



Data Mining

Your Challenge

- Ability to track customer trends or make product/promotional decisions is limited due to poor access to information
- Tracking impact of product feature or pricing changes on customer behavior is cumbersome
- Your organization wants to build justification for a data warehouse.

Data Mining Services

Look to Information Advantage to provide the following Data Mining services:

Identify Business Goals

Information Advantage experts will help you understand the precise information you seek and all possible data sources. We'll conduct a preliminary analysis of your data to identify and resolve issues up-front.

Data Extraction and Analysis

We can perform analysis on single or multiple data sources to identify statistical correlations, trends, issues with pricing or production, etc. We'll design and develop reusable models to deliver results.

Output Analysis

Information Advantage will help you analyze and interpret the results to help improve your bottom line. Using the outcome of our research, we can help you pinpoint opportunities or problems.

Benefits

- Measure the impact of promotions, up-selling or joint promotional opportunities.
- Save money by spotting unprofitable business lines, or issues with fulfillment.
- Highlight high-value market segments or product packaging alternatives for special promotions.

"Information Advantage will help turn your data into highly valuable business intelligence. Our Data Mining service provides the utility of a data warehouse without the investment."

Mark T. Glomstead
President
Information Advantage, Inc.