



**Veridata** Insights

# Case Study

Data Processing &  
Visualization Solution For A  
Business Services Provider



# Client:

Global Business Services Provider



# Objectives:

To gain a data processing and data visualization solution for the company's executive decision makers



Veridata Insights

## Details:

A global business services provider approached Veridata Insights in need of a data processing and data visualization solution for a study.

The study would span multiple international markets, and the C-suite would take interest in specific key points along the way.

## Service:

Veridata Insights' team of data scientists draw from a vast range of data processing techniques and tools, and nothing is too small, too large, or too complex. Our offering spans from regressions and sequencing to driver analysis, segmentation, crosstabulation, and more.

For the client, we initially planned to use a custom dashboard. Dashboards are a great tool for longitudinal studies. They are excellent for tracking and building upon data so to compare results over time. Dashboards allow you to disseminate results across multiple stakeholders with different points of interests and levels of expertise. They are clearly a lot more practical than trying to share a PowerPoint or pdf.

However, the client's project evolved to such a specific focus that there no longer was a need to create a dashboard with so many options to view the data. Ultimately a TURF Analysis and a TURF Simulator became the logical choice. And for the client, this would also be the less expensive choice.

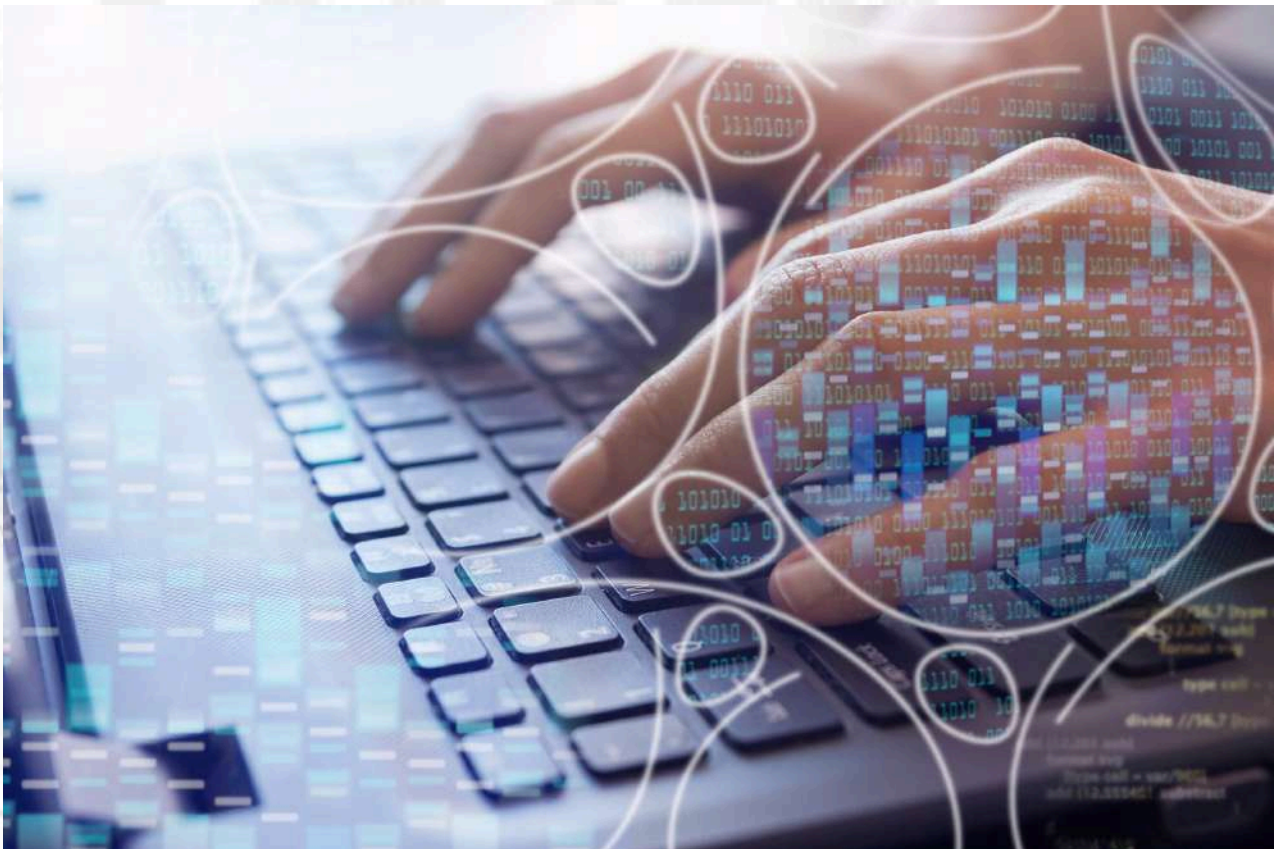




## Results:

Veridata Insights delivered to the client a TURF Analysis and a TURF Simulator, which was the most appropriate and less expensive solution to meet their needs.

This enabled the client to achieve their data visualization objectives for the C-suite, spanning multiple international markets.



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