

Organizations implement business improvement experiments or “interventions” in order to **reduce costs, increase revenue, or retain customers**. But since the intervention strategy itself has investment costs, it is necessary to measure the ROI to understand whether the goals have been met. Measuring the impact of interventions is crucial for any organization to make informed program decisions.



**Fulcrum Impact™** is an innovative tool that allows companies’ own analytics teams access to a **semi-automated platform** to make the process of intervention measurement more **efficient, accurate, and repeatable**. It contains a database full of customizable frameworks and reports, reducing the labor needed to prepare data, design models, and build reports.

Deploying Fulcrum Impact™ for the centralization and organization of evaluation processes makes life easier for analysts with:



An easy to navigate, guided methodology-selection tool and semi-automated models



Intuitive shortcuts for data preparation and easy to use templates for reports



A database of past evaluation parameters, code, and results for benchmark comparisons



We've integrated the most difficult aspects of deploying intervention evaluations into a semi-automated analysis platform with Fulcrum Impact™

### Business Requirements

---

- Clear conceptual model of the problem domain
- Consistent and clearly defined evaluation scope
- Explicit feature definitions and changes
- Actionable decision support for matching
- Robust and confident results
- Efficient, timely preparation of deliverables
- Faster transition across teams / onboarding

### Semi-Automated Tool Features

---

- Object model for business intervention metadata and analyses
- Standardized descriptive reports and waterfall generator
- Feature repository with version control
- Simplified matching iteration process with tiered matching
- Analysis module to aid match variable selection
- Automated data formatting and report/dashboard creation
- Centralized storage, documentation and version control

The team behind Fulcrum Impact™ is a seasoned and dedicated mix of data scientists, engineers, and developers producing meaningful insights from complex data.

### Fulcrum Analytics, Inc.

We have 25+ years experience in data science, data hosting, and app creation, all with the goal to make data more useful. We take a pragmatic approach to our client relationships that focuses on flexibility, custom tailored solutions, and practical data science resulting in actionable insights and applications that improve, not replace, large investments.



info@fulcrumanalytics.com



fulcrumanalytics.com



(212) 651-7000

