TheMiracleWriter.com

Copy for a Data Science Firm:

Services Page

Because we're real data scientists and not computers, the following list of services is far from exhaustive. We can help you with all of the following and more.

Marketing Analytics

Optimize your social media, blog and other channels for maximum ROI. Know the effectiveness of your blog vs channel communications vs social media campaigns. Our comprehensive reports will determine the ROI for each. You'll learn how to optimize each channel and know which ones to spend the most time and resources on.

Learn how you stack up against your competitors and how to gain an edge over them. You'll learn where they're spending the most time and resources and the return they're getting for their efforts.

Prioritize investments and eliminate waste. Marketing shouldn't be a "shot in the dark." Know what works so that all you need to do is lather, rinse, repeat and earn more money.

Know how to make the most relevant and appropriate offers, upsells and products for each lead. Marketing isn't "one size fits all." Different types of customers have different behavior patterns and tastes. Proper lead segmentation empowers you to achieve higher conversion at the right price points.

Blow away your competition with superior content marketing. You'll understand which content and media formats are likely to go viral and appeal to likely customers. We'll also determine which elements of your content draw the most attention and why. This will allow you to predict the popularity and ROI of future content.

Predict the success of your email marketing campaigns. Some of your campaigns get higher open, click and conversion rates than others. We'll take the guess work out so that you get consistent results. We also provide analysis of cold calling and direct mail campaigns, etc.

Sales Analytics

Learn which factors have lead to higher or lower sales and revenue. You'll know which features to add to your products, how to price them and how to modify them for maximum profit.

Know exactly which upsells and cross-sells to offer to which customers. We will segment your customers and leads from all channels and predict the offers they are most likely to respond to.

Know all the steps required to increase your sales. Having the big picture empowers you to know what you need to change in all parts of your sales funnel.

Become a "prophet of sales". Using your sales data wisely gives you the power of sales prediction, which means you will "see" the future.

Identify the strong and weak sales regions. This prevents you from wasting time on the wrong geographic areas.

Find out which campaigns succeeded/failed and why. You won't be throwing darts in a dark room, hoping to get lucky. You will avoid a long and painful trial and error process and get results quickly.

Learn which of your reps are true top-performers and why. Not only will you be able to reward them so that they stick around, but you will also know how to train new top-performing reps.

Increase the decision making speed of executives. Wise use of sales analytics boosts efficiency in all levels of your organization.

Prevent churn and know how to turn churners around so that they're engaged with your products and services again. You'll learn which product offers lead to the lowest churn. You'll also learn the common behavior patterns of people who churn and products you may not have thought to offer them once they churn or start thinking about doing so.

Know when to offer discounts and the proper size of the discounts. Some discounts are like throwing money away. Others bring in huge profits. Learn the difference.

Business Intelligence

Identify which departments need to be improved for maximum profit. Some departments may be doing just fine. Others may need some tweaks. Using our data science services, you won't have to guess.

Know what types of changes to make in each department if any. You don't need to make expensive organizational changes that fail. We shine the lamp so that change fills your money coffers instead of emptying them.

Receive intuitive visual representations of a variety of scenarios. If you make a change in one department, you'll see the likely outcome and what it means for other departments and the company as a whole. This will drastically lower the likelihood of making decisions that will only cost your business money.

Risk Management

Learn how to identify employee theft. In the retail sector, the largest percentage of shrinkage comes from employee theft. This is also a problem in other sectors.

Determine the likelihood you can recover a liability based on known information about the borrower and the loan.

Detect fraud quickly and block transactions before it occurs. Your company doesn't need to be a victim. Fraud follows recognizable patterns.

Help put a stop to money laundering, human trafficking and terrorism. Learn how to detect the probability and signs of illegal activity.

Know which cyber security options are best for YOUR business. Learn exactly what your needs are so that there are no exposed weak spots and so that you aren't spending more money than necessary.

Find your company's vulnerabilities and the probability that they will be compromised. Murphy's Law says that organizational weaknesses will eventually be exploited by someone or something. That's one law you can safely ignore, because data science will make your company bulletproof.

Be confident that you are compliant with all security standards and regulations.

Choose your insurance policies with confidence. The ability to predict your risks makes you a smarter insurance buyer.

Human Resources Analytics

Hire the best people and screen out the rest. Data science allows you to score resumes based on previous job interviews and hires and their final outcomes.

Enhance your training programs to produce star employees. You can determine the best training protocol based on past performance reviews and other factors.

Minimize employee turnover. With data science, you can predict which employees and employee types are most likely to leave your company based on data you probably already have. This will allow you to prevent good employees from leaving and screen out those who aren't likely to stay very long.

Discover the factors that contribute to employee success. This will make evaluations much more accurate because you'll be working with more data.

Social Media Analytics, Product Analytics, Pricing Analytics and Much More

The possibilities are infinite. We can turn all of your social media browsing and engagement data into profit and create miracles from pricing and products data.

This is not an exhaustive list. Call (phone) and tell us what your needs are.

Company Name
Contact Info
Address