



# Data Science and Analysis

Supercharge Your Marketing with Predictive Analytics

**Can you anticipate your customer's next move?** Predictive analytics is like having a crystal ball for your marketing strategy. With Concord, you'll unlock actionable insights that optimize your efforts and deliver personalized customer experiences.

## What We Do

 Predictive Analytics & Statistical Analysis

 Propensity Modeling

 Forecasting

 Market Basket Analysis

 Data Mining

 ML & AI Investments

 Data Science Model Management

## Featured Partners



 databricks



 Azure

 Google Cloud

 snowflake

## Success Stories

- Utilized look-alike modeling, market basket analysis, and various propensity models to personalize the purchase journey, tripling upsells and doubling cross-sells. *(Financial Services)*
- Implemented Adobe Analytics to improve classification time for key data from one week or more to just four hours. *(Healthcare)*
- Conducted segmentation, market basket analysis, and A/B testing within the purchase flow to gain earlier visibility into inventory by date, resulting in a 12% increase in revenue per visitor and \$2.7M in annualized revenue gains. *(Retail)*
- Executed RFM analysis, email value analysis, a ML algorithm for personalized email cadence, and experimentation to optimize email digest methods, driving a 23% year-over-year increase in email engagement rate. *(Financial Services)*

## About Concord

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Concord is a leading technology consultancy blending style with substance. We build connected customer experiences powered by analytics and AI and underpinned by superior IT foundations.

21

Years in Business

950+

Global Employees

8

Office Locations

## Our Capabilities

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- ✓ Artificial Intelligence
- ✓ Digital Experience
- ✓ E-Commerce
- ✓ Application Development
- ✓ Data Security
- ✓ Data Integration & Transformation
- ✓ Analytics
- ✓ Digital Marketing & Loyalty

## Our Solutions

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### Intelligent Experiences

Building designs that function. Consider it our sweet spot.

### Actionable Insights

Data that does not answer questions is just noise. We build analytic insights that you can actually use.

### Scalable Platforms

Everything runs on platforms. We make yours sing whether we build them anew or integrate with legacy.

### Efficient Operations

Time and money are precious assets. Let's use them wisely.

## Core Industries We Serve



Healthcare



Consumer & Retail



Manufacturing



Financial Services  
& Technology