



SG ANALYTICS

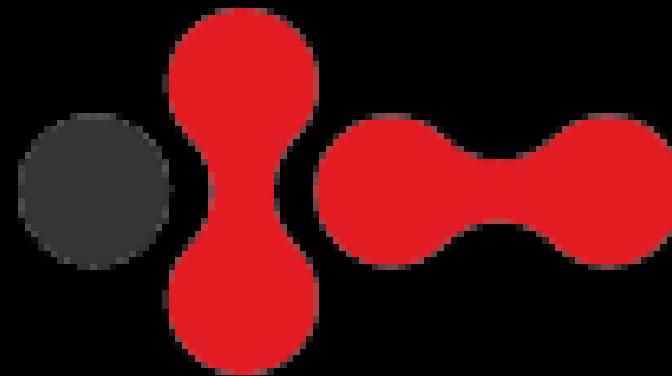
MARKETING CHALLENGE

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ABOUT

One of the leading research and analytics firms to offer data-centric research and contextual analytics services. SG Analytics has been consistently meeting and exceeding customer expectations by its knowledge-based ecosystem and impact-oriented solutions.



SG Analytics
Life's Possible

VISION

Implementing marketing strategies successfully, achieving all objectives, and launching an initial public offering (IPO) successfully with favourable customer perception.



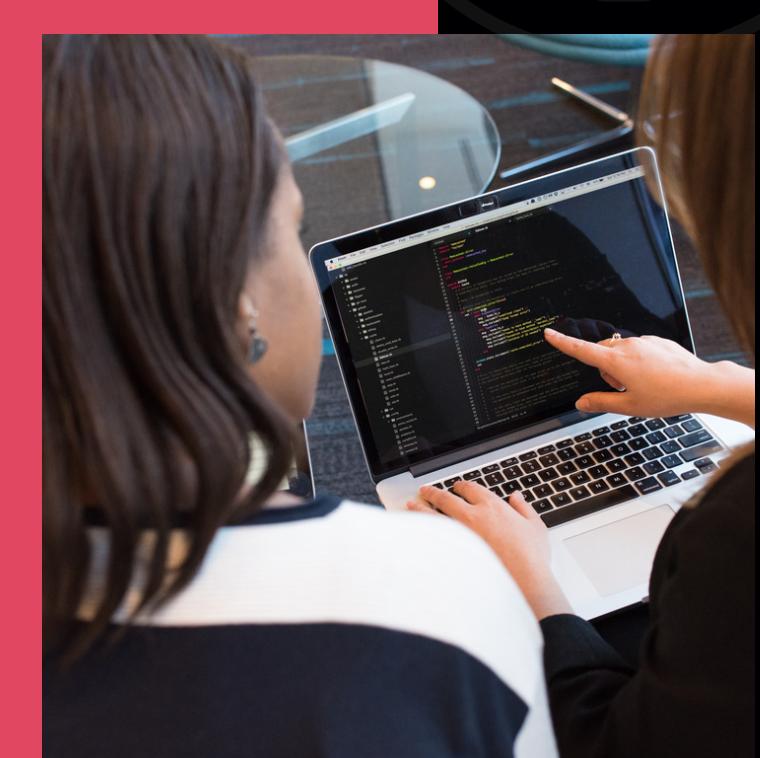
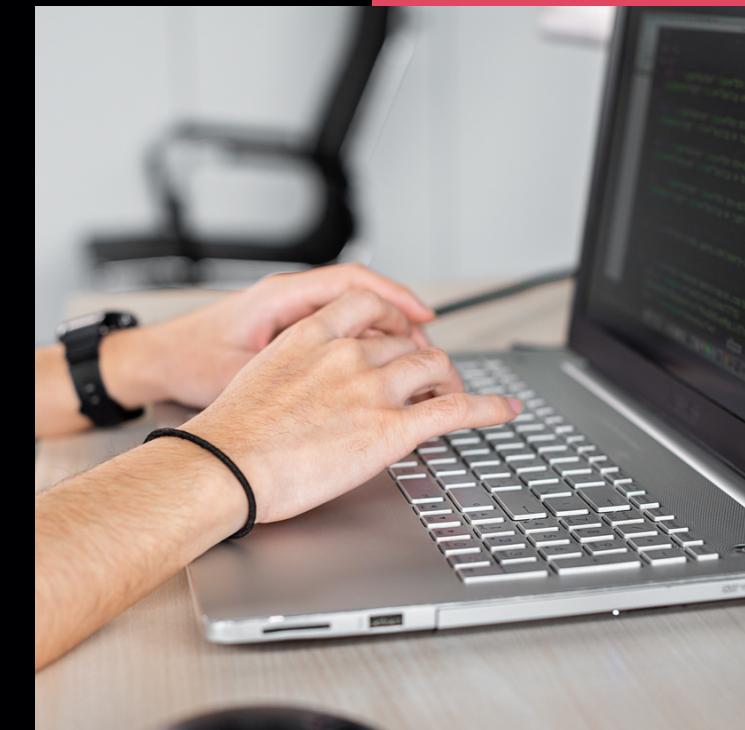
OBJECTIVES

01. Communicating effectively with investors

Use marketing tactics to clearly communicate the company's vision, goals, financial performance, and future prospects to investors

02. Building a strong brand image

Establish a consistent and recognizable brand image through marketing and advertising efforts.





03. Leveraging the National Data Governance Policy to associate with the Indian Government

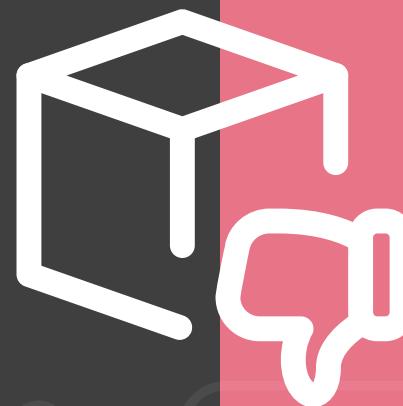


The NDGP, which was made public in the Union Budget for FY23, encourages the use of anonymized data that SG Analytics may use to collaborate with the government on research projects or supply to the government in order to foster stronger ties with the government.

04. Social Media Sentiment Analysis

Which can be done by the following methods

- Transparent communication
- Proper planning and preparation
- Monitor social media
- Maintain good relationships with stakeholders
- Conduct thorough due diligence
- Adhere to ethical and legal standards
- Crisis management plan



05. Expand international operations and diversify the customer base.

Venturing into launching new services in high demand and untapped market with huge scope of data analytics.
Increase Brand presence by Expanding in other markets



06. IDENTIFYING AND PURSUING STRATEGIC PARTNERSHIPS AND ACQUISITIONS AS A TOOL FOR MARKETING



- Gaining access to new audiences
- Combined resources to create joint and budget-friendly marketing campaigns
- Enhancing the credibility of the respective companies
- Partners can cross-promote each other's products or services



Pre-IPO Objectives



07. Email Marketing

Email marketing can help a company to promote its brand and build awareness among potential investors and customers.

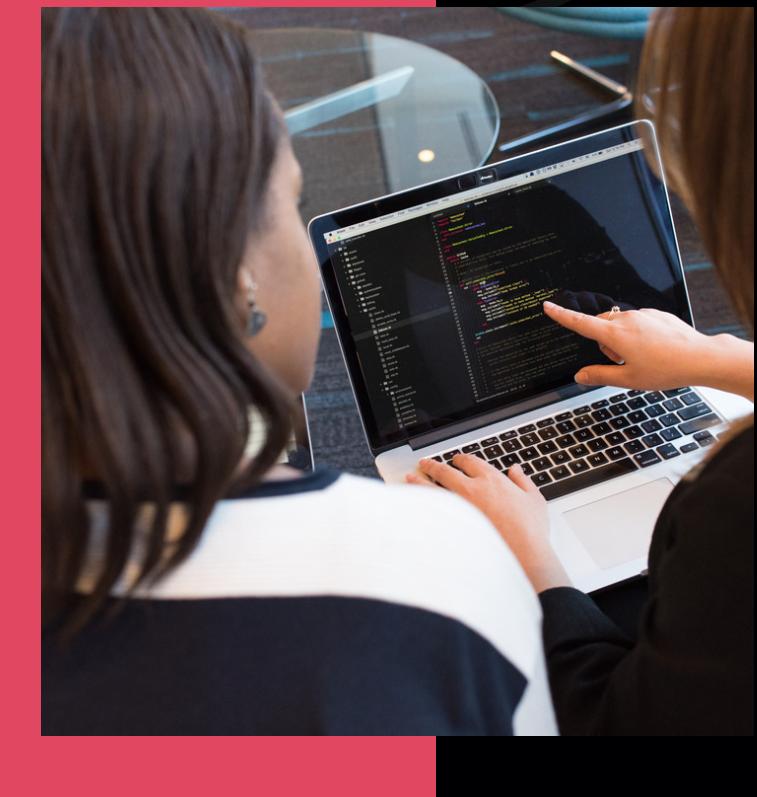
08. Release Youtube Survey Marketing Campaigns

This can help SG Analytics reach the right audience as a data driven company posting Pre video survey on youtube can be a great way to extract data and also get publicize itself as a data analytics company



09. Client Retention Marketing Strategy

Tailoring marketing efforts to specific high-value target accounts to increase the chances of closing deals. To spur repetition of customers, it is imperative to identify and address the fresh pain points, which coupled with a good prior experience will result in a higher chance for boosting retention.



10. Creating Buzz Pre-IPO

Above the line marketing through paid advertisement on popular sites sharing financial updates such as Economics Times, Moneycontrol, Bloomberg Quint, Livement in order to reach out to potential retail investors, that too in a more targeted manner.





TIMELINE OF OBJECTIVES

2023

Negligible

Client Retention Marketing Strategy

₹ 3cr

Building a strong brand image

2024

₹ 8cr

1

2

3

4

5

Leveraging the National Data Governance Policy to associate with the Indian Government

₹ 2cr

IDENTIFYING AND PURSUING STRATEGIC PARTNERSHIPS AND ACQUISITIONS AS A TOOL FOR MARKETING

₹ 3cr

Expand international operations and diversify the customer base.



TIMELINE OF OBJECTIVES



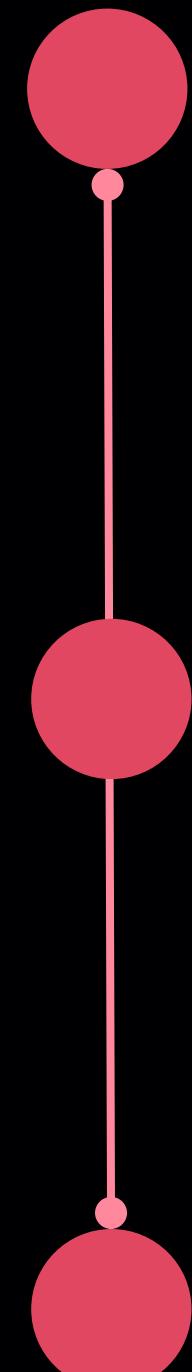


INITIAL PUBLIC OFFERING TIMELINE

Pre 6 months IPO

During IPO

After IPO



Taking inspiration from the marketing strategies of Latent View Analytics and Glassbox, an extensive public relations campaign and a comprehensive digital marketing strategy

Employing micro-influencers to help spread the word about their services and create content to engage their target audience, hosting events, talk-shows

Depending upon the acceptance of the marketing strategies in the previous two stages, use AI-driven insights to take the best suited action according to situation

PEER COMPANIES

CYIENT

Cyient works with its customers across the value chain to help them design, build, operate and maintain products and services that make them leading and respected brands in their industries and markets.

TIGER ANALYTICS

Tiger Analytics is a data science and analytics consulting firm that helps organizations leverage data and analytics to make informed business decisions. They offer a range of services including data strategy and governance, advanced analytics and machine learning, big data engineering, and data visualization and reporting. Their goal is to help clients turn data into actionable insights that drive growth and improve operational efficiency.

PEER COMPANIES

Axtria works with leading pharmaceutical, biotech, and medical device companies to help them make better data-driven decisions and drive growth in their businesses. The company's goal is to help its clients stay ahead of the curve in an ever-evolving and highly competitive industry by leveraging the power of data and technology.



Fractal Analytics offers a range of services, including advanced analytics, artificial intelligence, data management, and visualization, to help clients make data-driven decisions. The company's team of experienced data scientists and consultants use cutting-edge technologies and methodologies to deliver customized solutions to clients.



Absolutdata is a global data analytics and insights company that provides a range of data-driven solutions to businesses across various industries. The company helps clients leverage data to drive growth, improve customer experiences, and optimize operations. Company offers a range of services, including market research, customer analytics, and data management, to help clients make informed business decisions.





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THANK YOU

