your business's data that assist you to leverage business intelligence in a noteworthy manner.

Graphical illustrations of strategic performance indicators empower decision makers to envisage market tendencies, patterns, and associations that affect their outcomes and enrich tactical planning. With our solutions, you will be able to fine-tune conjectures expending precise, knowledgeable data drawn from your company's veiled data resources.

Our solutions have the competency to mine significance from the extremely widespread unstructured information and transform it into actions, which are steered by Advancement.

Contact us!



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