



Advanced Data Analysis

MLI's Trend Tracker uses industry-standard statistical analysis to evaluate your data. We use customizable, highly scalable models to determine the statistical relevance of any given data file, and employ cross validation to evaluate the validity and opportunities of all models generated.

Effective trend tracking can demystify the process by enabling you to respond intuitively to subtle shifts in consumer buying habits. We can point out patterns you might not otherwise have known existed, allowing you to customize your offerings to capitalize on these trends.

MLI utilizes a wholly collaborative process of Predictive Modeling to forecast events based on past trends in data, offering something completely different from standard business reporting and sales forecasting: actionable predictions for your organization.

MLI's Predictive Modeling efforts direct and target your CRM strategy. We employ this solution to derive customer intelligence, strategic insights and business imperatives. We are able to predict customer actions, that is, help forecast the individual behavior of each existing or prospective customer under certain conditions. Naturally, such customer predictions are key to allocating marketing and sales resources.

Want to make the most of your organization's future? Let MLI read your tea leaves.