Big Data, Business Intelligence, and Data Science

DesignMind

DesignMind is a Data Engineering and Analytics consulting firm. We help our clients organize, integrate, and harness their data to uncover valuable insights and make effective decisions.

SAN FRANCISCO | SILICON VALLEY | SACRAMENTO

WHAT WE DO

We leverage leading edge technologies, such as Hadoop, R, Power BI, Tableau, SQL Server, Java, and .NET.

Our partners include leading analytics and software companies such as Cloudera, MapR, Qubole, Hortonworks, Microsoft, Platfora, and Tableau.

Our clients range from emerging hypergrowth companies to global enterprises.

- Biotech / Healthcare
- High Tech / Internet / Media
- Financial Services
- Food and Beverage
- Manufacturing
- Legal Services

"We've developed forecasting and attribution models that not only allow our clients to understand what happened, but better predict what will *happen."*

— MARK GINNEBAUGH, CEO

SOME OF OUR CLIENTS:

PROSPER intuit Annie's COLUMBUS RODAN+FIELDS DERMATOLOGISTS

Jamba Juice Autodesk gracenote KENDALL-JACKSON one MEDICAL GROUP

Data Science

Training an algorithm with current or historical data can help improve offerings with things like cross-sales and up-sales.

UNDERSTANDING & ENLARGING YOUR DATA

Derive more value from your existing data:

- Data dives to understand current data sources

- Adding of new data sources to enrich current understandings

- Merging of current and new data sources to gain deeper insights

ADVANCED BUSINESS ANALYTICS

Understand the numbers and statistics driving your business:

- Overview and improvement of current systems

- Coaching in best practices

- Defining new metrics

- Report or data flow creation

- Multi-touch point marketing

- Forecasting

CONSUMER INSIGHTS

Gain a deeper understanding of your audience:

- Targeting the right audiences

- Customer segmentation

- Customer profiling

- Long Term Value (LTV) estimations

- Personalization

MACHINE LEARNING & ARTIFICIAL INTELLIGENCE

Create actionable insights:

- Consumer and B2B sales and marketing

- Risk assessment

- Optimization

- Natural Language Processing

- Physical Sciences

"Understanding your current and future client base allows for lower cost acquisition of new clients, and better retention of your current clients."

— ANDREW EICHENBAUM, VP, DATA SCIENCE

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