



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Insights &
Analytics

Consumer
& Shopper
Insights

Translating
consumer
insights and big
data into concrete
initiatives that
drive above-
market growth.

A company's
ability to drive
above-market
growth hinges on
the depth of its
consumer insights

Insights into
consumers can
help companies
spark innovation,
uncover the most
promising

differentiated
marketing
strategies that
include effective
value
propositions

SWATHI.K

Discovering
insights by
analyzing
multiple data
sources

Examples
of our work

We focus on
speed to deliver
consumer insights
quickly,
sometimes in as
little as 10 days.

We identify
and source
both relevant
internal and
external data

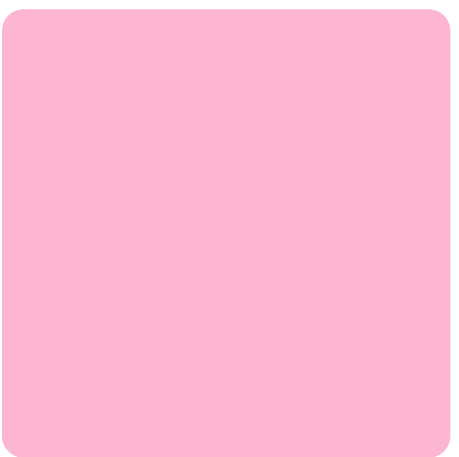
Our consumer-
insights generation
helped a global
consumer-goods
manufacturer
redesign both its
product portfolio

Through a rapid
deployment of
existing
solutions and
custom-built
designs



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

[See an example](#)