

Decipher the Patterns in Your Market Data

Market research creates value for organizations by providing direct insight into the needs, attitudes, and preferences of the market. We bring the right balance of methodological rigor and business savvy to help our clients collect and understand the insights needed to make the most of their opportunities.

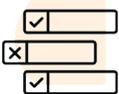
We have experience across industries including advertising agencies, automotive, business services providers, financial services, healthcare, manufacturing, medical devices, pharmaceuticals, public utilities, personal electronics, publishing, and retail.

Some Popular Project Types



Competitive Positioning

We deploy market research with the customers of each member of a competitive set to compare the relative strengths, opportunities, and costs of entry for strategic decision making.



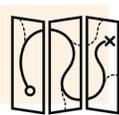
Concept Testing

Through online surveys and qualitative interviews, our statisticians help clients understand not only what the target market prefers, but the underlying reasons why.



Conjoint / Discrete Choice

Measure the market potential of product/service features, identify the best combinations of features in terms of incremental lift, and calculate the price respondents are willing to pay for each feature.



Customer Journey

Get the information needed to pinpoint areas of weakness and opportunity in the marketing/sales of your products or services.



Price Optimization

We conduct market research surveys, paired with forecasting analytics, to estimate optimal product/service pricing and potential demand.



Segmentation

Maximize your effectiveness while minimizing your spending by promoting the right products or messages to the right types of customers.

A Modern Data Science Consulting Partner

Fulcrum is known for our 26 year history as a boutique data science consulting firm, but our success is built on a broader approach and vision. We collaborate with clients to accelerate their use of data and advanced analytics, build their organizational capacity for data-driven decision making, and push the frontiers of what's possible within their organization.

Easy & Fast

Get started ASAP. Just sign up for a team and we are sitting next to you, rolling up our sleeves, and making progress.

Customizable

We know that your needs can change — specialists swap in and out as needed for different aspects of the solution.

Low Risk

Did we mention that you can try for 3 months at a discounted rate? No obligation and you can choose to terminate at anytime.

Domain Expertise

25+ years of experience in industries such as banking, insurance, and retail — giving us the skill and knowledge to tackle even the toughest problems.

Our Approach Consists of Three Pillars



Full Stream Analytics

Upstream: We give attention to data collection, cleanliness, timeliness, and augmentation.

Midstream: We factor in maintainability, explainability, and credibility.

Downstream: We consider how insights are visualized, explained, measured, and integrated with operational systems to drive intelligent actions.



Fluid Roadmaps

We help develop tactical plans that align with, and inform, an organization's strategic goals, identify and quantify the gaps between these goals and their capabilities and then prioritize and sequence opportunities based on these factors while maintaining the flexibility to pivot and adapt to changing needs over time.



Augmented Analytics Capabilities

We expand organizational capacity by supplementing internal resources, skills and experience to provide rapid augmentation as needed while fostering internal growth of an organizations data capabilities, knowledge, infrastructure, processes, and human capital through training and recruitment.



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