What does Ugam do?

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What does Ugam do? - To Professors

Ugam is a data analytics company which helps retailers, brands and market research firms to better their businesses. Ugam's caption says "Powering Analytics Into Action". Yes, this is what we exactly do. We transform big data into insights that are valuable for our clients.

How do we help retailers?

Customers have a lot of choices. If not Amazon, they go for ebay or any other. They expect retailers to offer products at competitive prices, right product information and better customer service. Ugam comes here. We do intelligent price optimizations, intelligent assortments and write better contents for retailer's products to augment their relation with customer.

How do we help brands?

Brands need to be careful with the advent of digital shopping. It is challenging for brands to add new channels to support growth, while protecting their reputation and brand value. Here we come. Ugam's Brand Intelligence solutions help brands understand the needs of today's shopper and enable them to make better decisions.

How do we help Market research firms?

Market research is an important component of business strategy. These firms gather information about target markets or customers in an organized manner. We handle data collection and analysis, while they can focus on their clients. We suggest them the right technologies to handle and visualize the data. Also, we give them reports aggregating data which helps them understand the insights.

What does Ugam do? – To Friends

Ugam is a data analytics company which helps retailers, brands and market research firms to better their businesses. Ugam's caption says "Powering Analytics Into Action". Yes, this is what we exactly do. We transform big data into insights that are valuable for our clients.

We help retailers by intelligent price optimiztions, intelligent assortments and write better contents for retailer's products. Assortment is about, which products to keep, carry or drop. We do it based on customer's past data like reviews, ratings, transactions etc. We help brands to better their growth while protecting their reputation and brand value.

Market research is an important component of business strategy. These firms gather information about target markets or customers in an organized manner. We also help market research firms. We either assist them or share their work. We give them reports aggregating data for their better understanding of insights.

What does Ugam do? – To Family

Ugam is a data analytics company.

Data analytics company provide valuable insights to their clients to better their business by analysing data with mathematical algorithms. Ugam does the same. Clients for our company are retailers (like Amazon, ebay), brands and market research firms. Market research firms gather information about target markets or customers in an organized manner which is a key component of business strategy.

We help retailers and brands by giving optimal prices for their products to attract consumers. Moreover, based on past customer data with mathematical algorithms, we decide which products to keep, carry or drop. We also write product contents for their products.

Market research is an important component of business strategy. These firms gather information about target markets or customers in an organized manner. We also help market research firms. We either assist them or share their work. We give them reports aggregating data for their better understanding of insights.

Ugam is a global leader in managed analytics that helps retailers, brands and market research firms transform big data into valuable insights. The company's unique managed services offering combines a proprietary big data technology platform with deep domain knowledge and analytics expertise to empower clients to make decisions that improve their business. For retailers, online marketplaces and brands, Ugam supports better merchandising, marketing and channel management decisions through the use of analytics. For market research firms and insight-based consultancies, Ugam offers a portfolio of solutions including end-to-end research operations, technology transitioning support, and data warehousing, visualization and reporting that enables them to better serve their clients. **Five of the top 10 U.S. retailers, four of the leading Australian retailers, many of the world's largest brands and online marketplaces, and 13 of the top 25 market research firms** work with Ugam because of its ability to deliver high-quality insights with unmatched customer experience.

For more information, contact: sales@ugamsolutions.com