

The Smart Cube awarded 'Best Analytics Service in Predictive Modelling'

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The Smart Cube wins industry award for predictive modelling work with leading European retailer

Bengaluru, 21 July 2017: The Smart Cube, an award-winning global analytics and research company, has been recognised for providing the **Best Analytics Service in Predictive Modelling** at the 4th Big Data & Analytics Awards 2017.

The Smart Cube won the award for its work with a leading European retailer. The company helped the retailer develop its promotions strategy, by measuring the true Return on Investment (ROI) from its in-store promotions and optimising the promotions ROI across product categories.

The awards, by Kamikaze B2B Media, feature the leading innovators across the data-driven spectrum, showcasing big data use cases and techniques that drive tangible business value. All nominations were judged by a team of Advisory Council Members.

On receiving the award, Nitin Aggarwal, Vice President, Data Analytics, The Smart Cube, said: "Our team is thrilled to receive the Best Analytics Service in Predictive Modelling award. For this extremely complex project, we created an end-to-end solution using highly sophisticated statistical techniques and the latest technology, which enabled the client to address some of its most pressing business challenges, as well as delivering robust cost savings."

Sameer Walia, co-founder and MD, The Smart Cube stated: "Our exceptionally committed Data Analytics team toiled hard to develop this world-class capability, straddling uncharted waters, and designing unique solutions under tremendous time pressure. It is simply fantastic, and particularly special, to get industry recognition for our predictive modelling skills."

Harish Bhatia, Founder & Chief Executive Officer, Kamikaze B2B Media & Project Managing Director, Big Data, Analytics & Insights Summit & Awards said: "Each passing year, our awards see increased competition among leading innovators in the data analytics space. Our jury assessed the nominations against five key criteria, to ensure complete transparency. The Smart Cube earned a deserved spot as the Best Analytics Service Provider in Predictive Modelling, as it developed a strategic tool based on predictive modelling that delivered tangible business benefits and strong cost savings."



About The Smart Cube

The Smart Cube (www.thesmartcube.com) is a global analytics and research firm that delivers analytics and research services to large corporations in key sectors including CPG, financial services, retail, life sciences and industrials.

We work with a third of companies in the Fortune 100 list, helping them deliver value and drive efficiencies across their organisations. We operate as an extension of our clients' in-house teams, providing insights that enable better decision-making, through a global team of more than 600 analysts.

The Smart Cube is headquartered in the UK with additional offices in the USA, Romania and India. The Smart Cube India is ISO 27001:2013 certified and audited by BSI for assurance on data protection and confidentiality.

About Kamikaze B2B Media

Kamikaze B2B Media is a new age marketing service organisation based in India.

The company conceptualises and organises high-end knowledge and networking conferences with some of the world's most renowned experts and strategic thinkers. Its B2B conferences address issues, challenges, opportunities across various industry verticals such as banking, information technology, logistics & supply chain, insurance, travel & tourism and CRM.