



Your next innovation or customer experience improvement could be waiting silently in your customer or logistics data. Leverage the terabytes of data you already own to reveal insights about your buyers, your brands, and your business.

From small sample analytics to big data intelligence, let's discover those insights together.

Understand Buyers, Brands, and Business

- Uncover insights and interactions among variables related to products, inventory, business, customers, and markets
- Assess internal business processes and supply chain processes
- Understand employee retention, satisfaction, and performance
- Understand customer churn, lifetime value, satisfaction, and loyalty
- Understand marketing mix and trade promotions
- Understand price elasticity and volume share

Leverage Internal & External Data

- Primary research, loyalty, transactional, customer, & employee data
- Revenue, costs, financial, inventory, supply chain, & logistical data
- Text and numeric based data mining
- Fuse proprietary internal data and secondary external data

Expert Statisticians and Engineers

- Leverage expertise of statisticians experienced with advanced techniques such as MaxDiff, Conjoint, TURF, SEM, segmentation, cluster analysis, factor analysis, linear / logistic / multiple regression, discriminant analysis, perceptual mapping, and more

Full Cycle Data Management

- Data collation and enrichment
- Data management, cleansing, validation, ETL, warehousing
- Data harmonization, master data management, data transformation

Interactive, Real-Time Dashboards

- Improve comprehension of complex analytical and intelligence data via interactive dashboards
- Share insights internally with employees or externally with clients and the public
- Formatted as website applications or Excel documents
- Customized spotlight indicators, colors, logos, & links
- Easy exports, e.g., ASCII, Excel, PPT

For more than ten years, E2E Research has specialized in converting enigmas into enlightenment for researchers and insights companies around the world.

We offer a full range of market research, data analytics, and business intelligence solutions to help you extend your services, fill the gaps, and offer End-to-End value for your clients.



Ensuring Optimal Inventory with SKU-Level Demand Forecasting

BUSINESS SITUATION

- A US-based manufacturer of personalized gift items with markets in >10 countries across North America, Europe and Middle East needed SKU-level demand forecasting to ensure all orders are met while maintaining optimal inventories.
- Over 3000 SKUs across 8 product platforms with a 3-month lead time needed to be tracked

FRAMEWORK

- A framework needed to accommodate weekly re-forecasts based on SKU-level actuals-to-date for repeat customers, varied product platforms, new products, etc.
- It needed to learn from historical trends and project future demand.
- A weekly 'Early Warning System' to predict excess and stock-outs was also necessary.

RESULTS

- The forecasting tool helped reduce obsolete inventory at the end of the year which freed up working capital and reduced waste.
- It also reduced 'out-of-stock' rates leading to increased customer satisfaction and revenue, in part due to preventing unnecessary attrition.

