

# Fulcrum Impact: Enhance Your Business Experiment Evaluation

Fulcrum Impact is a first-of-its-kind product that makes intervention measurement significantly more efficient, accurate, and repeatable for companies' own internal data science teams. By providing a repository of code, analyses, and reporting templates, it enables disparate teams to effectively generate faster insights for better, and more timely, decision making.



## Easy Installation

Easy installation and built-in 20 hours a month of Fulcrum technical support



## Export Templates

Customizable Templates for data preparation and analytical reports in PPTX, HTML and more formats



## Analysis Repository

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



## Semi-Automated

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

## Like No Other Solution On The Market

### Increases Consistency

Provides a repository for storing and reusing feature, analysis, and reporting configurations.

### Increases Efficiency

Automated, easy-to-use methodology modules, and is configured to easily refresh analyses as new data becomes available.

### Increases Effectiveness

Pre-built reporting module that can compare saved analyses and exports seamlessly to PowerPoint, HTML, Excel, and Dashboards.

### Empowers Organizations

Check early and often for the emergence of intervention downsides, to manage risk, and make decisions faster



# 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

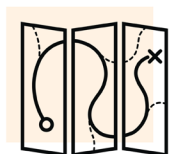


### Full Stream Analytics

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

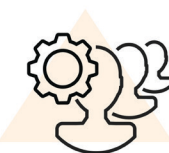
**Midstream:** We factor in maintainability, explainability, and credibility.

**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.



Tony Ojeda

VP, Data Science

tojeda@fulcrumanalytics.com

www.fulcrumanalytics.com

