

ANALYTICS AND DASHBOARDING TO FACILITATE DEAL TEAM COLLABORATION

SYNOPSIS

A private equity firm conducting due diligence retained Horizon Data Science to help them quickly digest a large amount of data spanning 15 years and deploy results in an interactive dashboard. The deal team intended to use the dashboard to collaborate and vet different hypotheses about the growth potential of their target acquisition.

SOLUTION

The Horizon team leveraged hundreds of GBs of raw data provided by our client to create their dashboard. We developed dozens of aggregations that allowed the dashboard to slice into relevant aspects of the raw data while maintaining fast query performance. When the client provided additional data midstream, we were able to quickly ingest it and refresh the analysis. We also facilitated a statistical sampling effort to characterize sentiment in the data and included the results of this sampling in the set of dashboard slicers that were candidate growth drivers.

VALUE

The deal team used the dashboard to vet and further refine their hypotheses about their target's growth potential. They were ultimately outbid, but the team felt the dashboard helped give insights about drivers of growth and potential that helped prevent them from overpaying for their target.