

# WHAT STATISTICS CAN DO FOR YOUR BUSINESS

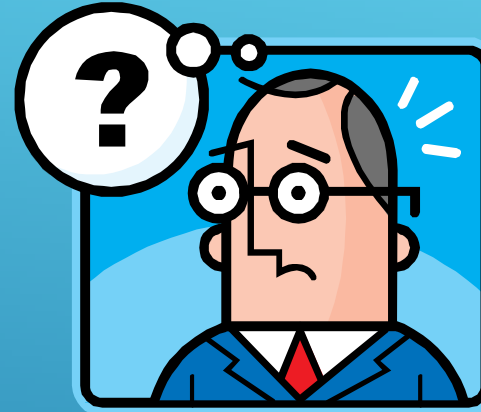
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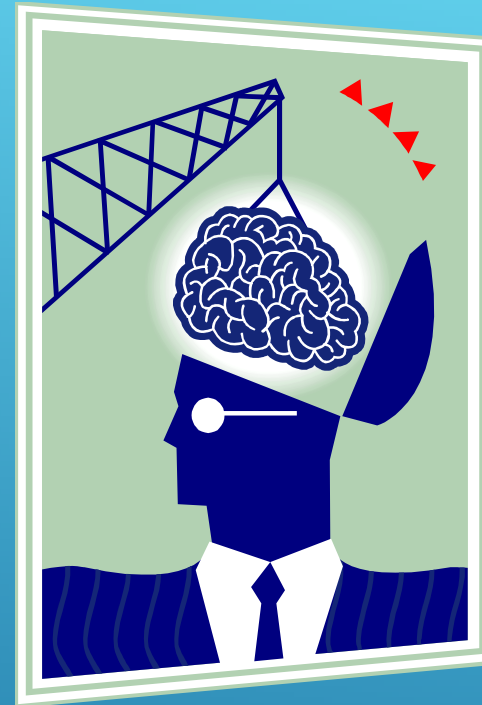
YOUR GOAL:  
GROWTH, DIVERSIFICATION, NEW  
OPPORTUNITIES

- ▶ What are the:
- ▶ patterns
- ▶ problems
- ▶ trends
- ▶ opportunities



YOUR QUESTIONS: MARKETING,  
EMPLOYEE MANAGEMENT,  
OPERATIONS, BUDGETING

					
1					
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YOUR CHALLENGE:  
TURN DATA INTO DECISIONS

- ▶ forecasting income and controlling expenses
- ▶ customer relationship management (CRM)
- ▶ enterprise decision management (EDM)
- ▶ marketing mix modeling (MMM)
- ▶ management efficiency
- ▶ market segmentation
- ▶ portfolio analysis
- ▶ risk analysis

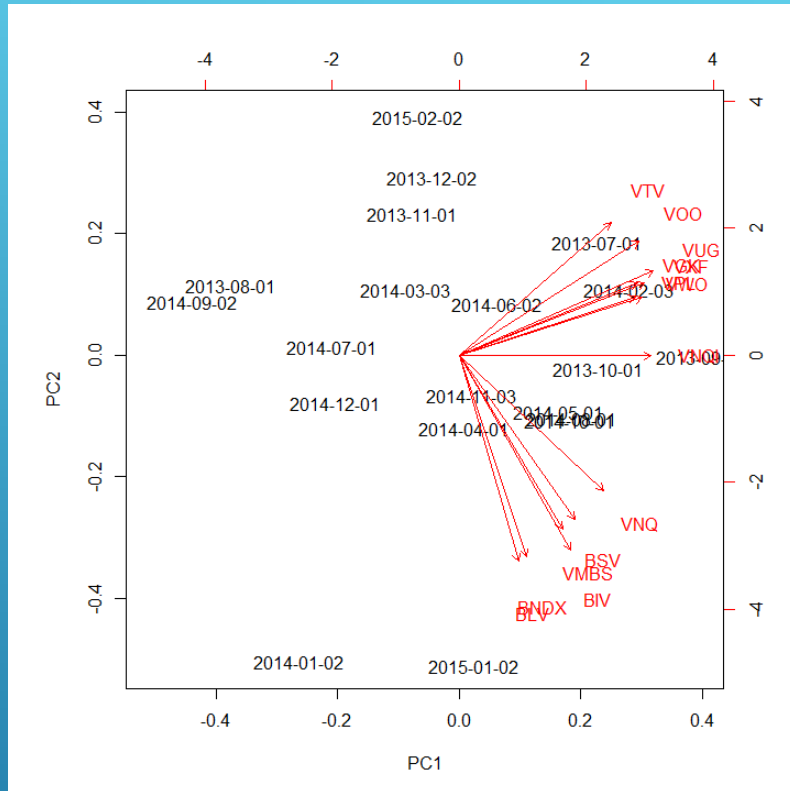
YOU NEED –  
ANALYTICS FOR BUSINESS





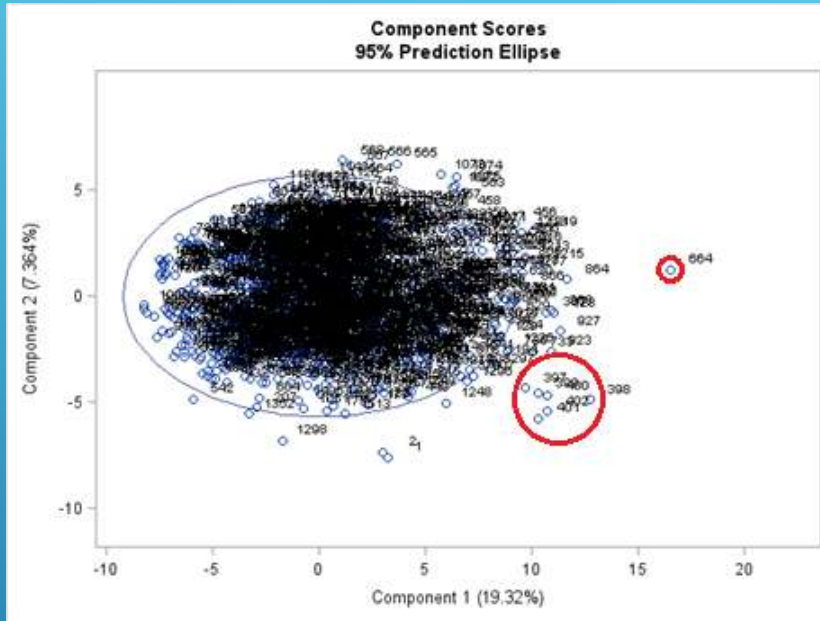
- ▶ Information technologist?
- ▶ Computer programmer?
- ▶ Statistician!

WHO CAN HELP?



- ▶ We take your data and:
- ▶ organize
- ▶ summarize
- ▶ analyze
- ▶ visualize

WHAT DO STATISTICIANS DO?



- ▶ We explore your data and locate:
- ▶ outliers
- ▶ relationships
- ▶ trends

WHAT DO STATISTICIANS DO?



- ▶ We perform tests, answer questions and provide:
- ▶ estimates
- ▶ predictions
- ▶ forecasts
- ▶ classifications
- ▶ We enable you to make evidence-based decisions

WHAT DO STATISTICIANS DO?



- ▶ Statisticians:
- ▶ use only mathematically sound methods
- ▶ validate their assumptions
- ▶ provide measures of reliability

WHAT SETS STATISTICIANS APART  
FROM DATA ANALYSTS?



- ▶ Hire a statistician and take your business to the next level!
- ▶ Find us on the web at:  
<http://www.latticeinsight.com/>

TAKING THE NEXT STEP

