



CONSOLIDATUM

SINGLE VIEW – 24X7 – MARKETING DECISIONS SUPPORT SYSTEM

POWERED BY **BRANDSCAPESWORLDWIDE**

Is your team lost in an ocean of data?

Exponential data growth

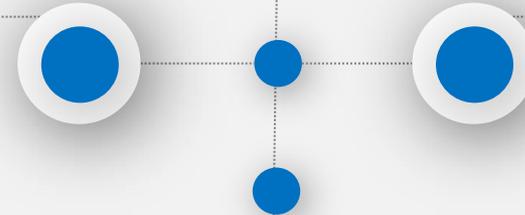
Internal sales data, subscribed reports, primary research output, social data

Time spent on data tasks

Tasks like checking, arranging, charting impedes valuable task of identifying insights

Need for speed

Increased pressure across organizations in getting insights quickly, to enable faster decision making



What a marketer needs

Instant insights access across disparate data sources

Agility to refresh data periodically, with higher accuracy and speed

Intuitive insights, to connect the dots and answer key business queries

Gain competitive advantage with insights delivered at a click, through CONSOLIDATUM

KEY FEATURES



Intuitive Logic

Having worked with Fortune-500 companies, we understand the metrics that drive marketing decisions. This expertise helps shape powerful, intuitive views.



User Engagement

Through our expert visualization team, we deliver superior story telling views, to ensure high relevance and user engagement of the reporting tool



Data Mash-Up

We extract and harmonize data from different sources, transform it into a central bank and using ML powered quality control we ensure data veracity.



Agility

Consolidatum provides 24X7 access across devices and has rapid data refresh system. It also provides accelerated design, implementation and testing.

CONSOLIDATUM leverages technology, analytics and our domain expertise to deliver a comprehensive insights view

INSIGHTS SOURCE

Below is an illustrative list. We have expertise working on varied structured / unstructured data



Retail Data

SQL



Panel Data

CSV



Track Data

SPSS



Social Media Data

API

DATA TRANSFORM



Extract, Transform and Load

DATA MART



Data Warehousing and ML based Quality Checks

INSIGHTS REPORTING



Interactive and user-friendly dashboards that inform and inspire

Our 10+ years of reporting experience has not only helped us develop expertise in processing varied data types, but also arrive at best practices in visual analytics

It provides a host of custom visualization options to integrate analytics and contextual business understanding



Our agile approach selects leading technology solution, that best suits your insights need and organization's decision support system



For a demo, write to us at:
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