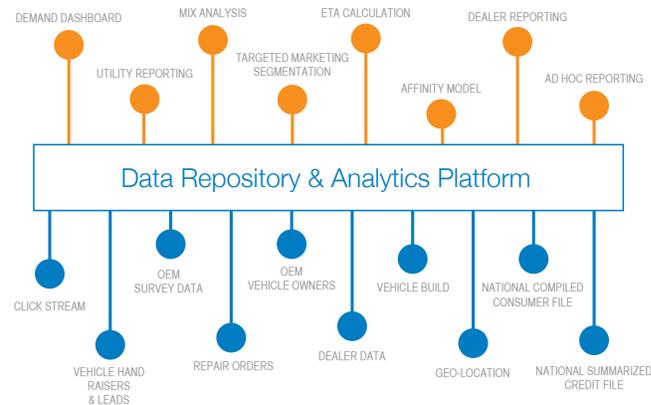




## Advanced Analytics

Oceanus specializes in investigating complex data, deciphering what it means, and providing actionable strategic insights that enable our customers to run their businesses better. We deliver full-service analytics that integrate customer, product, retail, after sales and operations information for the automotive, technology and energy industries.



### FACT-DRIVEN BUSINESS PERFORMANCE

- Applied Customer Insights
- Strategy & Goal-Setting
- Executive Decision Support
- Ongoing Optimization

Our analytics projects range from full life cycle decision services for product models, to retail and sales operations analysis, to pricing and incentives optimization. Results are delivered as executive presentations, documents, and working software. We have fixed-scope and retainer pricing.

Our emphasis is on full-service algorithmic solutions to business problems, not stuffy academic research.

Our analytical capabilities include:

- **Customer Profiling & Targeting:** Identify target markets, profile and segment customers, optimize conversion rates, and target individuals with custom brand experiences
- **Product Volume & Mix Management:** Volume forecasts and order recommendations to maximize revenue and profitability
- **Product Distribution:** Selling the right product at the right price for the right market, from household to zip code to DMA and region
- **Data Warehousing & Mining:** Quick, turnkey integration of dozens of unstructured data sets to deliver management insights, even without explicit research questions
- **Ongoing Optimization:** Day-to-day identification of new business opportunities and priorities

## Oceanus

**We analyze. We reframe. We innovate.**

Oceanus is an enterprise solutions firm with the agility of a startup and the expertise of an industry veteran. Our process is rooted in uncovering actionable data intelligence and rapidly implementing the right technology solution to move our customers' businesses forward. We thrive on finding answers to the most difficult challenges facing the automotive, technology and energy industries. From data intelligence, to product strategy, to enterprise implementation, Oceanus delivers on all aspects of a technology solution.

### REQUEST A DEMO OF ADVANCED ANALYTICS

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