Savanta:

Savanta Advanced Analytics

Helping you dive deeper into your data

At Savanta, we believe in closing the gap between data and insight.

We're here to help you understand what sits beneath the data's surface, using cutting-edge analysis to identify what drives behaviours and how they can affect your business now, and in the future.

Our advanced analytics experts offer a high quality and innovative approach to obtain robust and statistically sound insight that can be fully customised to meet your needs.

We believe that data analytics shouldn't be an afterthought, but rather an integral part of the insight process from inception to completion.

What we do

We use a number of different approaches, dependent on your research need:

01 **Key Drivers Analysis**
Measure what drives behaviours, using a wide range of regression analyses

02 **Trade-off**
Choice modelling, opportunity sizing, cannibalisation, strategic game theory, and market sizing

03 **Behavioural Economics**
Implicit bias testing and implicit preference testing

04 **Pricing Analysis**
Price elasticity and price optimisation

05 **Segmentation**
Attitudinal, behavioural and demographic

06 **Social Media Analytics**
Sentiment analysis, text analytics and social listening

Five ways we can help you

We work as partners
Your objective is our objective. We'll be working hand in hand with the core research team to help get to the heart of your research objectives

We're experts in our field
Not only are analysts experts in method and application, they also have the nous to apply this to real word data, bringing you tailored insight solutions

We're quick and streamlined
Our scripting and tech team are internal. This enables us to collaborate with our research colleagues to ensure the data is set up correctly and questions are asked in the best way, to provide an accurate outcome

We're flexible
We understand that not everything always goes exactly to plan; timelines shift, goalposts move. Savanta recognises the importance of providing clients with counsel and support at any stage of the process, even if your objectives change

We can be automated
We can provide insight to suit you. If now is not the right time to conduct bespoke research, Savanta has a suite of trusted automated methods, from straight forward drivers to implicit testing which have been standardised to save you time and money

Our expertise

At Savanta we have a team of analysts with a wide variety of backgrounds, including data processing, statistics, management consulting and scripting. This combination gives us a well rounded view of what, how and why data analytics can help you make better decisions.

Our bespoke reporting offers a fully customisable design to ensure your insights are valuable to you, your internal stakeholders and clients.