



CORE COMPETENCY

KEYSTATS Inc. uses advanced statistical methods in conjunction with cutting edge machine learning algorithms to identify patterns in data that are leveraged to solve the particular problem of interest.

METHODOLOGY

• *Define Client Objective*

KEYSTATS conducts preliminary consultation with the client primary stake holders regarding the particular problem statement to insure non-ambiguity with respect to the stated business objective and scope.

• *Data Consultation & Gathering*

We work with client point of contact to gain access to information sources and to all relevant supporting documentation required before beginning work on the deliverable.

• *Primary Analysis*

We produce high quality deliverables in a timely manner and in the agreed upon format (i.e. Programming logic, comprehensive Power Point deck, excel spreadsheet, etc.).

• *Implementation*

We are aware that business conditions are dynamic, and that deliverables often need tweaking. So, initial implementation is followed up by periodic updates to insure long term effectiveness of solution.

CAPABILITIES STATEMENT

INTRODUCTION

- KEYSTATS, Inc. is a New York-based Data Analytics consulting firm founded in 1999
- We develop data analytic solutions via statistical methods and machine learning algorithms for clients across a broad array of industry verticals including but not limited to:

- Public Policy
- Financial Services
- Health Care
- Advertising
- Publishing
- Retail
- Pharmaceuticals
- Insurance

PRIMARY SERVICES

• *Comprehensive Reporting*

Offering ranges from simple excel spreadsheet analysis to comprehensive dashboard reporting

• *Predictive Analytics*

Includes sales forecasting, outcome prediction, optimizing the targeting of products or services, and many other types of statistical and general analysis

DIFFERENTIATORS

• *Partnership Philosophy*

Keen focus on seamlessly becoming an extended part of your internal team, leads to long lasting client relationships

• *Dynamic Solution Implementation*

Niche expertise in Targeting Solution implementation via SQL, SAS, Web-based solutions, etc

• *Cost-Saving Delivery Models*

Orientation towards use of domestic and offshore delivery models structured to create cost efficiencies and increased productivity

COMPANY DATA

- NAICS [541613, 541720, 541910]
- SIC Codes [7389, 8742]
- DUNS# [070689738]
- CAGE [75AB4]
- Clients Served [Over 25]
- Data Analysts [10]
- Years of Operation [21]
- Collective Years Experience [Over 90]

CURRENT & PAST CLIENTS

CLIENT LIST
Bloomberg
Ralph Lauren
McDonalds
Macy's
Zeta Interactive
Exxon
Financial Times
MEC Global
NYPD
Crescent Bank
MTA
Phoenix Children's Hospital
The Dow Jones Company
Philip Morris

COMPANY CERTIFICATIONS

- MBE [NYC Small Business Services]
- DBE [New York State MTA]
- NMSDC [NYNJ Supplier Development Council]