

# Traditional Strategic Business Consulting Firms

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What do they do?

```
graph TD; A[What do they do?] --> B[Provide expert advice about best practices]; A --> C[Collect and analyze data to recommend changes]; A --> D[Business analysts in large numbers needed];
```

Provide  
expert  
advice  
about best  
practices

Collect and  
analyze  
data to  
recommend  
changes

Business  
analysts in  
large  
numbers  
needed

300 Score =  
Terrible Credit

850 Score =  
Great Score

## Fico Scores

90% of all U.S.  
lending  
decision

24 million  
decisions per  
day



comSCORE<sup>®</sup>

Observes how much  
traffic goes where

Measures what people  
do when they navigate  
the digital world

\$339 million in  
revenue



Combines credit card transactions, balances, and payments across credit card industry

Builds models about consumers behavior

\$1.8 billion in revenue