



Enhancing Business Outcomes Through Science™

Jason Woodruff
President

HEADQUARTERS:
Einstein Analytics, LLC
724 East Grill Avenue
Shillington, PA 19607 USA

phone:
484-714-1412

email:
info@einstein-analytics.com

web:
www.einstein-analytics.com

Imagine...

- Imagine experiencing higher sales from both new and existing customers.
- Imagine maximizing profits on your products and services
- Imagine lowering your operating costs.
- Imagine better understanding the events triggering your customer purchases.
- Imagine taking your business to the next level.

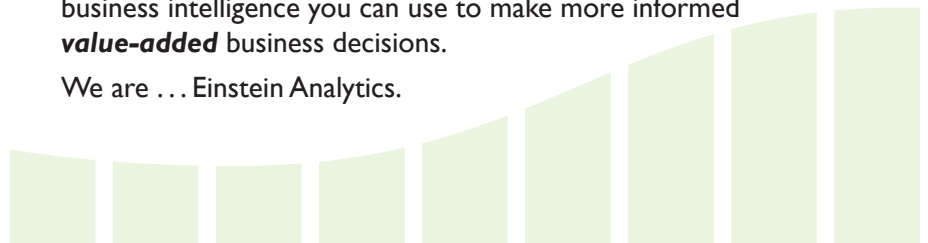
Einstein Analytics increases your sales by providing cost-effective solutions, immediately enhancing the profitability of your organization. This is accomplished through detailed business data analysis. This analysis acts as a **catalyst**, taking your business to the **next level**.

Catalyst – A substance that causes or accelerates an event or change.

Einstein Analytics will help take your business to the **next level** by using a logical step-by-step process which includes **identifying, extracting, documenting, refining, and analyzing** business data.

Einstein Analytics translates this business data into meaningful business intelligence you can use to make more informed **value-added** business decisions.

We are ... Einstein Analytics.



WHY ANALYTICS

You've probably heard the expression "**Knowledge is power!**"

Einstein Analytics takes that statement one step further to "**Applied knowledge is power!**"

There are two main methods used when making a business decision...

1. THE NON-ANALYTICAL APPROACH –

Involves guessing and taking "random shots" in the dark. This method of decision-making is not very reliable, can get very costly, and does not provide

any "score-card" to evaluate the success of the business decision.

2. THE ANALYTICAL APPROACH –

Involves making informed decisions based on facts and detailed analysis to take "aimed shots." This method of decision-making allows for quick correction and adjustment. It is very cost-effective, provides immediate feedback, and can provide a "score-card" to evaluate the success of the business decision.

continued on next page

WHY EINSTEIN ANALYTICS

Smart business leaders understand the value of applying “value-added” intelligence and its importance in making sound business decisions. They recognize knowing where their business currently stands, what is working, what isn’t working, and anticipating how things will change. This methodology is the only reliable way to make the decisions that result in successful business outcomes.

Although most organizations have collected large amounts of data, many don’t know how to use all of that information.

Although most organizations have collected large amounts of data, many don’t know how to use all of that information. **Data without analysis is useless; it must be organized, analyzed, and summarized to provide any added value.** Companies using their data effectively gain a significant advantage over their competitors.

Einstein Analytics uses a unique **Four Pillar System** to provide the information business leaders need to make the best decisions for their organization. Decisions based on facts will better help your organization achieve its goals and objectives.

Einstein Analytics’ unique **Four Pillar System** doesn’t focus solely on pricing and costs; it also factors in customer behavior and considers the overall picture. After a complete analysis, we develop a scientific, logical, data-driven, practical plan of application that is ready for implementation. We offer solutions that increase sales, create additional revenue, enhance your bottom line, and give you the ability to make more intelligent business decisions.

Our unique Four Pillar System includes...

Pricing and Margin Analysis

We analyze expected sales performance to improve top-line sales and assist sales and marketing personnel in establishing optimum price points that maximize profit on new products. This technique is also useful in identifying and eliminating poorly performing products or services.

Cost Analysis

We identify, calculate, and verify costs to produce and cost to provide a service. With this analysis, we offer solutions for cost reduction. We also determine what your true costs are on new products and services. These cost “calibration” techniques help improve bottom-line net profit.

Customer Behavior Analysis

We analyze your customers’ unique behavior and identify the root-causes of their behavior. We look at what triggers customers to buy, how they prefer to buy and communicate, and what drives their buying decisions. We identify the specific events causing your customers to buy.

Statistical Analysis

Using regression, multi-variant, and correlation analysis, we make data-driven predictions on how your customers are going to act in the future. Essentially, you will know their actions even before they do – and position your organization to be in the right place at the right time. This is like placing your fishing net where the fish are going to be in the future, not where they are now.

We create a complete and effective system unique to your organization that will attract new customers, create higher sales from both new and existing customers, maximize profits, lower your operating costs, better understand the events that trigger your customers’ purchases, and take your business to the next level.

Depending on your individual needs, Einstein Analytics can provide specific analysis and/or the entire Four Pillar System.

Contact us now for a free assessment at your site.

ABOUT US

Jason Woodruff is the Founder and President of Einstein Analytics. His reputation as an expert in the needs of sales and marketing professionals as it relates to business data analysis has served him well in his career. He is an expert in the analysis of profits, costs, customer behavior, and the practical uses of statistics.

Early in his career, Jason noticed specific patterns in the world of business. Companies were not utilizing all of the data they had available when making critical business decisions. Flawed business decisions were being made because they were based on “incomplete” information. Sources of revenue, costs, and explanations of customer buying behaviors were being completely overlooked. Einstein Analytics was created specifically to address this need in the marketplace.