



infoAnalytica Corporate Fact Sheet

Overview

infoAnalytica is a Business Analytics Outsourcing firm, providing business research & analytics, business & tech consulting support, financial research & analytics, statistical modeling, social media marketing, and lead generation.

Philosophy

To provide innovative insights into the business space it operates in. infoAnalytica employs advanced secondary research techniques, statistical modeling tools, and most importantly, domain experts who can demystify complex business problems and come up with practical solutions. infoAnalytica is involved with its clients, right from the data collection phase to the data analyses and synthesis.

Geographical Focus

North America & Western Europe

Services

Business Research & Analytics: Strategic Opportunity Analysis, Competitive Analysis, Market Research & Segmentation, Industry Research, Trends Research, Product Research, Market Sizing, Emerging Markets Studies, and so forth.

Financial Research & Analytics: Industry Research, Risk Analysis, M&A Comparables, Equity Research, Enterprise Valuation, Due Diligence, and so forth.

Statistical Analysis: Predictive Analysis using tools such as SPSS and SAS

Social Media Marketing: An innovative Social Media Marketing / Branding solution designed by infoAnalytica that profiles 'passionistas' or influencers by leveraging the power of Web 2.0 and Social Networks.

Customized Lead Generation & Contact Databases: Research and build customized lead databases that typically include company names, address and location, company revenue, # of employees, company description, company vertical, contact names, phone #s, email addresses (as available), and so forth.

Clients Served

Over 250

Contact

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