



DATA SERVICES

Create value from your data



We help business and IT leaders unlock real value from their data with innovative tools that solve the most difficult problems.



ABOUT US

Asking the right questions, at the start.

The Gunter Group is a management consulting firm that helps organizations realize success through transformational change by bringing together the power of our strategy, execution, technology, and people services.

We value creative solutions over rigid structure. Our listen-first philosophy provides companies of every size and industry with effective solutions that align with their culture and objectives.

Our focus areas



Strategy roadmap

Develop a data strategy and prioritized execution roadmap.



Solution design

Solve a specific data or BI problem that has been outstanding.



Strategic initiative

Complement your team in supporting a strategic initiative or unanticipated project.



ROI prototyping

Target strategic innovation opportunities that drive business outcomes.



Data governance

Ensure your data safely meets your team's needs.





OUR APPROACH

Keeping the end in mind

A data science approach applied at each phase of your data strategy: by focusing on asking the right questions we get to value-adding insights faster.



Define your problem space.
What do you want to tackle?



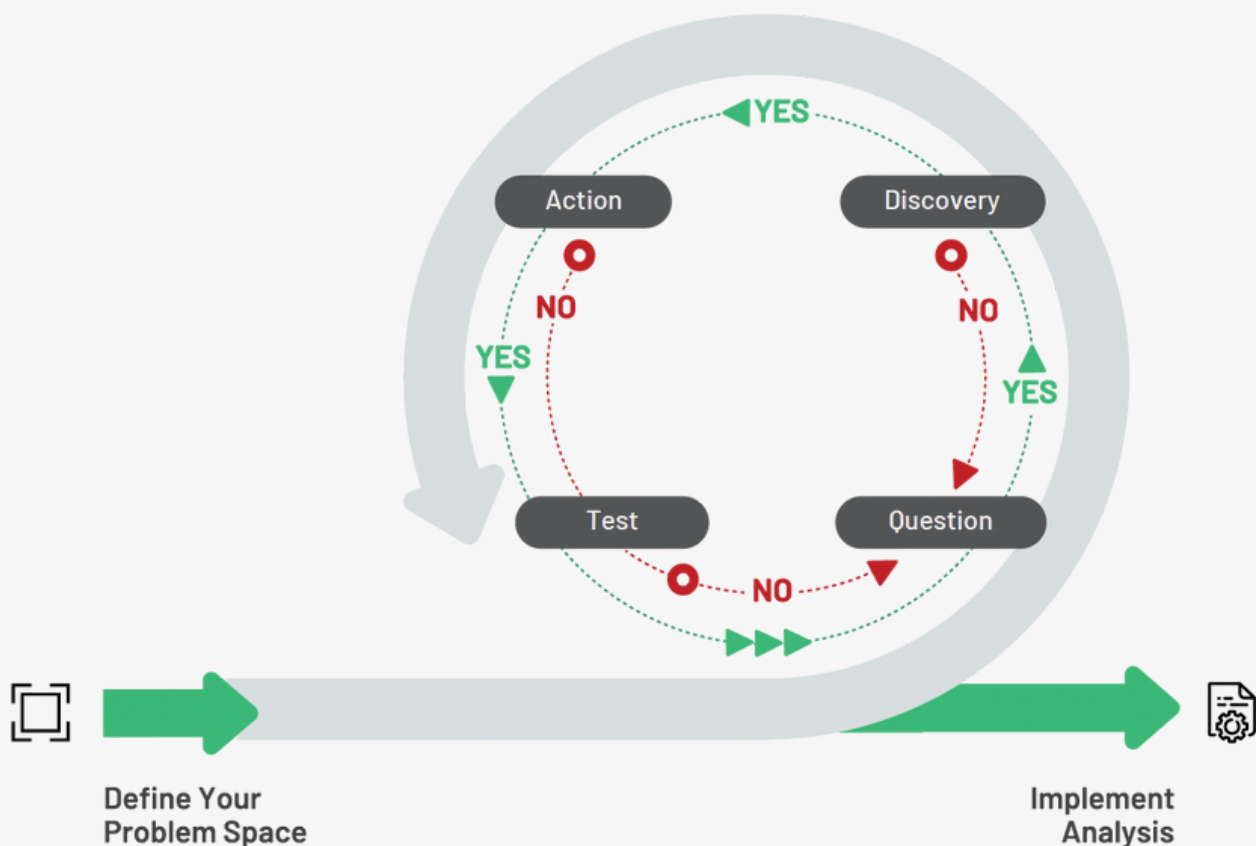
Data discovery. Do you have the data you need? How will you get the data that you don't have?



Develop your question.
Be as specific as possible.



Is it testable? What will a solution mean in practice?



SERVICES

Our capabilities



Data visualization reporting & accessible data

Access the data you have available and transform it into usable reports and visualizations for business leaders.



Statistical analysis

Understand the nuance of your data, within the context of your business, your customers, and your business problems.



Data science

Moving beyond analytics to more difficult problems. Understanding the “why” of your customers through experiments & dynamic feedback systems for actionable insights.



Predictive analytics

Use historical data, trends, and current information to make informed predictions of future outcomes and opportunities for your business.



Automation

Realize savings and efficiencies while minimizing error and rework through data automation.



Data architecture and governance

Setting up an efficient end-to-end process for your data – from consumption of raw data, collection strategies, base table building, and technical debt remediations.

CURATION



ANALYSIS



VISUALIZATION





OUR PERSPECTIVE

Bringing capabilities to life

Our data leaders think about data problems more broadly than focusing on just the technology or services that we provide.



Metacognition

Thinking about thinking. Quality data work beyond just technical skills is understanding how people are thinking, feeling, & approaching both the business problems and potential solutions.



Conscious decision making

Data driven decisions are more than throwing data against the wall and seeing what emerges. It takes being strategic at the outset, asking the right questions, and being fully aware of the perspective you are bringing to the table.



Dialogue, collaboration, & understanding

Understanding the right questions and business problems are critical. We bring the ability to connect data and technology to the business goals while continually collaborating with the clients for efficiency and ROI.



Tackling meaningful problems

We tackle what matters. Problems with the social complexity of different values and priorities. Problems that are complex, tangled, and constantly changing. Problems with the potential to change your business for the better.



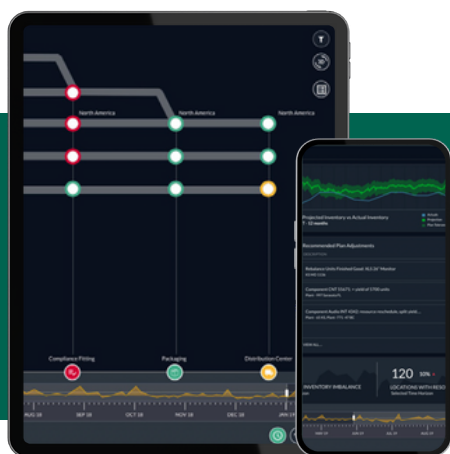
“TGG came in and understood our culture and our business. They saved a struggling initiative and set the state for our future success.”

– Executive
The Gunter Group Client



CASE STUDY: QUICK SERVE RESTAURANT
FRANCHISE WITH 1,250 LOCATIONS

Great data capabilities start with enterprise architecture



**Maturing the data, analytics,
and governance capabilities
across the organization.**

Before enacting on the organization's data and analytics goals, we provided Enterprise Architecture leadership to create a data strategy that effectively defined and separated Operational Data from Analytical Data.

➤ **Developed algorithms & built the team**

We used curated datasets to create machine learning algorithms and redefined companywide KPIs. We trained onsite Data Science and Business Analytical staff on statistical literacy, machine learning, and experiment design.

➤ **Architectural planning: Moving from current to future state**

Created current, interim, and future state architectural plan to guide the organization through the period of change. Helped IT and the business understand impacts of the change.

➤ **Set data strategy: Operational versus analytical data**

Put structure to the clients definition of operational data and integrations. Created a process for utilizing standard architectural use patterns that serve as the framework for integrations.

➤ **Maturing data and analytics: Enacting on strategic initiatives to provide valuable insights**

Implemented data science and machine learning to identify, implement, and improve safety, employee satisfaction, and profit margin.



CASE STUDY: AUTOMOTIVE RETAIL COMPANY
500+ STORES AND 7,000+ EMPLOYEES

Leveraging a scalable architecture for strategic insights

Data modeling & strategic scaling

Defined a data architecture plan and data flow that allowed for the client's business intelligence team to truly leverage their raw data.



Created actionable consumer insights

Improved our client's ability to drill into deeper detail of their data to gather information on their product sales compositions, customer behavior, employee tracking, and store/manager level metrics.



Created a flexible data structure

And created a model that allows for immediate action and detailed reporting while preparing the organization to deploy predictive modeling and machine learning.



Reduced reliance on their POS vendor data

This allowed for more detailed insights into product mix and customer behavior.



Coordinated and implemented transition to Snowflake

Included setting up the ELT pipelines and change data capture flows.



Partner with
The Gunter Group
to create lasting
transformational
change.



Get in touch

We'd love to learn how we can help you and your team.



Matt Jamison, Principal; Tech Services Leader

Matt is an experienced solutions architect with a results-oriented understanding of the intersection between reality and architectural theory. He has the ability to plan, develop, and implement large-scale projects while maintaining impeccable attention to detail. With 20 years of functional information technology experience, Matt has end-to-end IT knowledge from layer 1 networking to application API interaction.

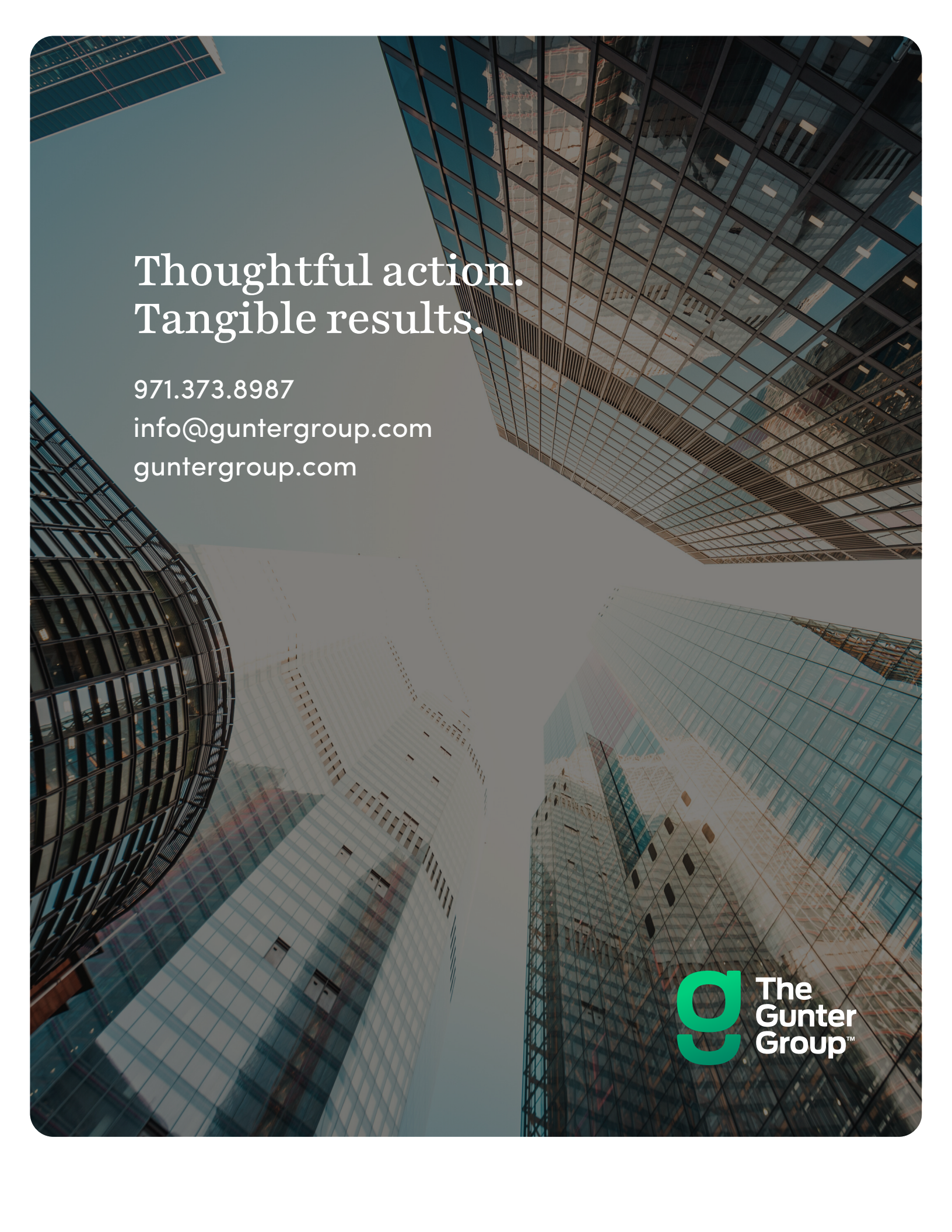
E: matthewj@guntergroup.com | [LinkedIn: Matt Jamison](#)



Ande Olson, Manager; Data Services Leader

Ande is known for his ease in finding creative and innovative solutions to ambiguous problems. He is passionate about using data to drive statistically based decisions, especially in situations where the data isn't obvious or easy to come by. His positivity, patience, and leadership skills have allowed him to build strong relationships and have garnered commitment from all involved to help teams achieve their goals.

E: andeo@guntergroup.com | [LinkedIn: Ande Olson](#)



Thoughtful action.
Tangible results.

971.373.8987

info@guntergroup.com

guntergroup.com

