

Fulcrum Impact™ is a first-of-its-kind application that allows companies' own data science teams **to make Intervention measurement significantly more efficient, accurate, and repeatable.** By providing a repository of configurations, analyses, and reporting templates, it enables disparate teams to **effectively generate insights more quickly for better decision making.**



Easy installation and built-in 20 hours a month of Fulcrum technical support



Customizable templates for data preparation and analytical reports



A database of past evaluation parameters, code, and results for benchmark comparisons



An easy to navigate, guided methodology-selection tool and semi-automated models

Increases consistency with its repository for storing and reusing feature, analysis, and reporting configurations

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Increases efficiency with automated, easy-to-use methodology modules, and is configured to easily refresh analyses as new data becomes available



Increases effectiveness with a pre-built reporting module that can compare saved analyses and exports seamlessly to PowerPoint, HTML, Excel, and Dashboards



Fulcrum Impact empowers organizations to check early and often for the emergence of Intervention downsides, to manage risk, and make decisions faster



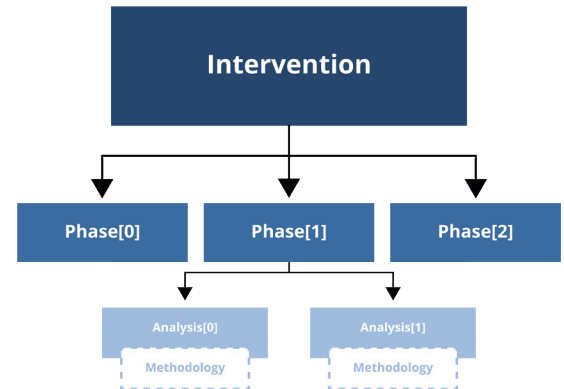
Conceptual Model

Interventions can take many different forms, including domain-specific interventions such as Clinical Programs, Training Programs, Marketing Campaigns, Incentive Compensation Plans, Store Format Changes, UI Changes, or Pricing Changes.

Sometimes, an Intervention can be implemented in multiple **phases**, each of which can have their own Eligibility Criteria, Targeting Logic, Audience Coverage based on geographics or characteristics, and/or Treatment Rules.

Several different types of **analyses** can be performed on the same Intervention or Intervention Phase.

Each type of analysis has one **methodology** determined by the specific characteristics of the Intervention and data.



Fulcrum Impact™ integrates the most difficult aspects of Intervention evaluations into a semi-automated framework with a variety of robust features, such as:

Efficiency

- One time data integrations configurations that can be used by everyone for every analysis going forward
- Simplified Matched Case Control iteration processes with optional tiered matching
- Automated data formatting and streamlined data selection process

Accuracy

- Object model for business intervention and analyses metadata
- Multiple methodologies to support different types of analyses
- Automated reporting of analysis results in various formats with a customizable reporting module

Consistency

- Feature repository with version control as definitions are updated or tweaked over time
- Centralized storage to enable reusing analyses across studies and team members
- Standardized descriptive reports for progress tracking and simplified analysis/refresh comparison

Behind Fulcrum Impact™, there is a team of seasoned and dedicated data scientists, engineers, and developers producing meaningful insights from complex data.

Fulcrum Analytics, Inc.

We have 25+ years experience in data science, data hosting, and app creation, all with the goal to make data more useful. We take a pragmatic approach to our client relationships that focuses on flexibility, custom tailored solutions, and practical data science resulting in actionable insights and applications that improve, not replace, large investments.



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