



Perceptive**Analytics**

CaseBook

A collection of the best we can offer.

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The best
of our work

And how

we can help you

**We are a data
analytics
company**

**And here's how
we can help**

We

help you sell

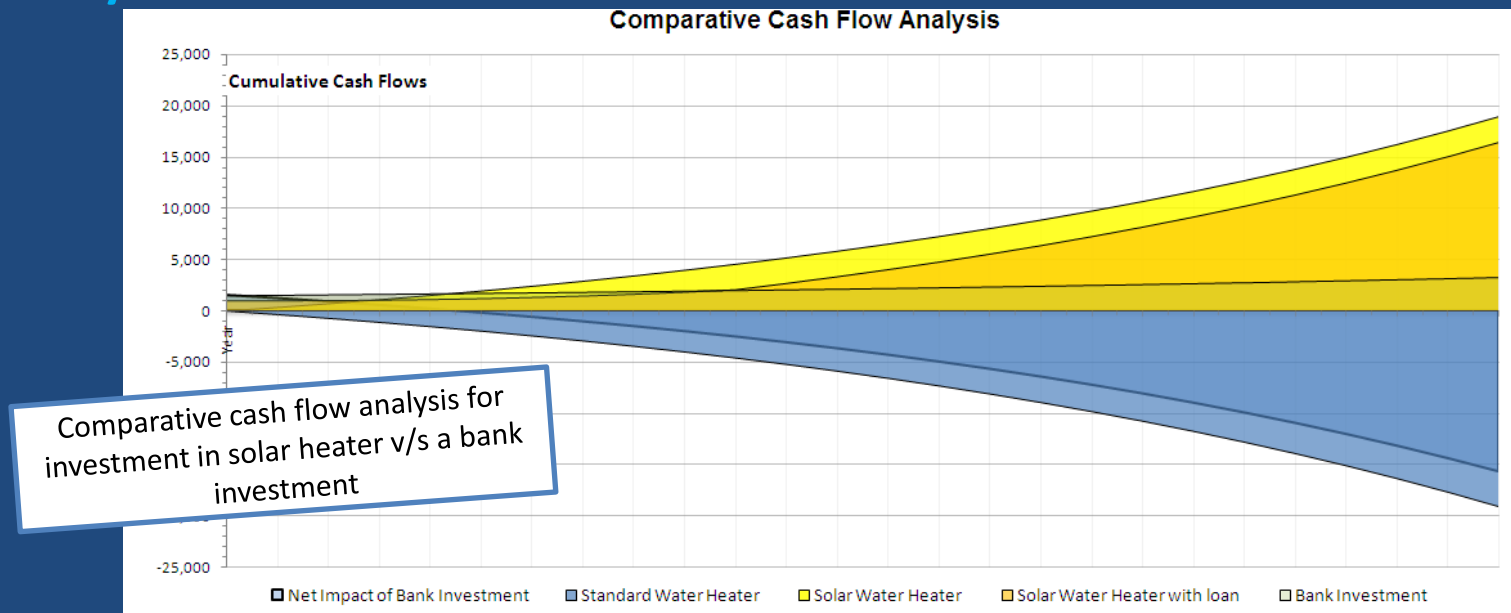
Problem

Mr. P runs a solar heater company. When you are in such business, it is important to quantify the benefits of your product.

We made Mr. P a **customer value model** to make it easy for him to sell. It is a flexible model where key parameters can be changed according to the customer and it would show the cash flows if the customer invested in the product and how he can take the advantages of the product.

Solution

The end clients make investment decisions faster as they have ready-made rigorous analysis.



Solution Problem

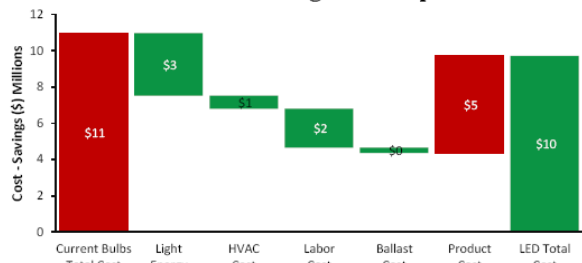
Mr. A deals in LED lights. He replaces bulbs and tube lights with the more environment friendly LED lights. He needed a cost analysis sheet for his customers to show their energy savings if they replaced LED lights with ordinary lights.

We made him an energy savings calculator for his clients to calculate the long-term benefits of installing LED lights.

The end clients have thorough analysis out-of-the-box so they can make decisions faster.

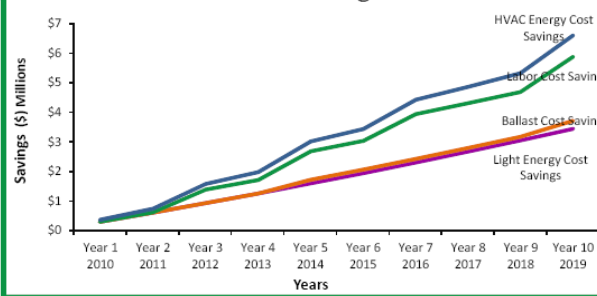
Savings over period of time

How the Savings Stack Up



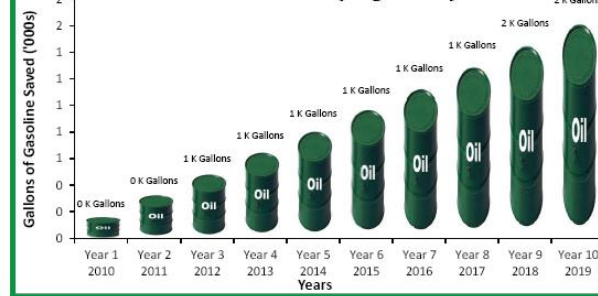
Total savings

Total Savings

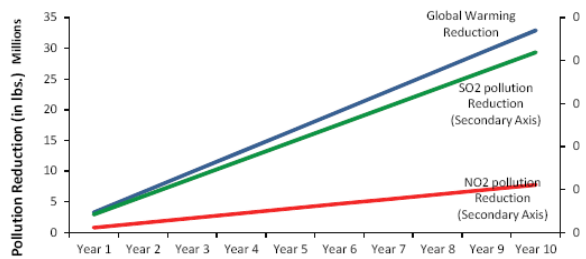


Gasoline saved

Gasoline Saved (in gallons)

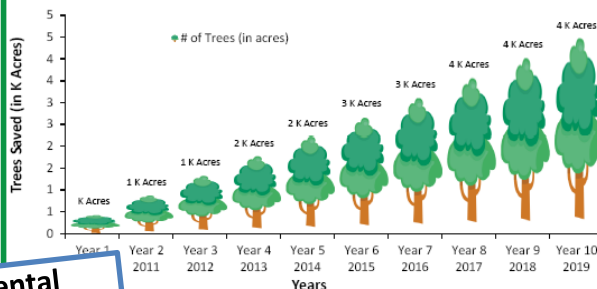


Environmental Pollution Reduction

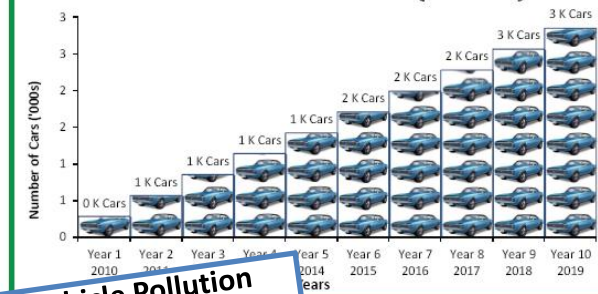


Environmental benefit equivalence

Environmental Benefit Equivalence



Total Vehicle Pollution Saved (# of cars)



Vehicle Pollution control equivalence

We

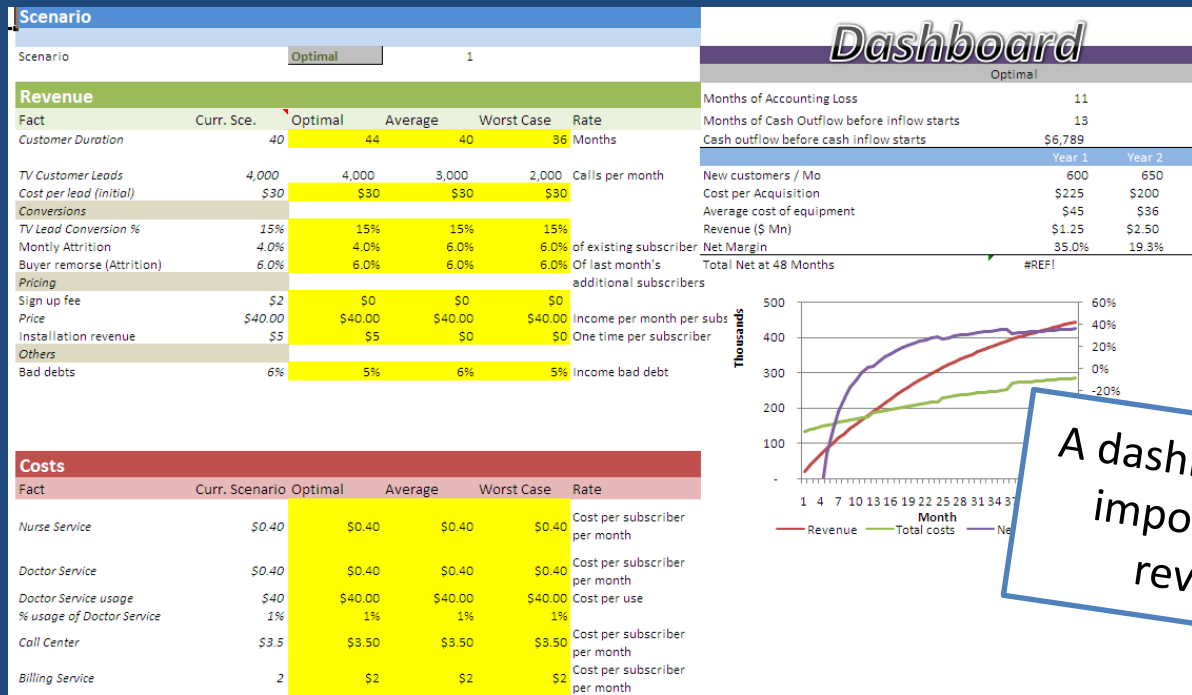
help you

raise capital

Mr. J deals in fruits. He wanted to expand his business. He needed somebody who could understand his future plans and do financial modeling for his business.

We made him a financial report with detailed, comprehensive 5 year financial projections . We were quick to adapt to changes required by his investors.

The model considers Optimal, Average and Worst case Scenarios and a number of “What-ifs?” The investors were impressed by the attention to detail!



A dashboard to highlight important numbers, revenue, costs.

We help

you create

smarter inventory

Problem

Mr. L is a New York based Diamond Merchant. Diamonds are special and a little tricky. Each diamond is identified according to 8 categories. Mr. L felt that they could be much smarter about their inventory.

We created a simple, easy-to-use report generator. The program would take current inventory as input and would dissect his inventory data and would create reports highlighting excess inventory and what should be focused on! Report is complete with profit information.

Solution

So, now he knows which pieces to order when, which diamonds are most popular, and which yield the maximum profit. Managing his inventory was never this easy!

Report Generation Program

Source File:

Destination Folder:

| VS2 | | | | | | | | | | |
|--------------------|-----------|------------|----------------------------|------------------------|------------------------|--------------------|-----------------|-----------------|---------------|-------------|
| Ex-Ex-Ex | | | | | | | | | | |
| Row Labels | of Items | Av. Age | Av Selling Price per Carat | Av Total Selling Price | Av Cost per Carat | Av Total Cost | Total Cost | Total Sales | Total Profit | % Profit |
| D | 5 | 223 | \$ 1,200 | \$ 456 | \$ 900 | \$ 460 | \$ 900 | \$ 986 | \$ 86 | 7.0% |
| E | 4 | 45 | \$ 3,000 | \$ 467 | \$ 900 | \$ 423 | \$ 1,210 | \$ 1,397 | \$ 127 | 7.0% |
| F | 7 | 78 | \$ 1,900 | \$ 567 | \$ 900 | \$ 435 | \$ 1,740 | \$ 1,914 | \$ 174 | 9.1% |
| G | 13 | 100 | \$ 1,600 | \$ 378 | \$ 1,000 | \$ 420 | \$ 569 | \$ 924 | \$ 84 | 7.0% |
| H | - | - | - | - | - | - | - | - | - | - |
| I | - | - | - | - | - | - | - | - | - | - |
| Non EX-EX-EX | | | | | | | | | | |
| | of Items | Av. Age | Av Selling Price per Carat | Av total selling price | Average Cost per carat | Average Total cost | Total Cost | Total Sales | Total Profit | % Profit |
| D | 1 | 456 | \$ 1,300 | \$ 567 | \$ 1,100 | \$ 400 | \$ 400 | \$ 440 | \$ 40 | 9.1% |
| E | - | - | - | - | - | - | - | - | - | - |
| F | 1 | 34 | \$ 1,100 | \$ 345 | \$ 900 | \$ 430 | \$ 430 | \$ 473 | \$ 43 | 8.0% |
| G | - | - | - | - | - | - | - | - | - | - |
| H | - | - | - | - | - | - | - | - | - | - |
| I | - | - | - | - | - | - | - | - | - | - |
| Grand Total | 13 | 104 | \$ 1,100 | \$ 469 | \$ 1,000 | \$ 426 | \$ 5,540 | \$ 6,094 | \$ 554 | 9.1% |

We

help you make

business decisions

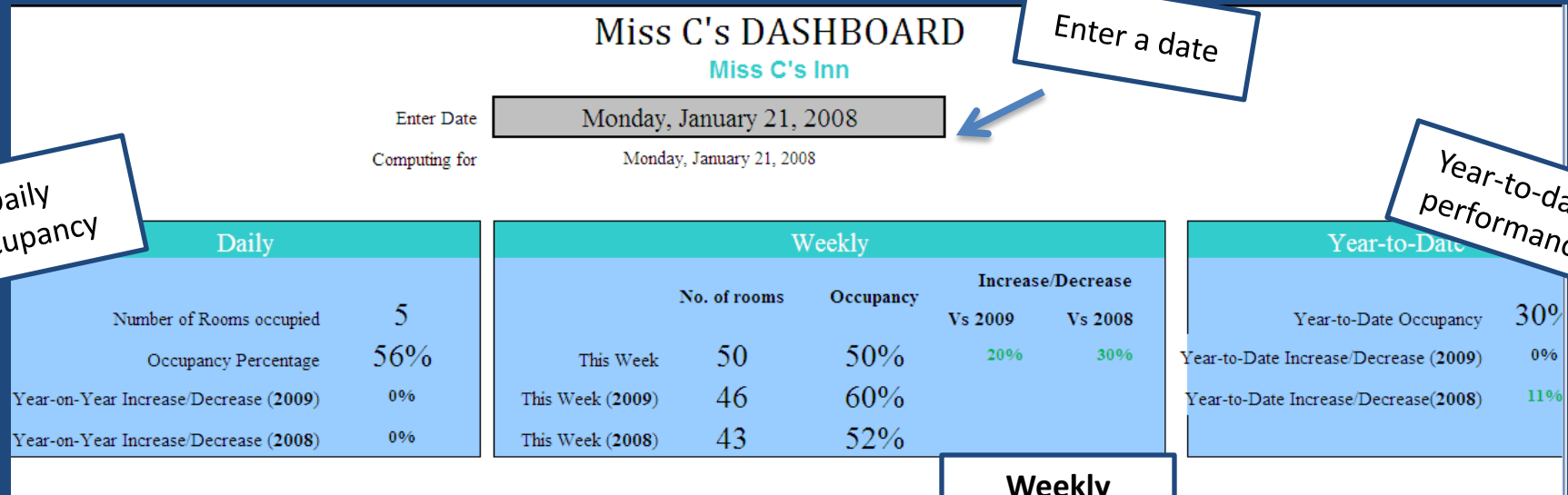
Problem

Miss C owns a beautiful countryside inn in California. She had unorganized data about the occupancy of the rooms, reservations made, Walk-ins etc. It was a three year data. Though the data told her which room was occupied on what date, it hardly helped her make decisions.

Solution

We made a simple dashboard that shows her occupancy trends and gives quick access to her daily, weekly, and year-to-date occupancy rates.

Now, she knows what are her busiest seasons, when is the time to relax, when to run discounts.



Weekly Performance

We

help you

hire better

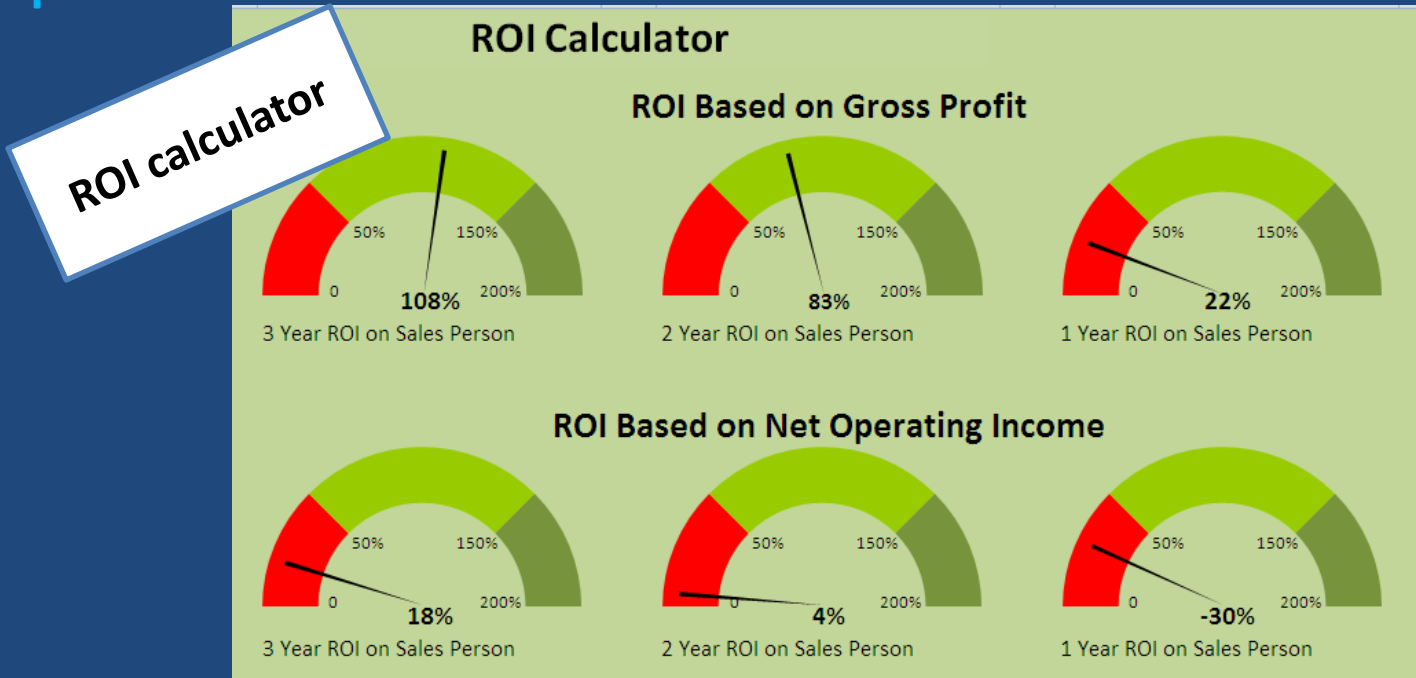
Problem

Solution

Mr. S deals in Servers. His sales force sell to local companies.

It is a difficult decision to hire sales people. First, you don't know how many sales people you need. And given the overall business cycle, how many to hire! You also don't know the target to assign to each person and how to track it!

We made a sound ROI calculator that tells you if sales person is worth hiring. The mini CRM we made helps assign targets and track performance.



We

help you reach

your market faster

Problem

When the US housing bubble burst, the Government made new mortgage and housing rules. Our client Mr. R runs a mortgage advisory company. He needed somebody who would understand these new rules and help him reach out to his customers.



Solution

We made him a [mortgage calculator](#) based on the new regulations. The calculator would take monthly income, outstanding principal balance and interest as input and would calculate the monthly mortgage value and the time in which the loan would get cleared.

We enabled the client to demonstrate that his company is at the cutting edge and reach his market faster than his competition.

We

help you

strategize smarter

Problem

Mr. M is a campaign manager for a political candidate. He had district data of voters for the past 5 years. However, he didn't know how to find his potential voters from that list to target for the upcoming election.

Solution

We analyzed and found trends that helped us shrink the total number of target voters down from 150 thousand to a focused and highly devoted list of 34 thousand. This helped target potential voters much more precisely and saved more than 50% of the clients cost and time.



Mr. M now knew what blocks and houses to target for door-to-door campaigning!



Contact

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