

Service Description

Advanced Analytics

SUBMITTED BY

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SERVICE OVERVIEW

North Highland's Advanced Analytics transforms raw data into competitive business advantage through comprehensive capabilities: customer analytics, predictive/prescriptive modelling, AI/ML development, real-time processing, and proprietary tools like Decooda. Combined with scalable data engineering, visualisation, and governance, we deliver operationalised intelligence that drives informed decision-making and measurable results.

FEATURES

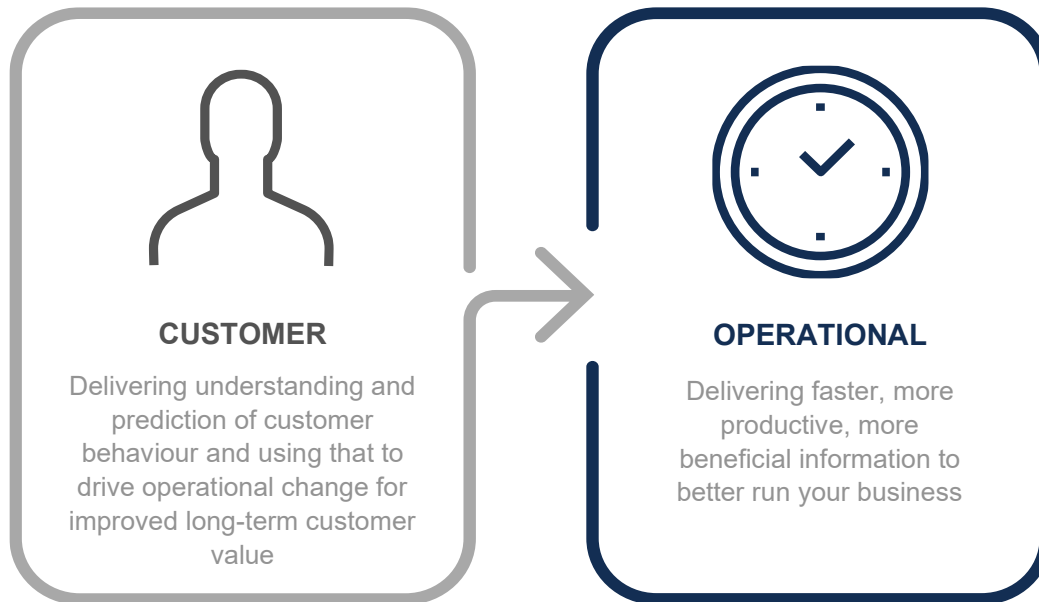
1. **Problem & requirements discovery:** define outcomes, KPIs, stakeholders, constraints, and a delivery roadmap
2. **Data identification, acquisition & ingestion:** source mapping, connectors, web scraping, batch/stream pipelines and automated cleansing
3. **Data engineering & harmonisation:** cleaning, schema mapping, deduplication, entity resolution and canonical modelling; cloud platform analysis and recommendations
4. **Unstructured data processing & structure extraction:** Turn unstructured content into structured fields using natural language processing
5. **Feature engineering & management:** feature design, automated pipelines, feature store, versioning and lineage
6. **AI/ML development & experimentation:** model selection, training, tuning, validation, explainability and experiment tracking
7. **Monitoring & lifecycle automation:** performance, latency and drift detection, alerting/retraining triggers
8. **Insight extraction:** sentiment, emotion, topic modelling, intent and aspect extraction
9. **Measurement & visualisation:** uplift analysis, dashboards and reporting to quantify impact and create business insight
10. **Training, documentation & adoption support:** end-user training, onboarding materials and maintenance playbooks

BENEFITS

1. **Predictive maintenance:** anticipate equipment failure to minimise unplanned downtime, extend asset life and reduce maintenance costs
2. **Optimise operations:** improve efficiency and resource allocation to lower costs and increase throughput
3. **Process & pricing optimisation:** maximise revenue and margins with dynamic pricing and demand forecasting while automating processes to reduce cost
4. **Customer insights:** deepen understanding of behaviour to increase retention, personalise experiences and boost lifetime value
5. **Monitor online content & social media:** track web, news and social content for brand mentions, compliance risks and emerging issues to enable faster response
6. **Speech-to-text at scale:** transcribe voice interactions for search, quality assurance and insight extraction
7. **Single view of data:** unify structured and unstructured sources for richer analysis, consistent profiles and faster decisions
8. **Ongoing insight:** maintain value with continuous model refreshes and updated dashboards to capture evolving trends
9. **Competitive Advantage:** Act faster with real-time decisions, automated workflows, continuously learn from customer behaviour and turn your data into revenue growth, and lower cost

SERVICE DESCRIPTION

We bring together industry experience and technical skill to meet client objectives, boost investment in systems and data, and achieve fast, meaningful results - all while minimising risk. Through a focus on both customer and operational data-driven insights, we help clients build differentiated analytical capabilities.



Alongside our information management and data visualisation offerings, our data experts will deliver advanced analytics solutions to help you garner tangible insights and enable you to drive informed business decisions.

Our experts also know that people are at the heart of every business and we combine the above with capability building and ensuring that when we leave your business it is in the right place to ensure that the capabilities are there to stay.

Advanced Analytics

North Highland's Advanced Analytics practice turns scattered data into decision-ready intelligence by combining customer analytics and segmentation, machine learning model development, and real-time analytics. We build models that learn from past behaviour to predict outcomes, create personalisation engines and anomaly detectors, and connect those insights into dashboards, experiments and automated actions. Everything is productionised, so insights are repeatable, auditable and available when people or systems need them. The result is faster, more personalised decisions that turn data into a measurable competitive advantage.

Data Modelling

We organise and formalise the data you collect so every team and system uses the same clear definitions and trusted inputs. This means inventorying sources, defining schemas and master records, mapping relationships and building reusable artifacts such as data catalogues, canonical models and dictionaries. We also handle ETL/ELT, cleaning, validation and lineage so data quality and provenance are clear. A strong data model reduces integration effort, improves accuracy, speeds up model and report delivery, and lowers operational and compliance risk as analytics scale.

Predictive Modelling

We convert historical and live signals into forecasts and actionable predictions - for example, demand, churn, fraud or equipment failure - by doing careful exploratory analysis, creating the right features, selecting and validating models, and then embedding predictions into your processes. Models are pushed into production, ongoing monitoring for performance and accuracy and automated retraining or rollback when needed. By bringing predictions directly into business workflows, you can anticipate trends, optimise inventory and pricing, prevent losses and prioritise the highest-value opportunities so decisions become proactive rather than reactive.

Sentiment Analysis

We will analyse your digital text to determine if the emotional tone of the message is positive, negative, or neutral.

By tapping into scalable, cloud-based data ingestion, storage, and orchestration solutions, we deploy NLP methods that help clients respond quickly to insights from streaming data about their customers, employees, and business operations.

- Data Sourcing from internal business applications or web scraping from social media or websites
- Text wrangling and pre-processing the data so that it is in a structured format for modelling.
- Text parsing, representation, feature engineering and exploratory analysis of data sourced.
- Applying named entity recognition, emotion and sentiment analysis models.
- Displaying results to the business in a concise and visually impactful way, while also allowing clients to investigate areas of interest by providing interactive dashboards.



Our Decooda tool will synthesise insights from various sources to create topic/ sentiment map to enable future transformational recommendation based on data.

It combines proprietary algorithms rooted in the intersection of natural language analysis and behavioural science, with advanced analytics and AI to go beyond surface-level insights.

Coupled with easy-to-understand visuals to interpret and drive insights.

ABOUT NORTH HIGHLAND

North Highland is a leading change and transformation consultancy, helping organisations transform with people at the heart of every decision. Our talented teams partner with clients to navigate their most complex, high-priority, and urgent challenges. With every engagement, we make change happen, helping organisations across the public sector transform.

We support clients as they improve efficiency and productivity, modernise data and technology, and build and advance new capabilities that fuel growth and competitive differentiation. We also implement, manage and drive adoption of it all, ensuring successful translation of strategy to day-to-day operations.

North Highland offers an unblemished record of delivering leading expertise across industries, as shown by the numerous awards and accolades we have received in recent years from Forrester, Gartner, ALM and other highly regarded organisations. Firmwide, 94% of North Highland's business is with repeat clients – a testament to the high quality of our services.

ORDERING, INVOICING & TERMINATION

Our Master Services Agreement (MSA) contains our standard terms, and we start work when we have a Statement of Work signed by both parties, on a mutually acceptable date. Invoicing is monthly in arrears, unless agreed otherwise and either party may terminate a Statement of Work or the MSA in accordance with the usual terms set out in the MSA.

GET IN TOUCH



We have a frameworks office that monitors correspondence for G-Cloud opportunities.

They can be reached directly at nhuk.frameworks@northhighland.com



You can reach us on the phone at **+44.020.7081.2544**

Please ask for the Strategic Proposals Team who will be able to deal with your enquiry directly or put you in touch with the right person to discuss your requirements.



Write, or come and visit us at our London office:

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