Our Services

- Retail
- CPG
- BFSI
- Telecom
- E-commerce
- Manufacturing
- Sports
- Media & Entertainment

Data Engineering
- Data Extraction
- Noise Treatment
- Transformation
- Data Integration
- Database Management

Data Modeling / Analytics
- Data Mining
- Predictive Modeling
- Optimization Algorithms
- Forecasting

Data Visualization
- 360 Degree Data View
- Performance Reporting
- Scorecards
- Geospatial Analysis
- Network Analysis
Data Visualization and Dashboarding Services

Visualization Services

Sales Dashboards
- Distribution Reports
- Category/Product Reports
- Inventory Management
- Sales and Promotion Reports

Marketing Dashboards
- CRM Dashboards
- Market Survey Reports
- Web Analytics Report
- Campaign Management
- Social Media Monitoring

Management Dashboards
- Key Performance Indicator Tracking
- Financial Dashboards
Visualization Services

- Dynamic Data Visualization
- Visual Data Query
- Predictive Insights
- What-If Analysis
- Multi-Dimensional Drill-Down
- Geospatial Visualization
- Metrics Tracking
- Data Integration Support Using APIs For

Logos of various companies are shown at the bottom of the page.
Area of Expertise

- Statistical Modeling
  - SAS
  - R
  - Stata
  - SPSS
  - MATLAB
  - Minitab
  - EViews
  - gretl
  - LISREL
  - AMOS
  - Java
  - Python

- Data Warehousing
  - Excel
  - Access
  - SQL Server
  - MySQL
  - Oracle
  - IBM DB2

- Data Visualization (Analytical Dashboards)
  - Tableau
  - QlikView
  - Spotfire
  - Pentaho
  - Power BI

- Data Visualization (Operational Dashboards)
  - Klipfolio
  - ClicData
  - Leftronic
  - Geckoboard
  - Cyfe
Area of Expertise

- **Linear** and Logistic Regression, Probit, Hierarchical Regression
- **Segmentation** and Cluster Analysis: Hierarchical, K-means;
- Naïve-Bayes Classification
- **Conjoint** analysis, Discriminant Analysis
- **Principal** Component Analysis, Factor Analysis
- **Time** Series Analysis, GARCH, ARIMA, Ensemble Forecasting, Kalman Filter etc.
- **Decision** Trees: CHAID, CART, Neural Networks
- **Structural** Equation Modeling and Path Analysis
- **Machine Learning**: RandomForest, Gradient Boosting, Support Vector Machine
- **Markov Chain**, Causal and Hidden Markov Model
- **Bayesian** Models
- **Monte Carlo** Simulations
Dashboard Portfolio

Web Performance Dashboard using Klipfolio
Dashboard Portfolio

Web Performance Dashboard using Klipfolio

Visitors vs. Transactions by Countries by Continent

Sessions by Age Group for Top 4 Countries
Dashboard Portfolio

LinkedIn Performance Dashboard using Tableau

- Impressions: 426,595
- Reach: 128,356
- Engagement: 4,624 (1.08%)
- New Followers: 1,371

- Interactions: 1,720
- Likes: 1,575
- Shares: 114
- Comments: 31

Followers by Company Size:
- 10,001+ employees: 1,200
- 2,501-5,000 employees: 1,400
- 501-1,000 employees: 900
- 1,001-3,000 employees: 800
- 301-1,000 employees: 700
- 101-500 employees: 600
- 201-500 employees: 500
- 50-200 employees: 400
- 1-50 employees: 300

Followers by Seniority:
- Owner: 10
- Director: 20
- Manager: 30

Followers by Job Function:
- Engineering: 3,340
- Operations: 1,720
- Sales: 1,076
- Consulting: 930
- Quality Assurance: 862
- Program Management: 809
- Research: 719
- Support: 685
- Information Technology: 675

Follower Demographics:
- World Map with varying circle sizes representing follower count by country.

Note: The image contains various charts and graphs illustrating LinkedIn performance metrics.
Dashboard Portfolio

Sales Dashboard using Tableau
Dashboard Portfolio

Web Performance Dashboard using Tableau

Web Traffic

VISITORS

BY MONTH

BY SOURCE

BY LOCATION

00:01:40  52.78%

TOP PAGES
1. www.rudderanalytics.com/careers/
2. www.rudderanalytics.com/
3. rudderanalytics.com/
Dashboard Portfolio

Real Estate Dashboard using Qlik Sense

User Control:
- % Urban Consumers: 48%
- Locality Consumer Price Index: 44
- Minimum Store Size (sq. ft): 640
- Competitors within 5 Miles: 4
- Repurchase Rate: 10%

Market Size:
- Target Population: 14,433
- % Acquisition: 0.0%
- Gross Revenue: $2.40 M

Table:

<table>
<thead>
<tr>
<th>Age Range</th>
<th>% Age</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>7%</td>
<td>3 K</td>
</tr>
<tr>
<td>25 to 34</td>
<td>15%</td>
<td>3 K</td>
</tr>
<tr>
<td>35 to 44</td>
<td>14%</td>
<td>4 K</td>
</tr>
<tr>
<td>45 to 54</td>
<td>12%</td>
<td>4 K</td>
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<tr>
<td>55 to 64</td>
<td>12%</td>
<td>5 K</td>
</tr>
<tr>
<td>65 to 74</td>
<td>6%</td>
<td>3 K</td>
</tr>
</tbody>
</table>
Case Studies

Market Basket Analysis for Retail Stores

CLIENT OVERVIEW

Our client is one of the leading Indian retail supermarket store having stores located in more than 15 cities.

CHALLENGE

With growing competition and technical innovations in retail shopping, client was experiencing higher member churn and thus wanted to study the shopping behavior to devise better in-store promotions and product placements to increase engagement.

APPROACH

We performed market basket analysis to understand the shopper behavior in terms of the brands and SKUs co-purchased in a transaction. This analysis unveils the hidden association among the products/product groups. Last 1 year’s point of sales data was used to estimate the likelihood of products being purchased together using the metrics like support, confidence and lift. With the knowledge of top associations, customers are targeted with in-store promotions to increase penetration in the complimentary product and thus to increase customer engagement.

IMPACT

Average basket size in the subsequent quarter increased to 1.2 times the previous quarter.

10% increase in the customer frequency as compared to previous quarter.
Case Studies

Predicting outcome of a Tennis Match

CLIENT OVERVIEW

Our client is a sports betting vendor in the United States

CHALLENGE

Client wanted to predict a player’s odds of winning / losing a tennis match based on the historical player stats

APPROACH

A Markov Chain Algorithm using conditional serve winning probabilities is developed to predict set-by-set odds of winning a tennis match. The major components for this project were:

- Scraping historical player stats from various tennis websites
- Developing markov chain algorithm using R to predict the outcome of a set as well as of a match using current score in the match
- Developing GUI in node.js for user to select options like player 1, player 2, court type and date of the match to run the model and to view the predicted odds

IMPACT

- Accuracy of the model was more than 75%
- Model was able to beat the market odds giving more than 8% of ROI
Case Studies

Customer Life Time Value Analysis

CLIENT OVERVIEW
Client is a telecom services major in South East Asia.

CHALLENGE
Understand the factors that influence the customer churn and identify the customers who show a pro-active propensity to remain in-force.

IMPACT
The direct benefit of the program was that it reduced the customer churn by 10% and thus help the company develop customer loyalty.

APPROACH
Survival Analysis was done using Cox-Proportionality Model to identify the factors that affected customer churn.

CLTV analysis was done to predict the customer survival probability and calculate his life-time value. Actionable insights were provided to the company to help them strategize campaigns to stop the high value customers to churn that are currently in-force.
Case Studies

Early Claims Fraud Detection

CLIENT OVERVIEW

Client is a top provider of Life Insurances in India.

CHALLENGE

Client experienced early claims and relatively higher repudiation rate.
Proactively identify fraudulent customers and reject the policy at inception.

APPROACH

A predictive model was built and the customers were scored based on the quality of policies sourced i.e. medical history, agent, branch issued, client demographic etc. Furthermore, the customers were put into deciles based on the score. The focus was on the top 2 deciles to identify early claims through risk verification department.

Initial Segmentation and scoring helped to proactively provide alerts to new business on writing sub-standard quality of policy.

IMPACT

The early claims experience was reduced by 30% in 12 months of the program implementation.
Industry Presence

Revenue Share by Industry

- Retail & eCommerce: 31%
- CPG: 24%
- Telecom: 20%
- BFSI: 8%
- Sports: 5%
- Media: 6%
- Others: 6%

Revenue Share by Geography

- US: 47%
- Europe: 28%
- Australia: 8%
- Asia: 14%
- Others: 3%

All figures are based on gross revenue
Engagement Models

**Strategic Alliance**
- Strategically aligned partnership for sharing goals, risks and rewards
- Regular trainings and skill development sessions
- Focused center of excellence
- Dedicated account manager and project managers
- Assured quality and ROI

**Hybrid Model**
- Mix of fixed cost and T&M
- Dedicated client engagement manager
- Client chooses the engagement model
- Value based project cost

**Project/Milestone Based**
- Dedicated resources and project manager
- Fixed requirements and scope
- Fixed timelines and deliverable
- High price predictability

**Resource Based**
- Dedicated resources
- Managed by Client
- Low price predictability
- Variable scope
**Rudder Analytics** provides predictive and exploratory data analysis, helping businesses steer in the right direction. By employing a wide range of statistical analysis techniques and development tools for data ETL, statistical modeling, and data visualization; we deliver actionable insights across industries and business functions.

Founded by alumni of top-tier institutes in India and with over 7 years of experience in business analytics and big data, Rudder Analytics caters to industry verticals including Retail and E-commerce, Banking and Financial Services, Insurance, Telecom, Sports and Gaming, Operations and Manufacturing.

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