



Flash Analytics

**The analytics solution** you need for your application to create delightful user experiences and grow your business

Talk to us



**We get it!**

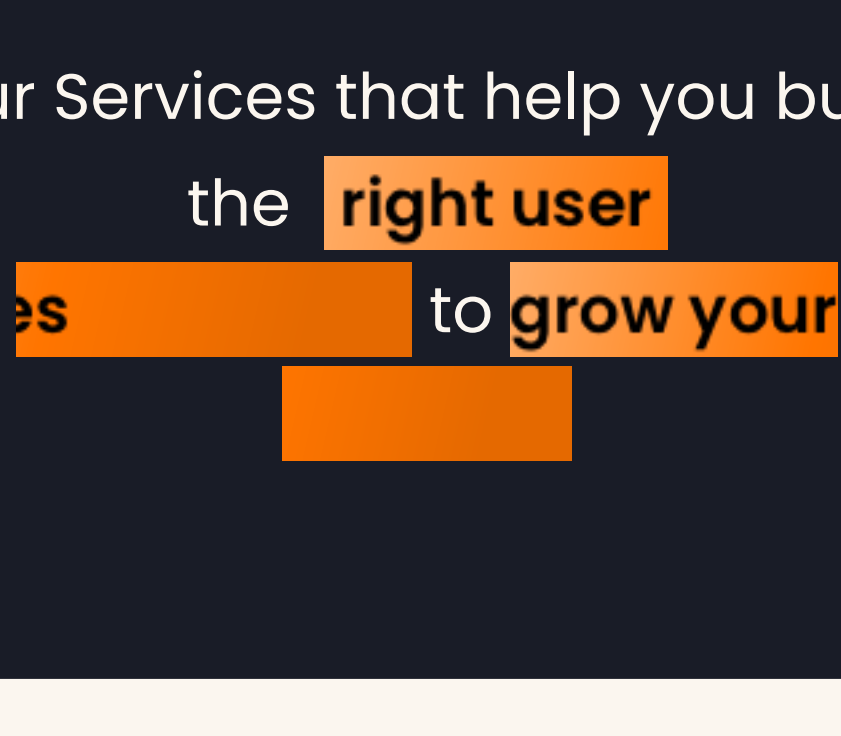
Learning about your users and their journey on your application is crucial to your product's growth.

After all, simply building your product rapidly, without measuring and learning about your users gives the imagery of a dog chasing its tail, really fast.

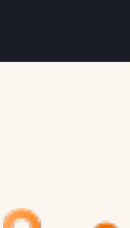


At Flash Analytics,

**we provide a hassle-free way to help you establish a robust build, measure and learn loop.**

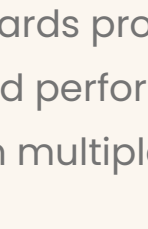


**Our Services that help you build the right user experiences to grow your business**



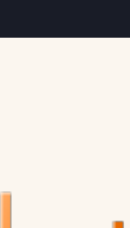
### User Behavior Analytics

Measure and analyze every touch points and interactions using industry leading tools like Google Analytics



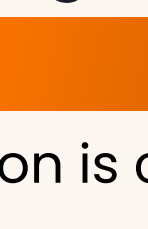
### Marketing campaigns integrations

Connect your data analytics with marketing campaigns to leverage advanced features like Enhanced conversions & user segments.



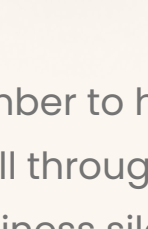
### Intuitive reporting dashboards

Multi point dashboards provide a holistic view of the business and performance combining data from multiple sources.



### Latest practices and regulations

Our team of passionate analytics professions keep you and your analytics infrastructure up with the latest improvements and Government regulations like GDPR, etc.



### Data driven optimization

Provide the best experience to your customers leveraging data driven experimentations and optimization across outreach, Engagement and conversions.

**Don't get caught in analysis paralysis**

While our solution is comprehensive, we formulate an analytics program tailored for you, to keep metrics and numbers relevant to your business.

**A business should be run like an aquarium, where everybody can see what's going on**



#### All Teams

- Get every member to have a holistic view to improve overall throughput.
- Overcome business silos and foster greater collaboration.
- Measure, learn and build faster to gain an unfair advantage over your competitors.



#### Product team

- Develop a deeper understanding of your users to build user-centric products and ensure your heroes complete their journey.
- Identify patterns in their usage to innovate new features and improve your product's value proposition.



#### Engineering team

- Get to the root cause of your bugs and crashes arising on the application.
- Develop high-fidelity products with rapid release cycles.



#### Marketing team

- Analyze data and generate campaigns to micro-target customers for acquisition and engagement.
- Perform A/B/n tests to measure campaign performance and optimize for conversions on the application.



#### Support team

- Get insights on user drop offs and bugs.
- Escalate and facilitate the right action at the right time.

**Know your customers better than they know themselves with Flash Analytics**

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