

NUAGE ANALYTICS

CONSULTING SERVICES Visualization & Actionable Insights

Bringing analytics and insights directly to business users to help make informed decisions without the need for expensive engineering resources. Our approach, leveraging AI, empowers your teams with augmented, self-service analytics that help to optimize, modernize, and grow your business.

Core Consulting Services

Designed to support your analytics journey, delivering ROI at each phase.



Analytics
Strategy
Roadmap



Analytics
Engineering
Foundations



Visualization &
Actionable
Insights

Visualization & Actionable Insights

With data modelled efficiently and stored securely in the cloud, the next crucial step is to use best-in-class cloud visualization tools to bring actionable insights to life.

Visualization & Dashboard Construction

To move the needle for your business, results must be communicated effectively. Interactive visualization tools with top-tier capabilities enable better outcomes through data-informed decisions.

Live Wireframing

Our visualization specialists create views that target specific KPIs and outcomes, illustrating an impactful story for your business.

Dashboard Development

Dashboards are designed to answer all the key questions relating to the business case, and to empower users with self-service capabilities and real-time alerts.

Functionality & Adoption Testing

We meet with key business stakeholders to showcase several practical user scenarios, gather feedback and revise where necessary.

Advanced Analytics

This critical step leverages Artificial Intelligence and Machine Learning to learn from patterns within the data, providing hidden insights to help you make data-informed decisions.

Prediction & Forecasting

Businesses use prediction & forecasting to anticipate and prepare for the future. Common applications include sales, profit, customer growth and churn forecasting.

Classification & Automation

The most common business cases for classification are in projecting lead conversion, customer behaviour, and for automating operations in marketing and customer service.

Pattern Identification & Segmentation

The typical business case for segmentation is to gain insights on customers with similar attributes. Clustering and cohort analysis are commonly used techniques.

Revenue & Cost Optimization

Optimization techniques are commonly applied in business to maximize profit or to minimize costs within a set of constraints. Optimization problems range from simple to very complex.

Functional Use Cases

We lead successful analytics projects in the following verticals, leveraging data, automation, advanced analytics techniques, and visualization to drive ROI for your business.

Marketing Analytics

We deliver solutions to help your Marketing team attract new customers and retain promising customers through deep consumer insights and predictive analytics.

Finance Analytics

We deliver solutions to enable your Finance team to shift more attention from the past to the future through automated, self-service workflows that simplify heavy recurring processes.

Product & Sales Analytics

We deliver solutions to help your Product & Sales teams better serve customers and drive high-quality sales through segmentation and advanced analytics.

Supply Chain Analytics

We deliver solutions to alleviate the stresses in your Supply Chain with augmented decision support tools and powerful predictive analytics.