Data science

Custom market research

Big data management

An Analytical Approach to Market Research

Fulcrum Analytics was founded as a market research company over 25 years ago. Our market research team brings the right balance of rigor and business savvy, combining data collection and statistical analysis to help our clients with projects such as:

- Illuminating the "why" behind observed customer behavior
- Finding the optimal mix of features for a future product
- Segmenting customers for marketing and product development purposes

Our long-standing mission has been to decipher patterns of data using cutting edge technology and analytical methods to identify and solve relevant pain points. Our specialists identify custom data points needed to answer business questions and determine the best way to collect data (methodology, population, and questionnaire language).
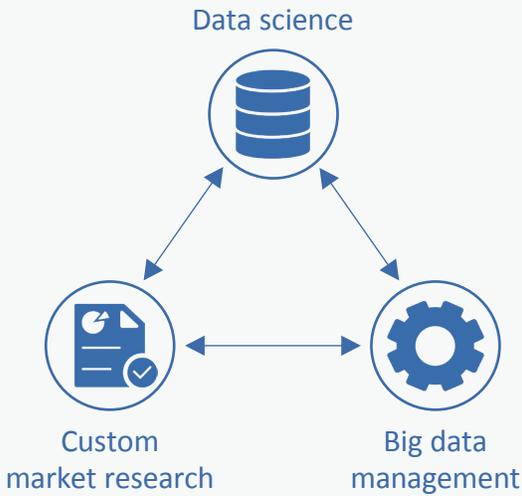
Inudstry Experience

- Advertising Agencies
- Automotive
- Business Services Providers
- Financial Services
- Manufacturing
- Pharmaceutical
- Public Utilities
- Publishing
- Retail

Popular Research Categories

- Customer Satisfaction
- Customer and User Experience
- Competitive Positioning
- Concept Testing
- Web Site Evaluation
- Customer Journey
- Pricing Optimization
- Conjoint/Discrete Choice
- Segmentation

Combining Big Data, Small Data, New Data, Old Data

Fulcrum's three disciplines work together to create comprehensive data exploration and actionable business recommendations.

Fulcrum's Agile Analytics Lab provides a secure, scalable sandbox to help clients combine proprietary data with publicly available sources and test out use cases before making large investments in software and infrastructure changes.

Big
Data
Management

Fulcrum brings research and data science together to squeeze the most insight possible out of custom collected data sets, and complement the observed data on which many companies heavily rely for strategic insights.

Data
Science

Market research overlays "small data" to capture consumer sentiments like reactions to new concepts or products; understanding reasons for blind attrition; customer journey mapping; psychographic or lifestyle profiling; and competitive insights.

Research
Data Fills in
the Gaps

Fulcrum provides a full suite of data hosting, engineering, data science and market research in order to decipher and make actionable the patterns of data in your business.

LEARN MORE ABOUT FULCRUM:

- Check out our website to read **case studies** and see **demos** illustrating some of our work

- Follow us on LinkedIn and Facebook to keep up with our **blog posts**

- Contact us to learn more about how **we can accelerate your business**

fulcrumanalytics.com

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