

Company name

DataCentric Solutions S.A.U

Contact person

Jorge González

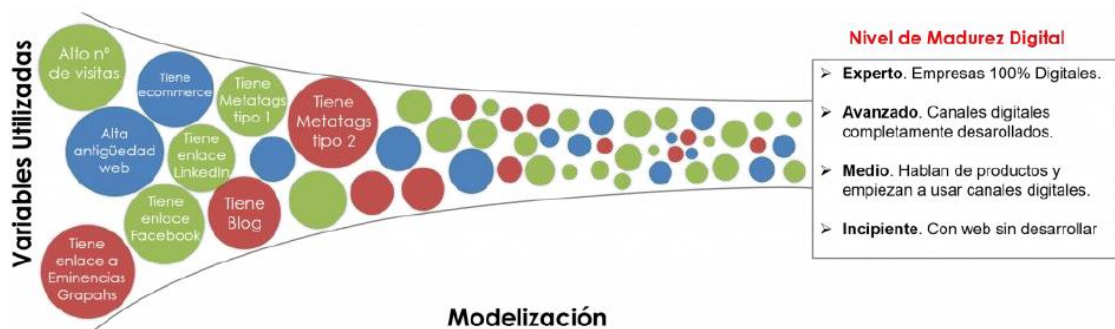
Product or service

Pyramid Data

Successful case description

Need: In order to optimize the commercialization of its products, a large company in the Utilities sector, seeks to add to its analysis a variable that synthesizes the Digital Maturity Level of companies.

Solution: The Digital Maturity variable is constructed from firmographic variables and the web content of each company, using multivariate modeling. For example, depending on their ecommerce, blog, visits, or social media activity, among others, they score more or less in the Digital Maturity variable.



Link

<https://www.datacentric.es/fuente-datos/>