



SplashAnalytics

Break Through The Surface

Manufacturing

Extended warranty predictive modeling

- Acquisition and renewal response
- Claims risk likelihood
- Customer lifetime value

Accessories acquisition modeling

- Marketing segmentation strategy
- Upsell and Cross-sell

Price optimization strategy

- Price elasticity testing and analysis
- Optimization based on short- and long-term objectives

Analytics support for field training and mystery shopping

- Analyze impact of training on retail sales

Warranty claims analysis

- Deep dive actuarial analysis
- High-low claims risk stratification
- Early product failure identification
- Loss ratio simulation

Consumer Profiling

- Brand and product affinity
- Cluster analysis

Forecasting

- Financial
- Warranty claims
- Marketing response and ROI

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

Let us use data to help you

(502) 333-9631

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“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.