



The New Competitive Landscape is Data Driven

Data Analytics Helps Answer the “Big Questions”

Business Driven

- Identify and prioritize the questions you need answered.
- Develop the models & predictive analytics to be applied: detect patterns, monitor risk trends conduct co-relations, build models, develop action plans.
- Demonstrate return on investment.

Technology Driven

- Collect & cleanse relevant data sets: ensure data integration, consolidation from disparate sources, de-duplication of records, data enrichment through primary and secondary research.
- Develop the technology stack: design & implementation of enterprise big data warehouse and its infrastructure, etc.
- Ensure real-time, data-driven actionable dashboard and data visualization tools.

On-Going Support

- Support full implementation and buy-in within the organization.
- Provide on-going maintenance & support.
- Pursue appropriate upgrades (especially with phased implementations).



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The Big Questions We Have Identified & Answered

Questions:	Answer:	Industry:
How do I detect data patterns?	Developed data scanning capability to look for fraud.	Health Care
We need a common data base for the whole organization?	Replaced multiple departmental data marts with a data lakes, in HADOOP, for major Atlanta based bank.	Financial
How do we develop a data driven business strategies and plans?	Several Business Intelligence projects to define growth and value creation opportunities	Industrial
How do we make data easily accessible?	Developed \$11MM 'Data Foundation' program for major wealth management firm.	Financial
How do we follow trends on social media?	Aggregate news and social media covering Facebook, Twitter and blogs	Social Media
How do I provide pollution information to city residents?	Continuously measure and report city pollution levels for Louisville, KY	Government & Health Care
How do we make the organization more data driven?	Developed dashboards that make current data sets real-time and easier to use.	Transportation
How do I maximize revenue?	Provide dynamic pricing for leading hotel chains.	Hospitality
How do I improve forecasting?	We correlated sales and market cap with macroeconomic history to provide future forecasts.	Industrial
How do we make data easily accessible?	Implemented Managed Data Reservoir to for major Pittsburgh bank's Multi-Year strategic information road map.	Financial



The Core Team

Rahul

Rahul has over 35 years of successful business experience. He works actively with Icon Investment Partners and portfolio companies in Strategy Planning & Development, M&A, New Product Development, re-structuring, etc. He has advised companies on sales forecasting processes and modeling and developed the SalesForekast product. Rahul has been on many boards including Smarter Remarketer, Con-space, WorkHere and Guilford Group. He worked with Aearo Technologies, Dow Chemical and Unilever and has consulted with 3M, IPC, Victor Technologies, Chromalox & Porex.

Bob

Bob has focused on uncovering opportunities that exist in the world of Big Data from the inception of the concept. His solid business background makes him an asset to the team. He has been a partner at E&Y, President at Aprimo, General Manager Marketing Operations at Teradata and founder of Perscio. His goal is to leverage the power of predictive analytics and data mining to help businesses and organizations. His strength has been in helping clients to meaningfully solve their specific business issues and problems.

Gautam

Gautam is a PMP certified project manager and a certified Six-Sigma Green Belt and Project Champion. He has managed large projects and has deep capabilities in business analytics and requirements gathering to understand a client's needs. His experience includes IBM and Bank of America. As a senior applications development manager he has been responsible for end-to-end development of applications and ongoing production support of completed systems. His experience includes leading onshore and offshore teams. He is a graduate of the IIM and Yale.

Doyle

Doyle is an experienced data scientist, innovator, product developer and data architect obsessed with helping customers figure out what they want. Working on predictive modeling from very large data sets. Focusing on graph modeling and computational intelligence techniques (swarms, clustering / classification, genetic algorithms, neural networks, evolutionary computing). Recent projects include text mining / NLP, machine learning, segmenting and time series analysis from social media data. Worked with Cha Cha and Dice. Current interests include Social Reactor, Cyber Security research and WorkHere.

Kent

Kent has a successful 25+ year career spanning multiple facets of technology, business and product development with proven results in helping companies navigate the overlap of product roadmap/management, engineering/SDLC and go-to-market strategies. He has had a focus on developing, communicating and deploying healthcare technology solutions in payment reform, where possesses deep understanding of healthcare economics and the technology solutions with quantifiable ROI. He has worked with Perscio, Creatr and Indiana Health Information Exchange.

Robby

Robby has over 20 years of sales and recruiting leadership experience in the information technology staffing and project management consulting services industries. He is also a well versed technology business analyst that has a keen sense of how technology impacts business processes.

Get in touch

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