

Quantitative Consulting for Business



Dr. Boris Vaillant



We offer consulting services on a wide range of topics.

Strategy and Planning

- Market analysis and -sizing
- Budgets and scenario calculation
- Decision Models

Marketing

- Impact measurement for marketing activities
- Scenario calculation for planning new activities
- Product design: Measuring the value of different product alternatives
- Market basket analysis
 - Development of cross-selling tools
 - Strategies for product bundling

Pricing

- Measurement of customers' price sensitivity
- Pricing systematics for product portfolios
- Pricing systematics along the distribution chain / Rebate systems
- Identification of optimal price/tariff models

Market research

- Design and management of surveys
- Quality assurance
- Conjoint analysis



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Business Analytics

- Forecasting
- Internal benchmarking systems
- Process measurement

Business Intelligence

- Data organization
 - Functionality of IT-systems
 - Definition of requirements
- Reporting and Management Information systems
 - Creation of relevant indicators/metrics
 - Report prototyping
 - Implementation and training

Customer Analytics

- Analysis of individual customer profiles
 - Direct marketing, Churn prevention
- Customer segmentation
 - Identification of marketing levers per segment

Training

- Data management and data analysis
- The professional use of standard analysis tools
 - Excel, Access, BO, Cognos
- Introductions to
 - Quantitative marketing
 - Market research and conjoint analysis



We offer years of experience in consulting, paired with strong competence in quantitative methods and tool development.

Competence

- More than 6 years of **experience in consulting** in a large variety of industries
- Strong mathematical and statistical background
- Use of leading-edge statistical tools, extended IT- and programming experience

Efficiency

- Our **toolbox** simplifies the recurring parts of analyses, thus allowing us to focus on your specific problem
- We maximize the information that can be obtained from existing data, thus helping to avoid expensive market surveys

Relevance

- We provide tailor made analyses, concentrating on the integration of those factors that are relevant for your business
- We work in constant interaction with your team to ensure that our results can really be used in your organization



Consulting experience

- 6+ years of experience in consulting
- Project management
- Design and management of market research
- Organization of workshops and trainings
- Marketing, Strategy, Pricing

Analytics skills

- Doctorate in Mathematics
- SQL-databases, BI-tools: (BO, Cognos)
- Statistics tools: R / Splus, SPSS, Clementine, SAS
- Market simulations, Forecasting tools
- Decision support models, Sales support tools
- Programming experience in VBA, C++, Java

Industry experience

- Logistics
- Automobile
- Telecommunications
- Retail industry
- Travel and Tourism
- Steel industry



International experience

- French and German nationality
- Trilingual: German, French, English
- Project experience in Germany, France and the UK

Contact



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