

Supporting Product Development Through Predictive Modeling

Challenge and Opportunity

A large consumer goods company wanted to develop a model that could support its product development efforts.

Approach

- Product development is an extremely time-consuming process requiring millions of dollars' worth of investments.
- The client wanted to develop a new predictive model which could analyze data to see which flavors and blends would be well received in the market.

Results

The predictive model was successfully able to create positive outcomes saving the client upwards of \$400,000 per testing group.

50+

Clients Served*

20+

Data Services Offered

185%

Average ROI
Based on 2 years of cost decrease or revenue increase over consulting fees *

(excluding internal implementation cost)