



# ELDER RESEARCH

— DATA SCIENCE · AI · MACHINE LEARNING —

**Elder Research** has provided predictive analytics and data science consulting for hundreds of clients.

## COMMERCIAL INDUSTRIES:

- Healthcare
- Pharmaceuticals
- Insurance
- Retail/Consumer Products
- Retail Banking
- Financial Services
- Investment Modeling
- Energy
- Telecommunications

## SELECTED CLIENTS:

- Daman Health
- DentaQuest
- Capital One
- HSBC
- British Petroleum
- Solidworks
- Hewlett-Packard
- nTelos Wireless
- Fannie Mae
- U.S. Postal Service Office of Inspector General
- Housing and Urban Development Office of Inspector General
- Department of Labor Office of Inspector General
- Internal Revenue Service
- U.S. Securities and Exchange Commission
- Veterans Health Administration
- New York Department of Labor
- Department of Defense

## CONTRACT VEHICLES:

- GSA Schedule 70: GS-35F-0320T
- DUNS: 028211527
- Primary NAICS: 541611

## WHO WE ARE

**Elder Research** is the recognized industry leader in the science, practice, and technology of advanced analytics with vast experience in data transformation and model construction. Founded in 1995 by Dr. John Elder, Elder Research has helped government agencies and Fortune Global 500® companies solve real-world problems in diverse industry segments. Our areas of expertise include data science, text mining, data visualization, scientific software engineering, and technical teaching. Experience with diverse projects and algorithms, advanced validation techniques, and innovative model combination methods enables Elder Research to maximize project success for a continued return on investment.

## WHAT WE DO

Our goal is to transform data, domain knowledge, and algorithmic innovations into world-class analytic solutions. When we combine the business domain expertise of our clients with our deep understanding of advanced analytics, we create a team that can extract actionable value from the data. Expertise with a top-tier collection of analytic tools (commercial and custom made) together with our agility generates high productivity and gives our clients an excellent return on their analytics investment.

Our team has successfully applied sophisticated modeling techniques to a diverse array of challenges including:

- » **Fraud Detection**
- » **Cross-Selling**
- » **Investment Modeling**
- » **Oversight**
- » **Customer Segmentation**
- » **Anomaly Detection**
- » **Threat Detection**
- » **Text Mining**
- » **Complex Network Analysis**



### Contact Us

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(434) 973-7673

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## ELDER RESEARCH

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### Office Locations

Charlottesville, VA  
Washington, DC  
Baltimore, MD  
Raleigh, NC  
London, UK



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## SERVICES AND TRAINING

Elder Research has extensive cross-industry experience guiding clients toward analytic empowerment. Our Analytics Services Framework blends a collaborative and iterative Agile data science process with comprehensive training services to help build an analytic culture within an organization. The services leverage our client's domain knowledge and resources and then apply our expertise in business analysis, systems engineering, advanced predictive modeling and deployment, and training.

### ANALYTICS SERVICES:

#### » Analytic Assessment

An enterprise capabilities assessment to identify the current analytic maturity and capabilities within an organization.

#### » Analytics Prototype

An exploratory analysis to discover the potential and feasibility of advanced analytic techniques in order to demonstrate the value of continued analytic investment.

#### » Model Development and Deployment

Guides the client's team through the process of embedding and operationalizing analytics to increase adoption and reduce time to value.

### TRAINING:

#### » Developing a Culture for Analytic Success

Provides decision makers with practical knowledge on the organizational and technical keys to optimize strategic decision making.

#### » Analytics Concepts Course

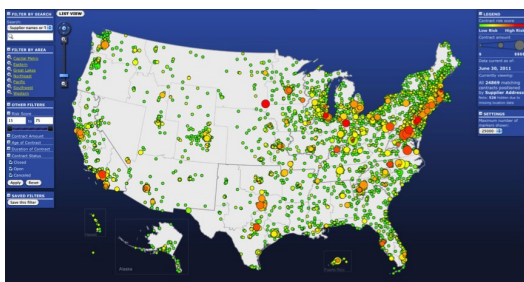
Describes leading algorithms, compares their merits, and briefly demonstrates their relative effectiveness in practical applications.

#### » Analytics Practitioners Course

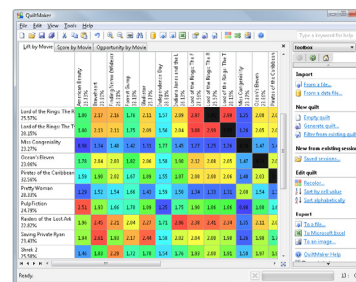
Shows how to discover useful patterns and trends within data. Valuable practical advice focuses on how to properly build reliable predictive models and interpret the results with confidence.

## DATA PRODUCTS

Elder Research complements world-class analytics services with powerful software solutions. Data products fuse advanced analytics, data manipulation, domain knowledge, and visualization into powerful software tools that enable each client's business to optimize and automate business processes and leverage data to discover actionable insight.



**RADR** enables analysts to focus on the highest ROI cases and be proactive in finding fraud, waste, and abuse in contracts and medical claims.



**QuiltMaker** is a visual software tool that quantifies association strengths hidden in transaction data. Sorting rows and columns and re-coloring cells identify strong product correlations.

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