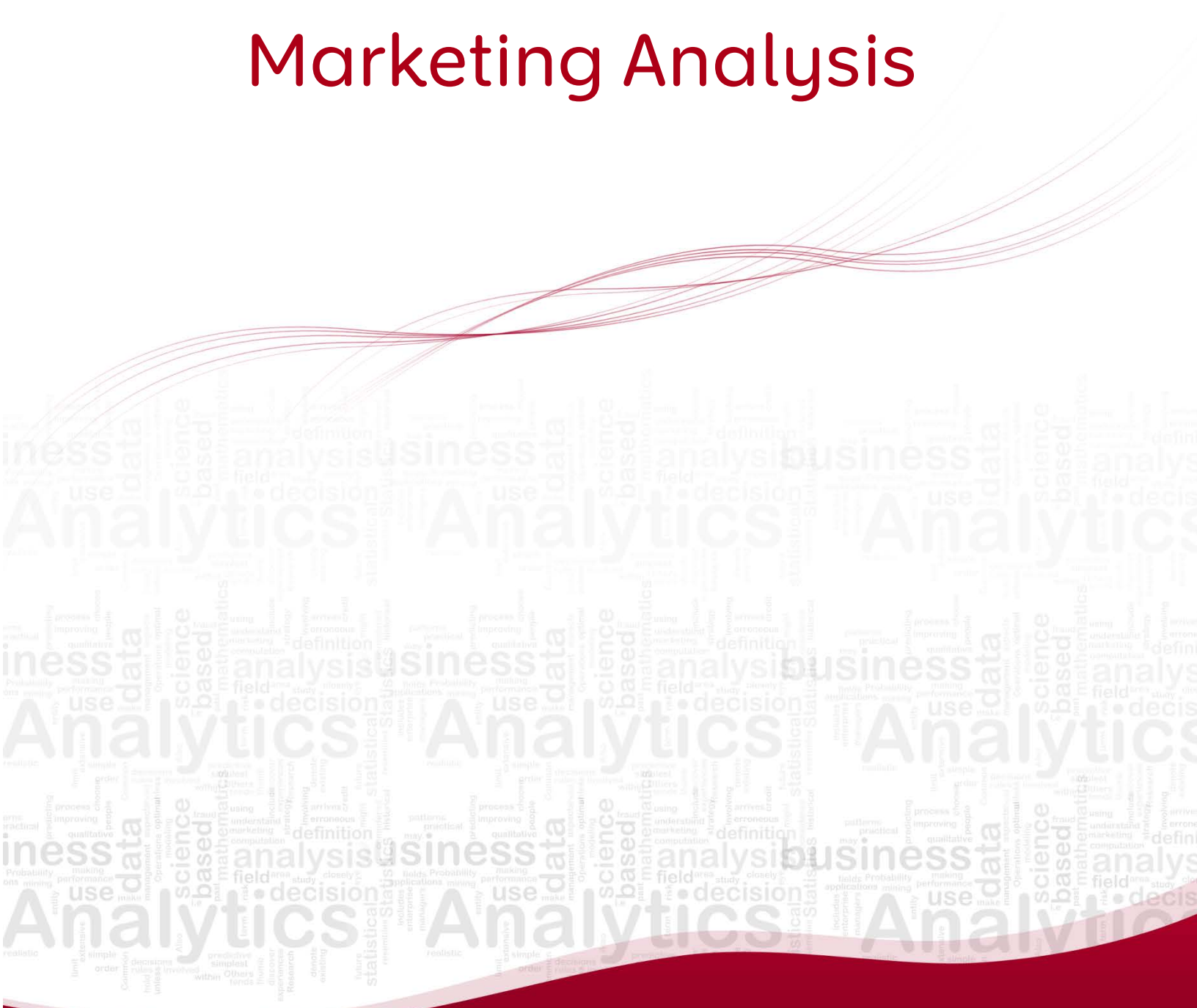


Marketing Analysis



Ideal-Analytics is a suite of software tools to glean information and therefore knowledge, from raw data. Self-service, real-time, on-demand ad-hoc analysis and high performance exploration functionality with plug-ability, scalability & security, available in both SaaS and on-premise model

"IDEAL-ANALYTICS" is an IDEAL tool for Market analysis. Data sets from various campaigns on different but similar products/services from various sources with differing formats and unrelated data sets can be brought together and analysed on unified dashboards and compared and depicted in trend results through animation and running and changing data values.

Analysis is a mathematical and statistically advanced operation that is formulated on economic variables. Such a predicament is the crucial most act before a company commits through money, effort, target group and market and therefore the any mistake in speculation and estimation might make or break a campaign and thus a company

An analyst-focus tool needed a very meticulous requirement engineering and requirement management and implementation. Competition is numerous and yet the gap of the need and the provision is big and yawning.

A tool that empowers the customer base and yet frees the business analysts to work their own methods was needed in the market.

An IDEAL tool would be that which will allow the user to self-serve and devise their own formulae and configuration. The measurement of consumer behaviour thus helps create new products/services, new campaigns, new geographic and demographic target groups and of course the content of the campaigns through identifying the nature and characteristic of the target set.

This is the offering of IDEAL-ANALYTICS.



idealanalytics

Analytics On-Demand

www.ideal-analytics.com

Self-service, real-time, on-demand ad-hoc analysis and high performance exploration functionality with plug-ability, scalability & security, available in both SaaS and on-premise model



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