

NextWealth Analytics Services

Supporting Big Data Initiatives with Analytics

BIG DATA

- ✓ Data Aggregation
- ✓ Data Creation / Validation
- ✓ Algorithm Support
- ✓ Catalog Management

ANALYTICS

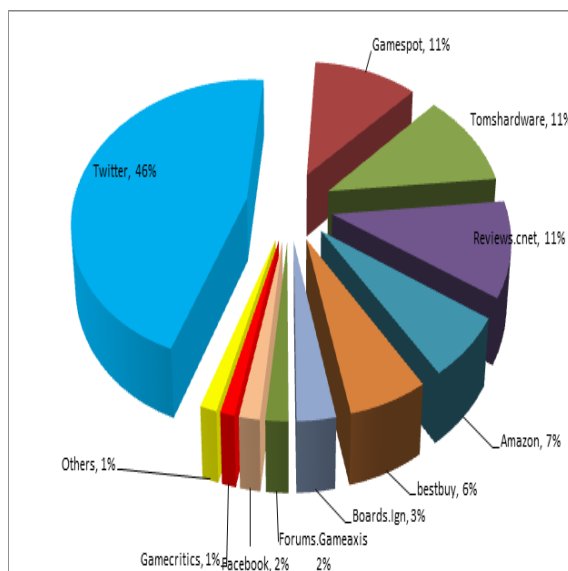
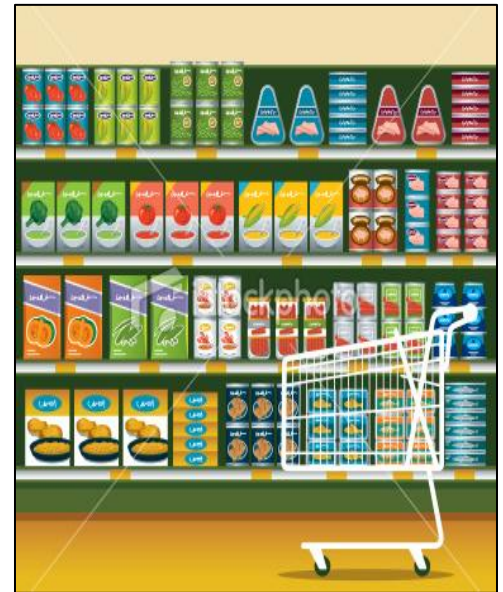
- ✓ Sales Analytics
- ✓ Customer Analytics
- ✓ Social Media Analytics
- ✓ Tools & Partnerships

OUR DIFFERENTIATORS

- ✓ Subject Matter Experts
- ✓ Automation tools
- ✓ Process Frameworks

Case Study – Retail Analytics Support

- ▶ **Context:** - The client is a global retailer that has developed specific algorithms for its own e-commerce websites to compare price, assess search output, etc.
- ▶ **Our Solution:** - NextWealth associates analyze data generated by these algorithms and then provide feedback in the form of **'Training Sets'** that are used to then improve the performance of these algorithms
- ▶ **Benefits:-** Increase relevance and accuracy of the search; drive online sales by giving the shopper a much better online shopping experience



Case Study – Social Media Monitoring of prospects

- ▶ **Context:** - The client wanted to monitor the social media buzz around its major client's and present a detailed report to them on a monthly basis
- ▶ **Our Solution:** - NextWealth had a team that leveraged our partnerships with niche platform providers to gather the data from various sources and analyze them and present simple yet insightful analysis
- ▶ **Benefits:-** The client was able to provide to its own clients a differentiated and value added service at a very low cost