



**SplashAnalytics**  
Break Through The Surface

## Customer Segmentation

### Predictive modeling

- Direct marketing response likelihood
- Claims and churn risk
- Customer lifetime value

### Consumer Profiling

- Brand and product affinity
- Geospatial classification

### Data Integration

- Census, geographic, and demographic appends
- Linking segmentation results together with other attitudinal, preferential and transactional data

### Segmentation strategy

- Model scoring
- Spend, offer, channel and timing selection
- Lead value analysis
- Key driver analysis
- Two model matrix deployment

### Forecasting

- Financial impact
- Marketing response and ROI

### Segmentation methods

- Factor segmentation
- Cluster analysis (k-means, latent class, hierarchical)
- Multivariate discriminant analysis

### Insight-driven data visualization, key performance metric identification, and dashboard development

## ABOUT US

### Capabilities:

Advanced regression modeling, clustering and classification, design of experiments, hypothesis testing, machine learning, data visualization, and geospatial data analysis utilizing Python, R, SAS, SPSS, and Tableau

### Founded:

March of 2012

### Staff:

Highly skilled team of 11 with 100+ years of business and analytics experience

### Location:

Based in Louisville, KY, and recently named one of its fastest growing privately held companies

### Target Industries:

Retail  
Healthcare  
Manufacturing  
Direct Marketing Services  
Membership Organizations

“Splash Analytics’ years of experience at deploying powerful analytics solutions that yield bottom line results makes them an extremely valuable partner to have on our team.”

Stephanie Patterson – Sr. Manager, Direct to Consumer Sales, Whirlpool Corp.

**Let us use data to help you**  
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