

Bonamy Finch to deliver competitive edge with consumer-focused data science offer

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Consumer insights and analytics specialist Bonamy Finch has announced it is launching a new Data Science offering this month. The new team will assist brands to more effectively draw insights from both existing datasets, many of which may never have been previously used together, and new primary research to deliver competitive advantage.

The company says that the new offering could apply across almost any market sector where clients recognise the potential benefit of drawing more meaningful insights from existing, often-unstructured data from multiple sources within their business. Such data could be as diverse as transactional data and engagement on social media, to information on footfall and website traffic or sales performance.

How to handle data is one of the biggest challenges facing brands. The rapid pace of connected technology, providing billions of data points, should enable market researchers to enhance their ability to predict consumer behaviour. However, the challenge for market research agencies remains how best to analyse large volumes of data and draw from them useful, actionable insights for their clients.

“This is about working with companies to do more with the data they already have,” explains Leigh Morris, Managing Director of Bonamy Finch. “Brands have access to such a large volume of data that they need to be able to distil the learnings if this data is to have any tangible value.”

“As a business we are used to looking for insights; it’s what we do every day of the week. We will bring this more consumer focused, insight driven approach to data science projects which can traditionally be seen as purely data-driven exercises. Being both analytical and consumer focused will help us to deliver genuine insight to inform clients’ strategic thinking, improve sales and marketing effectiveness and ultimately give them a competitive edge.”

Bonamy Finch delivers advanced analytics services and strategic market research. It combines the latest industry thinking with compelling, in-depth analysis and commercially minded communication. It supports and collaborates with a wide variety of agencies and consultancies, as well as working directly with some of the world’s leading brands.