



Consumer Insight Consultants

Capabilities

We help Marketing Agencies and Market Research firms get the more from their data and more from their internal resources.

Analytic Consulting

Tools

Choice Models
Ensemble Cluster Analysis
Machine Learning
Drivers, Perceptual Maps, &
General Analytics
Text Analysis

Applications

Segmentation
Pricing
New Product Volume
Potential Assessment
Line Optimization
New Product Development
Market Structure
Targeting

Analytic Software

Simulated Test Market
TURF Simulators
Ensemble Cluster Analysis
Perceptual Mapping

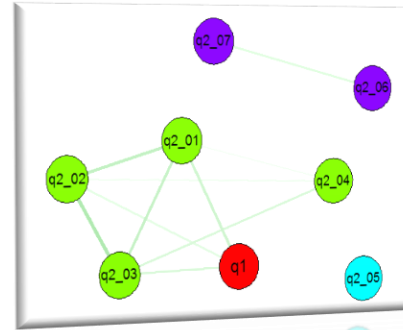
Product-Concept Testing
Tools
Maxdiff Designer
Custom Choice Simulators
Item Grouping

We use cutting edge, but not bleeding edge, tools to make your analytics better.

Machine Learning
Tools including
Random Forest and
Neural Net



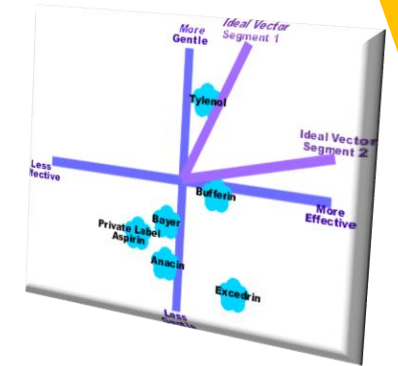
Hierarchical
Bayesian
Estimation



Market
Basket
Analysis



Latent Class
Cluster Analysis
and Regression



Ensemble
Cluster
Analysis

including
visualization
work
use
analytics

What we Provide

An Extra Set of Hands

Specialized Expertise

**Consultation
on Proposals**

More than Just Analytics

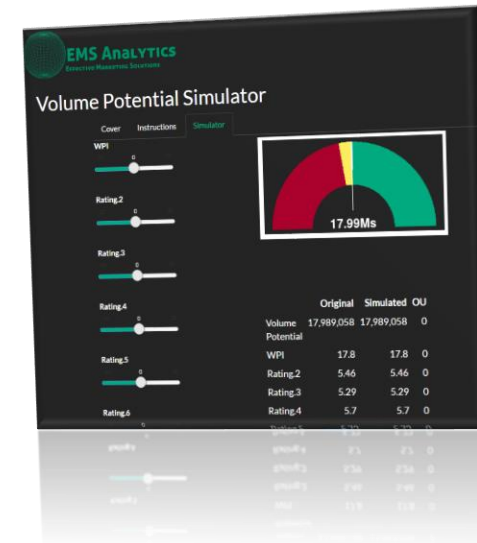
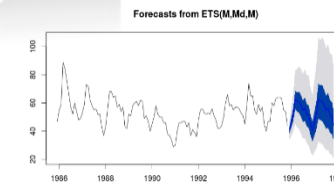
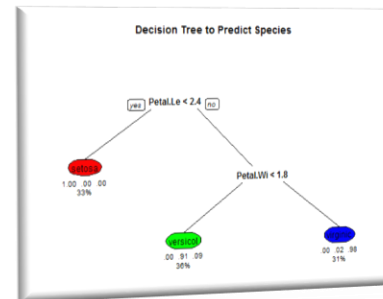
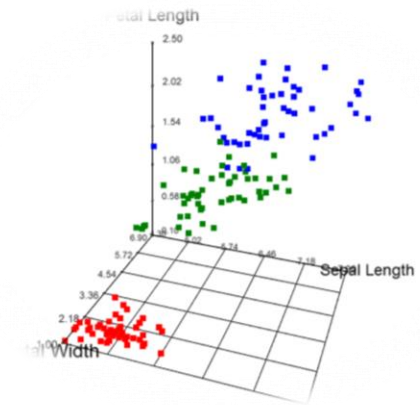
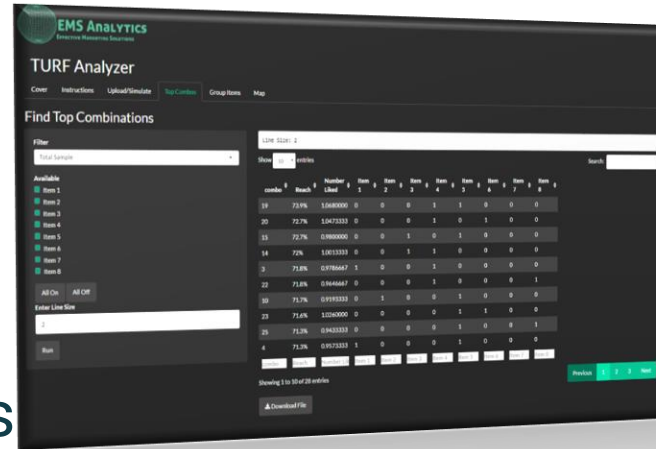
It's not the tools, it's the solutions

- Segmentation
 - We lead the entire process to ensure the results are right for you/your client
- Pricing
 - Choice models
 - Analysis of promotions
 - Pricing Strategy
- New Product Development
 - Early-stage forecasts (Simulated Test Markets)
 - Concept development
 - Concept/Product Optimization
 - Line Optimization

Web applications that are easy to use

TURF Simulator
Simulated Test Market
MaxDiff Designer
Perceptual Maps
Ensemble Cluster Analysis
Volume Potential Simulator
Item Grouping (Hclus + MDS)
Market Basket Analysis
Time Series

Many Excel-based applications too



Brett Matheson

Principal/ Founder

brett.matheson@ems-analytics.com

Brett Matheson is the founder and principal of EMS Analytics. Brett consults with end clients and your account teams on the use of all of EMS's tools and techniques. He has experience in a wide array of multivariate techniques and their application to real-world business issues, including: choice modeling, segmentation, forecasting, and simulation.

Brett joined Synovate Motoresearch in 2000 and headed the Los Angeles practice from 2002-2004. There, he was responsible for all automotive research sourced from California and Latin America. In 2005 Brett joined Synovate's Decision Systems team, where he specialized in conjoint and choice models and has created hundreds of models for clients. In 2008 he joined the MarketQuest team to lead both the re-launch of PriceQuest and development of the product testing database - the first database of its kind. In 2013 he joined Radius Global Market Research as Group Manager. Brett's industry experience includes pharma, OTC, technology, automotive, financial services, and CPG.

Brett earned his B.S. in Electrical Engineering from the University of Illinois and his MBA from the Fuqua School of Business at Duke University. Brett is based in the Chicago area.



EMS ANALYTICS

Effective Solutions, Grounded Results