

# Advanced analytics

## Go beyond traditional reporting with smart insights to power your decision-making

NashTech advanced analytics services enable your organisation to make sense of vast amounts of data quickly using predictive modelling, machine learning (ML) and statistical algorithms.

Empower your teams with advanced analytics solutions so that they can anticipate risk, optimise operations

and uncover new opportunities. These capabilities drive innovation, growth and competitive advantage.

We offer a unique combination of deep industry knowledge, data science expertise and agile engineering, with a delivery model that accelerates innovation and ensures your solutions are explainable, scalable and aligned with your strategic goals.

## Solve your data insights challenges



### Making sense of data

Without advanced analytics, you are likely to miss opportunities to predict trends, optimise operations and personalise customer experiences.



### Ethical and regulatory concerns

Ethical and regulatory concerns grow as artificial intelligence (AI) and algorithms become more embedded in decision-making.



### Decisions based on gut feeling or old data

Basing decisions purely on the past experiences of employees and backward-looking reports is risky, particularly in fast-moving or uncertain conditions.



### Skills gaps

Your organisation will struggle to move from experimentation to delivery and impact if you lack a pipeline of experienced data scientists and engineers.



### Data science is siloed

You need cross-functional alignment, integrated platforms, pilot studies and proofs-of-concept to turn projects into production-ready solutions that deliver real business value.

### Case study:

## Global pizza delivery brand uses data in motion to power eCommerce evolution

**Industry:** Accommodation and food services

This world leader in pizza delivery is driven by a data-first approach and relentless customer focus. **It operates more than 6,000 stores in the US and 17,000 globally.** It partnered with NashTech to develop a powerful analytics platform that provides franchise owners with a real-time view of their store operations and the ability to run highly targeted and personalised marketing campaigns.

- **Real time insights** including order volume by digital channel and store efficiency metrics
- **Simplified data pipelines** provide robust data streaming through a single pane of glass

## Never miss a target or an opportunity with our advanced analytics services and solutions



### Scalable cloud-based analytics platforms

An elastic, cloud-native infrastructure allows you to effectively manage growing data volumes and complex computations, maintaining speed to insight without straining resources.



### Machine learning and AI integration

Automate your analytics using powerful ML and AI – moving away from manual, slow and inconsistent reporting, with limited scalability and innovation potential.



### Advanced predictive and prescriptive modelling

Look forwards, not backwards, with predictive insights that enable you to anticipate outcomes and take proactive action.



### Model deployment and monitoring frameworks

Bring models out of pilot mode, so they can deliver at scale and adapt to real-world data over time.

## Turn data into decisions with our advanced analytics solutions

Predictive models and scenario analysis empowers your organisation to take proactive measures and achieve sustainable competitive advantage. Focus on the insights that matter most to your business by automating data processing and embedding machine learning within your operations, while driving innovation with AI compliantly and ethically.

- **Better insights**  
Use predictive models and scenario analysis to gain deeper, forward-looking insights – allowing you to make proactive decisions, reduce uncertainty and gain a competitive advantage.
- **Automate complex data processing**  
Advanced analytics automates complex data processing and model training, freeing up experts' time and accelerating the path from raw data to strategic impact.
- **Optimise your business**  
By embedding machine learning into operations, you can optimise pricing, forecasting and customer engagement – unlocking efficiency and revenue growth.
- **Stay compliant**  
With in-built model governance, explainability, and performance monitoring, you can trust AI outputs and comply with regulatory requirements and ethical standards.
- **AI transformation**  
A modern, advanced analytics foundation supports scalable, AI-driven transformation, fuelling innovation in products and services.

## Your trusted advanced analytics partner

With expertise in software engineering, quality assurance, API integration, artificial intelligence (AI), cloud architecture, data management and analytics, our team will provide you with differentiated and innovative approaches to fulfilling your business, reporting and data requirements in a cost-effective and resource-efficient way.

- **Flexible and scalable resourcing models.**  
Gain access to the right skills, experience and capabilities in a flexible and scalable model while reducing costs.
- **Project delivery that balances innovation and risk mitigation.** Solve your toughest challenges through collaborative relationships based on a shared vision and values.
- **Accelerate time to value.** Pre-built architectures for the rapid build and deployment of data lake, data mesh and cloud-based data management solutions.
- **Exceptional quality assured.** We measure and continuously improve in terms of the overall quality accreditations we hold and the quality management system we deploy to assure a flawless delivery.

Contact us

Nash  
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