ATLANTA BUSINESS LEADERS

Fueling Growth Through Analytics

Analytics is the engine that turns data into dollars.

(l–r) Jeff Anderson, Chief Growth Officer; Andy Williamson, Chief Financial Officer, Managing Partner; Anand Srinivasan, Chief Data Scientist; Krishna Arangode, Chief Executive Officer, Managing Partner.

There's a saying in the analytics world: "Data is the new oil." Both are commodities—data in the virtual sense—yet neither is usable in its raw form. Like oil, data needs to be refined, processed, and fed through an engine in order to yield power.

The analytics industry is growing rapidly to help companies do just that. Kaizen Analytix, an Atlanta-based analytics products and services company, is an oil rig, refinery, and engine all in one, helping companies harness their data and drive momentum through actionable insights. "Knowing what data to use, where to get it from, how to refine it, and what to do with it are all crucial skills needed to maximize value and actionable insights; any organization who masters this will gain an important advantage over their competitors," says Kaizen's CEO Krishna Arangode.

Inspired by "kaizen," the Japanese word for "continuous improvement," the company works in two-week sprints and invites continual client feedback. "Analytics is a journey," says Arangode. "Rather than simply developing a solution and walking away, we work with our partners to figure out long-term strategies for increasing revenue, reducing costs, and maximizing margins."

Customizing Solutions

Kaizen's founders sought to fill a void in data analytics products and services and to help clients make more profitable business decisions by leveraging advanced data analytics. Companies were increasingly relying on data for strategic direction, operational decision-making, and regulatory compliance, yet no one firm was making analytics both actionable and accessible. In short, there was a lot of crude oil but a shortage of fuel.

So, Kaizen built a cross-functional team of innovative, curious people who specialize in context-specific data science, solution architecture and delivery, industry-specific subject matter expertise, and scalable technology frameworks. For optimal flexibility, they developed a multi-model delivery approach that includes products, services, and a product-service hybrid, all designed to evolve with clients' needs. "Our products might help a company that believes in the power of its data but doesn't know how to harness it to make decisions," says Anand Srinivasan, Chief Data Scientist at Kaizen. "After leveraging our products to make critical base-level decisions, the company might come to us for more customized analytics later."

How the Dollars Are Delivered

That was the case with a large U.S. cable operator looking to improve customer retention.

Kaizen identified anomalies in the client's data that resulted in a churn reduction of 10% and an ROI of more than 20-to-1. The strategy worked so well that the client requested Kaizen's help with building custom and proprietary solutions to sustain results.

Recently, Kaizen helped a premier Orlando-based theme park improve its guest experience and reduce costs. Using a Kaizen-designed workforce planning optimization system, the theme park reduced operating costs by 15% and manual effort by 90%.

"Making connections between industries—and borrowing best practices and new types of thinking for different engagements—is definitely our strong suit," says Arangode.

"Companies that aren't tapping into their data will miss out on an advantage," adds Srinivasan. "By meeting clients where they are at, we can 'kaizen' solutions over time and help them gain a competitive edge."

KaizenAnalytix.

678-712-7092 | kaizenanalytix.com