Aurora Data Analytics

There is much talk about incorporating AI and analytics in business. But that's the problem – it's largely talk!

If interest is high, why is activity so low? Simple, managers either don't know the value of analytics or how to implement AI and analytics or don't feel their staff has time for analytics.

That's where *Aurora Data Analytics* comes in.

Data Analytics delivers AI models with your data in the LightZ™ AI-Enabled analytics software. Our data analytics experts build or expand a model, then deep-dive to find insights then shoulder-to-shoulder teach you how it's done. With Data Analytics you can:

1. Automate existing spreadsheets reports in an analytics tool,
2. Expand current LightZ models, and
3. Build new models to tackle those areas that move the business' needle

Automating spreadsheets in LightZ is 2-mints-in-1, as it frees bandwidth of high IQ folk to do high value data analytics vs laborious low IQ work of maintaining spreadsheets that aren't insightful.

Building or expanding analytics models in LightZ by our analytics/business experts has an astounding value proposition to develop models in days, with *Fast-To-Value* results with an average ROI of 100X in the first six months.

Most important, *Data Analytics* is minimally invasive – just 60 minutes every week over 12 consecutive weeks. This approach is eminently done in anyone's schedule.

Data Analytics works because we do the work then teach. This shortens implementation and assures success, as it enabled staff to navigate the constant day-to-day distractions that foil the typical analytics project.

Deep Dive

Aurora's analytics experts do the deep dive into LightZ models to find the insights you typically cannot. Further, we continue to build-out models as we learn more about your data then transfer this knowledge. As such, the models are constantly evolving and delivering higher value analytics while your people learn – so there's no delay in expanding the insights that reveal unknow risks and unseen opportunities.

Data Driven Decisions

Regardless of the number of staff and hours consumed on reports and annotations with BI, data visualization, and spreadsheets there is no way to avoid the baked-in human bias. *Data Analytics* transforms the too often gut-feel decision process with unbiased insights for data driven decisions from AI and analytics.

Delivery

Data Analytics is fixed price and time, and conveniently delivered over the web. No travel, no added costs, no worries.

Learn More

The groundbreaking book is designed for every executive to give vision, voice, and clarity to the value of analytics and how to implement an AI-Enabled analytic culture of data driven decisions.