

Retail analytics firm needed new regression methods

A retail and consumer products firm, with a focus on pricing models, needed access to some sophisticated regression techniques. NAG provided special new implementations quickly, with APIs to meet the client's specification.

The client, a specialist retail analytics company, provides planning and analysis tools to retailers and vendors. These tools help to evaluate possible price changes in relation to criteria such as promotions and offers, range assortments, deal sizes, lifecycle stages, amongst others. They needed to quickly implement advanced regression algorithms, in order to maintain their commercial position, as another technology supplier indicated that they were about to move into the same market.

A particular approach to regression analysis was identified by the client. They then looked for an organisation that could deliver correct software and make sure that the new routines would work efficiently on their hardware platform configuration.

NAG was chosen because of the excellent understanding of the regression topics and because of their proven ability to deliver very accurate code. In this case the NAG was also able to provide some further added value by suggesting platform specific tuning advice so the client could get even more performance out of the new routines.

Subsequently this client was purchased by a major global technology and software vendor who put a high value on the ability to realise competitive advantage through the use of applied numerics.

