



Enhancing the efficiency of any business

# Analytics for SME

# WHY ANALYTICS

- It is accessible
- It has high ROI
- It is applicable almost everywhere

"In God we trust.  
All others must bring data."

*W. Edwards Deming*

<http://blog.a4everyone.com>





# SME

- Global
- Competition
- Efficiency
- Differentiator

"Information is the oil  
of the 21st century, and analytics is  
the combustion engine."

*Peter Sondergaard*

<http://blog.a4everyone.com>



# USE CASES

- Nedelya
- Unimedica

"For every two degrees  
the temperature goes up,  
check-ins at ice cream shops  
go up by 2%."

*Andrew Hogue*


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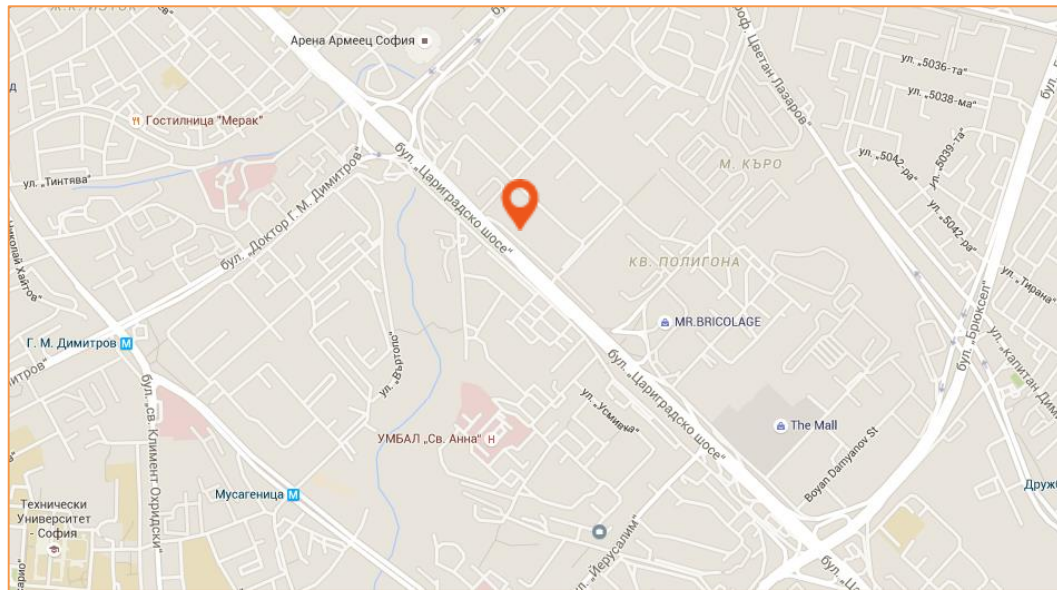
# ANY QUESTIONS?

## Contact us at:

 [www.a4everyone.com](http://www.a4everyone.com)

 [office@a4everyone.com](mailto:office@a4everyone.com)

 +359 (2) 4411 243



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