



DOLPH-STATS  
CONSULTING

# STATISTICS CONSULTING FIRM

Innovation



Precision



Efficiency



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Introduction



## ABOUT US

### DOLPH-STATS CONSULTING SAS

Dolph Stats Consulting SAS with a capital of 20 million XOF is a Senegalese company specialized in data analysis, market research, and business strategy. Our mission is to provide actionable data that propels the growth of our clients.

We work closely with our clients at every stage, from the initial consultation to the implementation of solutions. Your success is our priority.

**19+**

Our clients

**40**

Our employees

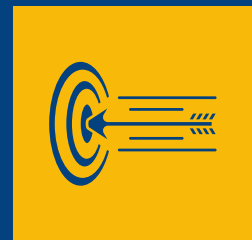


# OUR VALUES



## INNOVATION

It is a value embedded in our DNA.



## PRECISION

Accurate studies and better service quality through the flourishing of our teams.



## EFFICIENCY

Dolph-Stats Consulting, each client is unique, and their satisfaction is paramount.





# EXPERTISE AND TEAM

Our multidisciplinary team of seasoned data analysts, strategic consultants, and market research experts is ready to tackle the most complex challenges.



• Well-informed decisions



• Measurable results



• Advanced data analysis



## ADVANTAGES



# OUR SERVICES

**01. SEGMENTATION &  
TYPOLOGIES**

**02. DATA MINING &  
SCORING**

**03. OPINION SURVEY**

**04. SOCIAL IMPACT**

**05. SHOPPER STUDY**

**06. MYSTERY SHOPPING**

**07. MARKET STUDY**

**08. SMILEY TERMINAL**







## 01. SURVEY

- Definition of the market to be segmented
- Selection of information to collect
- Data collection

## 02. ANALYSIS

- Selection of segmentation criteria
- Choice of segmentation method

## 03. IDENTIFICATION

- Composition and description of segments
- Examination of the validity of segments

Dolph-Stats Method

# TYPOLOGIE & SEGMENTATION





Dolph-Stats Approach

# DATA MINING & SCORING

Data mining is a set of techniques used to discover correlations from large quantities of data.

Scoring is a technique that assigns a score to a customer or prospect. It allows you to determine the level of interest of your customers in a product or service.

Brings together descriptive methods to organize, simplify, and better understand the information contained in data sources (variable behavior, correlations, outliers, etc.)

**EXPLORATORY  
DESCRIPTIVE PHASE**

Predicting the value of a variable based on a multitude of available data.

**PREDICTIVE PHASE**







## 01. SETTING OBJECTIVES

- Target population Methodology
- choice of sampling
- Questionnaire quality

## 02. COLLECTING AND VALIDATING DATA.

- Choice of data collection method
- Quality control of data

## 03. FINAL REPORT

- Selection of appropriate statistical methods
- A presentation that is both rigorous and explicit of the key elements of the study

Dolph-Stats Approach

# OPINION SURVEY





## 01. SOCIAL IMPACT

- Expertise in statistics: Our team of statistical experts uses advanced methodologies to assess the social impact of your business or project.
- Strategic partnership: We work closely with you to design strategies that enhance your social responsibility.
- Measurement and evaluation: We establish monitoring and evaluation mechanisms.
- Impact reports: We provide detailed reports showcasing the results of your social initiatives, thereby strengthening your credibility

Dolph-Stats Approach

# MEASURE AND AMPLIFY YOUR SOCIAL HERITAGE





Services

## SHOPPER STUDY

A shopper study describes the motivations and choice and purchasing behaviors of the buyer/consumer.

### OBSERVATION

It involves observing the customer's purchase act (Does the customer find it easily? Was there hesitation?...)

### QUANTITATIVE PHASE

- Selection of the clientele to survey (product buyers? The hesitant ones?...
- Questioning (after purchase? Before purchase?...)



Services

# MYSTERY SHOPPING

We help you elevate the customer experience to a higher level.

- Evaluate the customer experience: Discover how your customers perceive their experience with your company.
- Identify areas for improvement: Uncover the areas that need attention to optimize customer satisfaction.
- Customized training: Provide your staff with scenario-based training to enhance customer interactions.
- Quality management: Ensure the quality of your services through ongoing monitoring.
- Stay competitive: Maintain an edge over your competitors by delivering an exceptional experience.
- Increase customer loyalty: Foster customer loyalty by meeting their expectations.

**DOLPH-STATS APPROACH**



Services

# MARKET STUDY

Our market research service allows you to :

## UNDERSTANDING YOUR MARKET

Gain in-depth insights into your target market, competitors, and opportunities.

## ANTICIPATING TRENDS

Stay ahead with our analysis of trends and competition.

## REACT QUICKLY

Our agile approach allows you to make strategic decisions in real-time.

## EVALUATING DEMAND

Identify current and future demand for your products or services.

## PLANNING FOR GROWTH

Develop growth strategies based on robust data.

## MAXIMIZING YOUR IMPACT

Receive concrete recommendations for optimal results.





Other services

## SMILEY TERMINAL

- Immediate feedback: Customers can express their satisfaction by selecting a smiley corresponding to their experience.
- Satisfaction measurement: Quickly understand the level of customer satisfaction.
- Continuous improvement: Use this data to identify areas for improvement.
- Instant engagement: React in real-time to customer concerns.
- Enhanced brand image: Demonstrate that you value your customers' opinions by using this modern technology.

Ombea Insights





# OUR REFERENCES

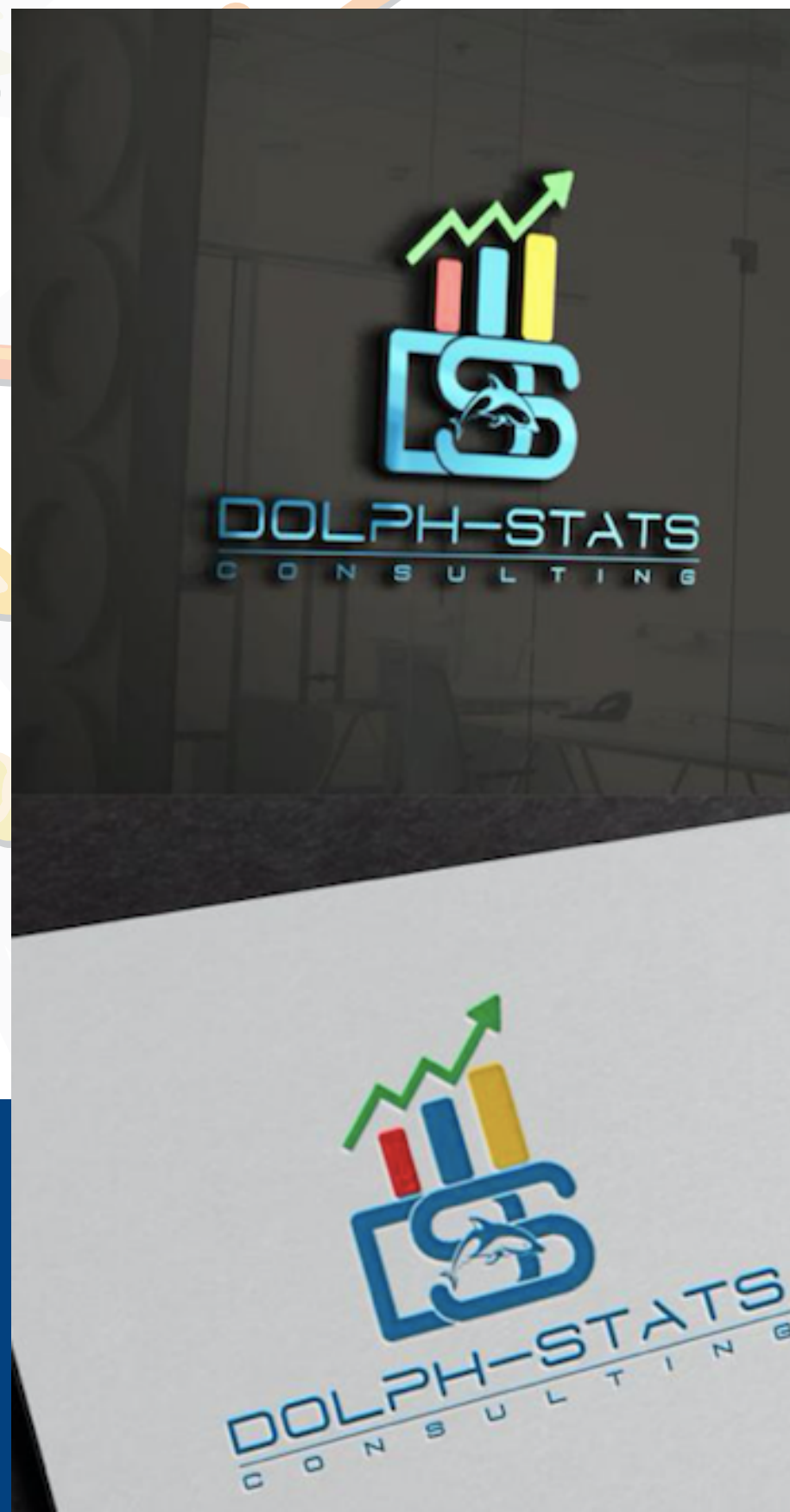
The companies that have trusted us ...





# THANK YOU FOR YOUR TRUST!

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Ready to turn your data into success?

**CONTACT US NOW!**



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