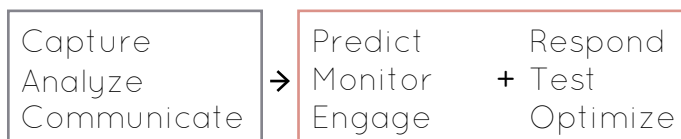


People don't want to buy a quarter-inch drill. They want a quarter-inch hole.

Problem

'Big data' mobilization is technically difficult, expensive, and time-consuming for small businesses/teams without sufficient resources to identify analytical needs, build a framework that cuts through the noise, and, most importantly, gather and communicate actionable insight.

Context



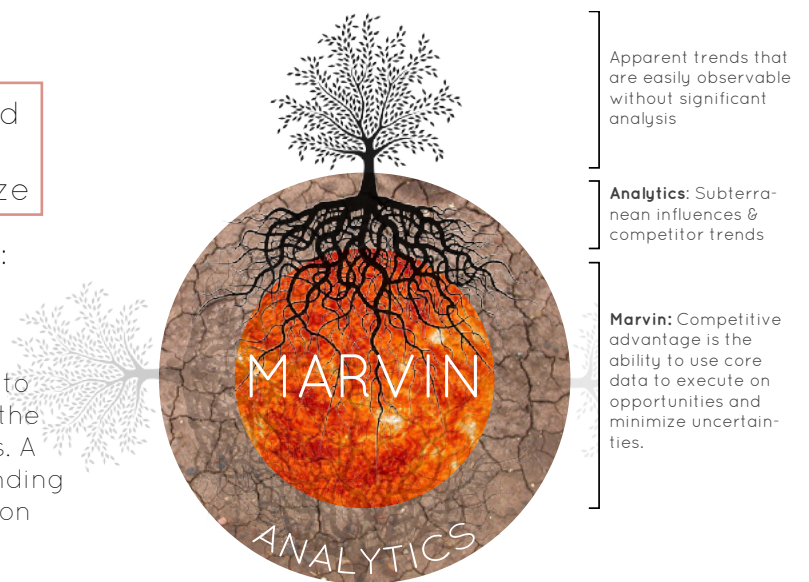
Data analysis is separated into three main steps:

1. Preparation
2. Gathering & Presentation
3. Comprehension & Application

Phases one and two are critical, but teams tend to get hung up on them and subsequently neglect the third, which is the caramel center of the process. A successful approach requires a broad understanding of disparate technologies and services, in addition to a laser focus on elements that matter most.

Mission

Team Marvin is a no-frills BI service positioned to lower the financial, technical, and intuitive bar of robust data analysis for all businesses. It does not replace existing analytics services; rather, it uses an orchestra of the best tools and technologies to provide highly customized, scalable, and actionable marketing/business/behavioral analysis.



Services

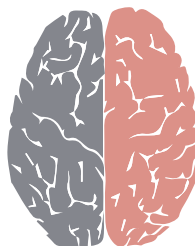
- Acquisition & conversion funnel analysis
- Multivariate testing
- Automated & well-designed metrics dashboards
- Third-party analytics integration and training
- Ad hoc reporting
- Full performance auditing with strategic insight and recommendations
- Competitive analysis
- User segmentation schemes
- Backend structure and event tracking setup
- Operational streamlining (through automation)

Market

- Progressive early-stage technology business with resource constraints
- Established business with one or two dedicated analytics managers that want to expand/streamline their business intelligence capabilities
- Non-technical business with accumulated data
- Small or mid-sized team/consultancy at a large technology company with stretched bandwidth
- Mobile gaming studio
- Analytics services business

Kevin Penitsch

Stats genius (R, SQL, XLS)
Report automation (VBA, SQL)
Financial modeling (XLS)
Funnel analysis
Backend structure
Behavioral analysis



Mark Laughery

Visualization (d3.js, CS6, XLS, Tableau)
User acquisition (MAT, FB)
Ethno & Competitive research (Python)
Dashboard architecture (XLS, Tableau)
Product/market fit analysis
Multivariate testing