## PACIFIC CONSULTING GROUP

DATA ANALYSTS

value to clients.

Analysts specialize in:

opportunities

what customers value

Data analysts play a vital role on our team-

Designing primary research to diagnose

developing metrics to gauge success

 Validating data and running algorithms to identify performance improvement

> Optimize Growth

Voice of the

Impression™

Customer

Customer

Loyalty

Net

Performance

Message Recall Customer

Experience

Sales Effectiveness

Conducting statistical analysis and

based projects. It's a stretch role in that there is no limit to finding ways to add

## TIME-TO-SUCCESS

PCG helps organizations provide superior value to customers, partners and employees.

Research and consulting services uniquely accelerate product, service and program success by providing:

- immediately usable customer insights
- optimization-based analytics
- customer and efficiency focused design

## Analysts will learn from managers and Genworth CMS directors: STANFORD UNIVERSITY Facilitating design sessions Creating optimization models eloan IRS Managing projects, clients and suppliers Microsoft Department of Veterans Affairs **Customer Insights &** AMERICAN **Analytics Services** Market **Baseline &** Validation Forecasting **SF BAY AREA** Custom Models & Market Landscape Simulators **TPP** Refinement Needs Analysis San Francisco Customer Flow 280 **KOL** Research 280 an Mateo Launch **Incidence &** Product PĆG 280 Effectiveness **Prevalence** Validation Branding Elements Assessing Positioning Development Future Development Message Needs Strategic Choice Development Modeling Bench Concept Testing Research Custom Segmentation fast forward to customer success

## SAMPLE CLIENTS

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