Appsin.Ai

SERVICE

Data Analytics Consulting Services That Turn Your Data into Decisions

Data strategy, analysis and predictive models that explain why your numbers move and what is likely to happen next, tested before you rely on them.

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AI development for businesses in India, the GCC and the USA

OVERVIEW

Data Analytics & Insights

Our data analytics consultants answer specific business questions with the data you already hold. Why did margins fall in one region? Which customers are likely to leave? How much stock will the next peak need? We clean the data, analyse it, forecast where it helps, and explain the answer in plain terms with the checks behind it.

We start with the question, not the tool. A short discovery agrees what decision the analysis should support, which data exists and whether it is good enough. If it is not, we say so and suggest what to collect first, rather than building a model on weak foundations.

Forecasts and predictive models are tested on data they have not seen before anyone relies on them, and we report how far off they were. You receive the code, notebooks and documentation, so your own team can rerun and extend the work.

BUILT FOR

- Founders and leadership teams
- Operations and supply chain heads
- Marketing and e-commerce teams
- Finance and risk teams
- Healthcare, logistics and manufacturing businesses

FEATURES

What you get with Data Analytics & Insights

01 **Data strategy**
We assess your current data, tools and skills, identify where analysis would pay off and recommend which technology to invest in, and which to skip.

02 **Exploratory data analysis**
A structured first look at your data: distributions, gaps, outliers and relationships, written up so you know what the data can and cannot tell you.

03 **Data cleansing and preparation**
Duplicates removed, formats standardised, missing values handled and sources joined, with every rule documented so the cleaning can be repeated.

04 **Statistical analysis**
Regression, significance tests and cohort analysis that separate real effects from noise, such as whether a price change actually moved sales.

05 **Predictive models and forecasting**
Time series forecasts, regression, decision trees, random forests and neural networks for demand, revenue, churn and risk, chosen to suit your data.

06 **Customer analytics**
Segmentation, lifetime value and churn analysis from purchase and behaviour data, to personalise products, offers and marketing.

07 **Market and competitor analysis**
Market trends, pricing and competitor activity combined with your own sales data, to inform product and pricing decisions.

08 **Dashboards and embedded analytics**
Executive, financial, operational and HR dashboards, and analytics embedded in your customer-facing apps, built from the models we develop.

09 **Data governance**
Ownership, definitions, quality checks and access rules for your key data, so analysis stays trustworthy after the project ends.

WHY IT MATTERS

The difference it makes to your business

01 **Decisions based on evidence**
Pricing, stock and marketing choices are backed by analysis of your own data rather than the loudest opinion in the room.

02 **Risks spotted earlier**
Churn signals, cost overruns and slow-moving stock show up in the data before they show up in the accounts.

03 **Forecasts you can check**
Every model comes with its measured error on held-out data, so you know how much weight to give it.

04 **Skills that stay with you**
Documented code and walkthroughs let your team maintain and extend the analysis without depending on us.

HOW WE DELIVER

How we deliver Data Analytics & Insights

01 **Define the question**
We agree the decision the analysis must support, the data available and how the answer will be judged.

02 **Audit and prepare the data**
We profile each data set, fix quality problems and join sources, flagging anything that limits what the analysis can show.

03 **Analyse and model**
Exploratory analysis comes first, then statistical tests or predictive models where the question calls for them.

04 **Prove it and explain it**
Models are tested on held-out data and compared with a simple baseline, and findings are presented in plain language with their limits.

05

Deploy and support

Models go into production or dashboards, are monitored for drift and are retrained as new data arrives.

FAQ

Questions about Data Analytics & Insights

What does a data analytics consultant do?

We help you turn a business question into an analysis, prepare the data, run the analysis or build a model, and explain what it means for the decision in front of you. We can also set up the data strategy and governance that keeps analysis reliable.

How is data analytics different from business intelligence?

Business intelligence reports what is happening through dashboards and agreed KPIs. Data analytics looks for why it happened and what is likely next, using statistics and predictive models. The two share the same data, and we often build both.

What data do we need to get started?

Usually the data you already have: sales, orders, customer records, website or app events, finance and operations data. Forecasting needs enough history to show patterns, often a year or more for seasonal businesses. The discovery step tells you whether your data is enough.

What if our data is not good enough?

The discovery step tells you before you pay for analysis. If key fields are missing or the history is too short, we say so and suggest what to start collecting, or a narrower question your data can answer now.

How long does an analytics project take?

Defining the question and checking the data takes one to two weeks, and a first set of findings usually two to four weeks more. Forecasts and models that go into daily use take longer, and the quote sets that out milestone by milestone.

How accurate will the forecasts be?

That depends on the data and how predictable the thing you are forecasting is, so we do not promise a number up front. We test every model on data it has not seen, compare it with a simple baseline and tell you its measured error before you use it.

Which tools do you use?

Mostly Python and SQL, with libraries such as pandas and scikit-learn, and Power BI, Tableau or custom dashboards for presenting results. We can work in your existing stack, such as Databricks, BigQuery or Snowflake, if you have one.

Can you work alongside our in-house team?

Yes. We can lead a project end to end, or join your analysts and engineers as a dedicated team, sharing code and reviews so the knowledge stays in-house.

How much does a data analytics project cost?

It depends on the number of data sources, how much cleaning they need and whether the result is a one-off analysis or a model in daily use. After the discovery step you get a fixed quote or a dedicated team proposal.

NEXT STEP

Bring us a business question

Tell us the decision you are trying to make and what data you hold. We will tell you honestly what analysis can show and what it would take.

Book a free consultation: https://appsin.ai/book-a-consultation/

WhatsApp or call: +91-9025555584

About AppsInAi

AppsInAi Private Limited is an AI development company in Coimbatore, India. We build generative AI assistants, AI agents, chatbots, machine learning models, computer vision and data platforms on our clients' own data, from a first proof of concept to production, with monitoring and support after launch.

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