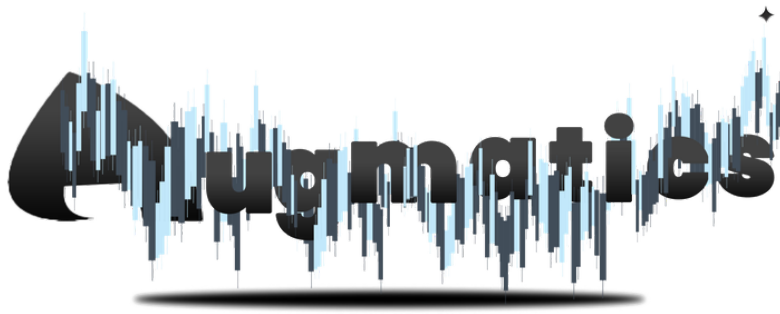


**AUGMATICS**

August Marathon Analytics · Lagos, Nigeria

SOLUTIONS CATALOGUE

Your business already has the *data*.

The question is what it can tell you. This catalogue sets out how we turn that information into decisions — organised around five families of work, and the five questions they answer.

DATA → INTELLIGENCE → DECISION → ACTION → BUSINESS VALUE

PART I

About Augmatics

Augmatics is a business analytics and intelligence consultancy. We combine financial expertise, data science, quantitative methods, artificial intelligence and technology to help organisations understand their business and make better decisions.

Every organisation generates data continuously — financial, operational, customer, sales, market, transactional. Most of it is recorded faithfully and examined rarely. A company can hold three years of ledger entries, a complete sales history and a warehouse system, and still be unable to say which of its products makes money.

Data collection is not decision intelligence. The distance between the two is where value is lost, and closing it is the whole of our work.

What we do

We transform business information into visibility, intelligence, insight, forecasts, performance understanding, financial clarity, automation, risk awareness and quantitative decision support — and, through those, into better strategic decisions.

Who we serve

Business owners, chief executives, finance directors and finance teams, operations leadership, sales and commercial directors, risk and compliance functions, and investment professionals — across financial services, technology, retail, manufacturing, logistics, professional services, healthcare, real estate and the wider mid-market.

Why our work is grounded differently

Our practice originates in accounting, external audit and internal controls before machine learning, not after it. That sequence matters more than it may appear. Models built without it are frequently accurate and rarely defensible; ours are documented, controlled and explainable — built to withstand a board, an auditor or a regulator, not only to perform in a demonstration.

PART II

Five solution families

We organise our work around five families rather than a list of services. Each answers one question a business actually asks.

Clients rarely arrive asking for business intelligence or stochastic modelling. They arrive saying they cannot see what is happening, or that revenue is rising while profit is not, or that a process consumes three days every month. The families exist so that the question comes first and the method follows.

FAMILY	THE QUESTION IT ANSWERS	WHAT IT PRODUCES
August Intelligence	What is happening in my business?	Visibility, performance understanding, management reporting
August Finance	What is happening financially, and why?	Profitability, margin, cost and cash-flow intelligence
August Forecast	What is likely to happen next?	Forecasts, predictions, scenarios, machine-learning models
August Automate	How do we make this repeatable and scalable?	Automated pipelines, reporting and data processes
August Quant	How do we solve complex financial and risk problems?	Quantitative models, risk measurement, simulation

The families combine

These are families, not products. Most engagements draw on more than one, and the sequence is determined by the problem rather than by a standard methodology.

A business whose financial data is disorganised and whose reporting is manual might follow **Finance** → **Intelligence** → **Forecast** → **Automate**: establish the financial reality, build the management view of it, extend that view forward, then make the whole thing run without human effort. A treasury function with unmeasured currency exposure might engage **Quant** alone. Part VIII sets out ten combinations we deliver regularly.

PART III · AUGUST INTELLIGENCE

What is happening in my business?

Business Intelligence & Executive Summary

To give management a clear, accessible and actionable understanding of business performance — available on demand rather than assembled on request.

Most leadership teams do not lack information. They lack a single agreed view of it, available at the moment a decision is being made. August Intelligence closes that gap: it establishes what the business should measure, brings the numbers together from wherever they live, and presents them so that the position is legible in under a minute.

Solutions in this family

BUSINESS INTELLIGENCE

- Business intelligence dashboards
 - Management dashboards
 - Executive dashboards
 - KPI dashboards
 - Performance dashboards
 - Operational dashboards
 - Sales dashboards
 - Customer dashboards
 - Management information systems
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BUSINESS ANALYTICS

- Descriptive analytics

EXECUTIVE INTELLIGENCE

- Executive performance summaries
- Management reporting
- Executive reporting packs
- KPI monitoring
- Performance scorecards
- Strategic performance analysis

- Diagnostic analytics
- Performance analysis
- Trend analysis
- Variance analysis
- Segmentation analysis
- Business reporting

PROBLEM Leadership decides on information that is late, partial or disputed	IMPACT Decisions delay; problems surface after they have cost money; meetings argue about numbers	DELIVERED One agreed view of performance, drawn automatically from source systems
OUTCOME Position visible on demand; problems caught while still small; meetings decide rather than reconcile		

INDICATIVE RANGE Scoped per engagement — see Part XIII	₦600,000 – ₦12,000,000	TYPICAL DELIVERY 2 – 16 weeks
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Data we work with

Financial data · Sales data · Customer data · Operational data · Inventory data · Marketing data · HR data · Any other structured business dataset

REPRESENTATIVE ENGAGEMENT

A distribution business operating five branches could see group revenue but not branch contribution, and each location reported in a different format. We consolidated the branch, accounting and inventory systems into a single management view. Within the first month it showed that one branch's apparent profitability rested on overhead carried by the others — a conclusion the existing reporting had made structurally impossible to reach.

PART IV · AUGUST FINANCE

What is happening financially, and why?

Financial Analytics & Accounting Intelligence

To convert financial information into management intelligence — establishing not only what the numbers were, but what produced them.

This is the family where accounting records become decision material. Financial statements report the past accurately and explain almost nothing about cause. August Finance allocates costs properly, isolates contribution by product, customer, branch and channel, and identifies what is actually driving the difference between revenue and profit.

Solutions in this family

FINANCIAL ANALYTICS

- Financial performance analysis
- Profitability analysis
- Revenue analysis
- Expense analysis
- Cost analysis
- Cash-flow analysis
- Budget versus actual analysis
- Financial variance analysis
- Financial KPI analysis

BUSINESS FINANCIAL INTELLIGENCE

- Profitability by product

ACCOUNTING INTELLIGENCE

- Accounting data analysis
- Management accounting analytics
- Financial reporting analytics
- General ledger analytics
- Transaction analysis
- Receivables analysis
- Payables analysis
- Working-capital analysis
- Financial reconciliation analytics

FINANCIAL DECISION SUPPORT

- Scenario analysis

- Profitability by customer
- Profitability by branch
- Profitability by business unit
- Cost-driver analysis
- Margin analysis
- Revenue concentration analysis
- Financial planning support
- Investment analysis
- Capital allocation analysis
- Financial modelling

PROBLEM	IMPACT	DELIVERED
Total profit is known; its sources and its leaks are not	Loss-making lines are funded by profitable ones; pricing is set blind; growth in the wrong segment destroys value	Contribution by product, customer, branch and channel, with every cost properly allocated
OUTCOME		
Management knows where money is made and lost, prices with confidence, and grows what is worth growing		

INDICATIVE RANGE **₦600,000 – ₦10,000,000** TYPICAL DELIVERY **2 – 10 weeks**

Scoped per engagement — see Part XIII

Data we work with

General ledger · Trial balance · Management accounts · Sales and invoicing records
 · Purchase and payables data · Payroll · Inventory valuations · Bank and cash
 records · Budgets and forecasts

REPRESENTATIVE ENGAGEMENT

A manufacturer had grown revenue 40% across two years while profit stayed flat. Allocating overhead by actual consumption rather than evenly across lines showed that the fastest-growing product carried the thinnest margin and consumed the most machine time. Growth had been actively diluting profitability. The pricing correction followed within the quarter.

PART V · AUGUST FORECAST

*What is likely
to happen next?*

Predictive Analytics, AI & Econometrics

To estimate what is coming — demand, revenue, cash, customer behaviour, risk — from the organisation's own history, with an honest statement of confidence.

Most planning is extrapolation: last year plus a margin. It works until the pattern shifts, and the cost of being wrong appears as capital in unsellable stock, sales lost on items that ran out, and cash pressure nobody anticipated. August Forecast replaces the assumption with an estimate, and states how wrong that estimate could reasonably be.

Solutions in this family

PREDICTIVE ANALYTICS

- Revenue forecasting
- Sales forecasting
- Demand forecasting
- Customer behaviour prediction
- Churn prediction
- Risk prediction
- Business performance forecasting

STATISTICAL & ECONOMETRIC ANALYSIS

- Time-series analysis
- Regression analysis
- Econometric modelling
- Scenario analysis
- Trend modelling
- Causal and effect analysis where the data supports it

ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

- Predictive machine-learning models
- Classification models
- Regression models

- Pattern detection
- Customer segmentation
- Anomaly detection
- Intelligent decision-support models

PROBLEM Planning rests on extrapolation, so it is regularly wrong in expensive ways	IMPACT Capital sits in stock that will not move while popular items run out; cash shortfalls arrive unannounced	DELIVERED Forecasts built from the organisation's own history, accounting for seasonality and trend, with confidence ranges
OUTCOME Stock, cash and capacity planned against a realistic expectation and a stated margin of error		

INDICATIVE RANGE Scoped per engagement — see Part XIII	₦500,000 – ₦12,000,000	TYPICAL DELIVERY 1 – 14 weeks
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Data we work with

Transaction history · Sales records · Demand and order data · Inventory movements · Customer activity · Pricing history · Market and macroeconomic indicators where relevant

REPRESENTATIVE ENGAGEMENT

A retailer planned by adding ten per cent to the previous year, which held until a seasonal shift moved demand forward by three weeks. Building the forecast from four years of transaction data — with seasonality modelled explicitly rather than assumed — reduced both the stockouts in peak weeks and the capital held in slow lines afterwards.

A note on how we work

We do not sell artificial intelligence for its own sake. Every model begins with a decision the business already makes repeatedly, and a measurable objective for improving it. Where the honest answer is that a simpler method will do, we say so.

PART VI · AUGUST AUTOMATE

How do we make this repeatable and scalable?

Data Automation & Reporting

To stop skilled people spending their time on work that technology performs more reliably — and to make the resulting process repeatable, scalable and decision-ready.

Automation is frequently sold as speed. Speed is the least valuable part of it. The real gain is reliability: a process that runs identically every cycle, produces the same answer from the same inputs, and does not depend on one person's memory of how the spreadsheet was built.

Solutions in this family

DATA AUTOMATION

- Automated data collection
- Data transformation
- Data cleaning workflows
- Data integration
- ETL and ELT processes
- Automated data pipelines
- Recurring data processing

REPORTING AUTOMATION

- Automated management reports
- Automated financial reports
- Automated KPI reports
- Automated dashboards
- Scheduled reporting
- Recurring reporting workflows

SPREADSHEET & PROCESS AUTOMATION

- Excel workflow automation
- Repetitive data-processing automation

- Report generation
- Data consolidation
- Reconciliation workflows

PROBLEM Skilled staff spend recurring days on assembly rather than analysis	IMPACT Finance capacity is consumed by production; reports arrive late; manual handling introduces error	DELIVERED Automated pipelines from source systems through to finished, scheduled output
OUTCOME Days returned every cycle, permanently; output identical each time and available on demand		

INDICATIVE RANGE	₦400,000 – ₦15,000,000	TYPICAL DELIVERY	1 – 16 weeks
Scoped per engagement — see Part XIII			

Data we work with

Accounting and ERP systems · Point-of-sale and e-commerce platforms · CRM records · Spreadsheets and manual returns · Operational and inventory systems · Bank statements and payment files

REPRESENTATIVE ENGAGEMENT

Before: a finance officer spent three working days each month collecting figures from four systems, cleaning them, consolidating them and formatting the management pack. After: the pipeline runs on the first working day and the pack is produced in minutes. Thirty-six days a year returned to analysis — and, less obviously, a reconciliation that no longer varies according to who prepared it.

A note on how we work

Automation should not merely make a process faster. It should make it more reliable, more repeatable, more scalable and ready to be acted upon. A fast process that still produces a number nobody trusts has solved the wrong problem.

PART VII · AUGUST QUANT

How do we solve complex financial and risk problems?

Quantitative Finance, Risk & Stochastic Modelling

To measure what has been described. Financial exposure expressed as high, medium or low cannot be managed, hedged or priced; expressed as a number, it can be.

August Quant addresses problems where judgement alone is insufficient: pricing an instrument whose risk is uncertain, quantifying exposure to currency or rate movement, measuring portfolio risk, or demonstrating to a board that risk sits within appetite. The methods are those used in financial institutions; the requirement is not confined to them.

Solutions in this family

QUANTITATIVE FINANCE

- Financial modelling
- Quantitative modelling
- Asset pricing analysis
- Derivatives modelling
- Portfolio analytics
- Quantitative investment analysis

RISK ANALYTICS

- Market risk analysis
- Credit risk analytics
- Portfolio risk measurement
- Value at Risk (VaR)
- Expected Shortfall
- Stress testing
- Scenario analysis
- Risk measurement frameworks

STOCHASTIC MODELLING

ADVANCED FINANCIAL MODELS

- Stochastic processes
- Monte Carlo simulation
- Stochastic volatility modelling
- Interest-rate modelling
- Time-series modelling
- Scenario simulation
- Black-Scholes-type option pricing
- Heston stochastic volatility models
- Merton jump-diffusion models
- Cox-Ingersoll-Ross interest-rate models
- Monte Carlo valuation methods
- Portfolio optimisation

PROBLEM	IMPACT	DELIVERED
Financial risk is described in words rather than measured in numbers	Exposure cannot be hedged or priced; boards cannot judge whether risk is within appetite	Quantified exposure and sensitivity using established financial engineering methods
OUTCOME		
Risk measured, monitored and carried deliberately; pricing that reflects the risk actually taken		

INDICATIVE RANGE **₦2,000,000 – ₦18,000,000** TYPICAL DELIVERY **5 – 20 weeks**

Scoped per engagement — see Part XIII

Data we work with

Market price and rate histories · Portfolio holdings and positions · Transaction and exposure records · Credit and counterparty data · Currency and commodity exposures · Instrument terms and contract specifications

REPRESENTATIVE ENGAGEMENT

An importer knew a naira movement affected margin but had never quantified the relationship. Modelling the exposure across the payment cycle produced a specific figure for a ten per cent adverse move over ninety days — which converted an acknowledged discomfort into a hedging decision the board could actually take, and a pricing adjustment that reflected the risk being carried.

A note on how we work

Every model here is explained in business terms before it is explained in mathematical ones. What problem it solves for the client comes first; the method follows. Where a simpler approach answers the question adequately, we recommend it — sophistication that does not change a decision is cost without benefit.

PART VIII

Cross-family solutions

Ten combinations we deliver regularly. Each solves a problem no single family addresses completely.

Financial Intelligence System

FINANCE + INTELLIGENCE + AUTOMATE

Financial data becomes analysis, then a management view, then a report that produces itself each month.

Financial data → Analysis → Dashboard → Automated reporting

Predictive Financial Intelligence

FINANCE + FORECAST

Historical financial performance analysed, then extended forward into forecasts and tested against scenarios.

Financial history → Analysis → Forecast → Scenario planning

Automated Executive Intelligence

INTELLIGENCE + AUTOMATE

Business data flows through an automated pipeline into a dashboard and a scheduled executive pack.

Business data → Pipeline → Dashboard → Executive reporting

Quantitative Risk Platform

QUANT + FORECAST + INTELLIGENCE

Market and financial data modelled quantitatively, risk measured, then visualised for the board.

Market data → Quantitative model → Risk analysis → Executive visualisation

Revenue Intelligence Engine

INTELLIGENCE + FORECAST + AUTOMATE

Revenue broken down by customer, channel and product, extended into forecasts, refreshed automatically.

Sales data → Segmentation → Forecast → Automated tracking

Cost & Margin Control System

FINANCE + INTELLIGENCE

Every cost allocated properly, contribution established by segment, and margin monitored continuously.

Cost data → Allocation → Margin analysis → Ongoing monitoring

Fraud & Leakage Detection

QUANT + FORECAST + AUTOMATE

Transaction data examined in full rather than sampled, anomalies flagged automatically and routed for review.

Transactions → Anomaly models → Alerting → Investigation workflow

Demand & Inventory Planning

FORECAST + AUTOMATE + INTELLIGENCE

Demand forecast from trading history, translated into stock requirements, monitored against actuals.

Demand history → Forecast → Stock plan → Variance tracking

Board Reporting Programme

FINANCE + INTELLIGENCE + AUTOMATE

A board pack rebuilt around the decisions it should support, produced automatically each cycle.

Source systems → Consolidation → Report design → Scheduled delivery

Analytics Foundation Programme

AUTOMATE + INTELLIGENCE

Data cleaned, integrated and made reliable, then a first management view built on the result.

Raw data → Cleaning → Integration → Management reporting

Industry applications

The families apply across sectors. The problems change; the structure does not.

INDUSTRY	COMMON PROBLEMS	FAMILIES	SERVICES	OUTCOME
Financial Services	Regulatory reporting burden; credit decisions on judgement; unquantified exposure; sampling-based fraud review	Quant Forecast Intelligence	Risk measurement, credit analytics, anomaly detection, executive reporting	Exposure quantified and monitored; irregularities surfaced in days rather than after loss
FinTech	Growth outpacing reporting; fraud and chargeback exposure; churn; investor reporting demands	Forecast Quant Automate	Churn models, transaction anomaly detection, automated investor reporting	Retention improved before customers leave; fraud caught at full transaction volume
Retail & FMCG	Stock imbalance; unknown product profitability; branch variance; shrinkage	Forecast Finance Intelligence	Demand forecasting, profitability by SKU and branch, loss analytics	Capital released from slow stock; true product contribution established
Hospitality	Seasonal demand swings; unclear cost per cover or room; procurement leakage	Forecast Finance Automate	Occupancy forecasting, unit cost analysis, automated daily reporting	Staffing and purchasing planned to actual demand rather than to habit
Manufacturing	True unit cost unknown; downtime unmeasured; yield	Finance Intelligence Forecast	Cost-driver analysis, production performance	Cost per unit established; pricing corrected; capacity

INDUSTRY	COMMON PROBLEMS	FAMILIES	SERVICES	OUTCOME
	variance; inventory carrying cost		analytics, demand planning	planned against real demand
Logistics & Transport	Route and vehicle profitability; fuel and maintenance leakage; utilisation	Finance Automate Intelligence	Route profitability, cost analytics, automated fleet reporting	Unprofitable routes identified; leakage located and quantified
Professional Services	Utilisation and realisation unclear; project profitability unknown; billing leakage	Finance Intelligence	Engagement profitability, utilisation analytics, partner reporting	Which work is worth doing becomes visible and pricing follows
Real Estate & Construction	Project cost overruns; cash flow across concurrent projects; investment appraisal	Finance Forecast Quant	Project cost analytics, cash-flow modelling, investment appraisal	Overruns visible early; capital allocated on modelled return
E-commerce	Acquisition cost against lifetime value; channel attribution; return rates	Forecast Intelligence Automate	Cohort and retention analysis, attribution, automated performance reporting	Spend directed to channels producing customers who stay
Healthcare	Patient flow and capacity; claims reconciliation; procurement cost; outcome measurement	Forecast Automate Intelligence	Capacity forecasting, reconciliation automation, performance analytics	Capacity planned to expected volume; reconciliation time collapsed

INDUSTRY	COMMON PROBLEMS	FAMILIES	SERVICES	OUTCOME
Education	Enrolment forecasting; fee collection; resource allocation across programmes	Forecast Finance Automate	Enrolment models, programme profitability, automated management reporting	Intake planned with confidence; programme economics made visible
SMEs & Owner-Managed	The owner is the reporting system; visibility ends at the bank balance	Intelligence Finance Automate	Management dashboard, profitability analysis, reporting automation	The business becomes legible without the owner being present

PART X

Who buys what

The same engagement is bought for different reasons by different people. This matrix maps role to concern to family.

DECISION-MAKER	PRIMARY CONCERNS	FAMILIES	WHAT THEY GET
CEO / Founder / MD	Growth, profitability, visibility over the whole business, not being surprised	Intelligence Finance Forecast	Performance visible on demand; where profit is made and lost; what is coming
CFO / Finance Director	Financial control, profitability, forecast accuracy, reporting quality,	Finance Forecast Automate	Contribution by segment; credible projections; reporting that produces itself

DECISION-MAKER	PRIMARY CONCERNS	FAMILIES	WHAT THEY GET
	board defensibility		
COO / Operations Director	Efficiency, throughput, resource allocation, processes that do not break	Intelligence Automate Forecast	Operational performance as it happens; manual work removed; capacity planned
Sales / Commercial Director	Revenue, conversion, acquisition and retention, team performance	Intelligence Forecast	Which accounts are growing or slipping; which channels produce customers who stay
Finance Manager / Controller	Reporting burden, cost control, reconciliation, accuracy	Finance Intelligence Automate	Days returned each month; costs analysed rather than only recorded
Risk Manager / Head of Risk	Risk measurement, exposure, control coverage, regulatory defensibility	Quant Forecast	Exposure quantified; anomalies detected across the full population
Head of Internal Audit	Coverage, control weaknesses, quantified exposure	Quant Automate	Full-population review rather than sampling; findings with numbers attached
Investment	Portfolio risk, valuation,	Quant	Portfolio risk measured;

DECISION-MAKER	PRIMARY CONCERNS	FAMILIES	WHAT THEY GET
Professional	market exposure, allocation	Forecast	instruments valued; scenarios simulated
Marketing Director	Campaign performance, customer behaviour, acquisition cost, return on spend	Intelligence Forecast	Attribution established; spend judged on revenue rather than activity
Head of Supply Chain	Demand planning, stock levels, supplier performance, working capital	Forecast Automate	Demand estimated with confidence ranges; stock planned against it
Business Owner (SME)	Where the money goes, whether it is working, whether it can be left alone	Intelligence Finance	A view of the business that does not require the owner to be in it
Board / Non-executive	Assurance, risk appetite, performance against strategy	Intelligence Quant	Board reporting that supports decisions; risk expressed as figures

Which family do you need?

A diagnostic. Find the sentence closest to your situation.

“We don't understand our business performance.” —→ **AUGUST INTELLIGENCE**

“We can't see what's happening without asking someone.” —→ **AUGUST INTELLIGENCE**

“We don't understand our profitability.” —→ **AUGUST FINANCE**

“Revenue is growing but profit isn't.” —→ **AUGUST FINANCE**

“We don't know where our money is going.” —→ **AUGUST FINANCE**

“We don't know what is likely to happen next.” —→ **AUGUST FORECAST**

“We plan by taking last year and adding a percentage.” —→ **AUGUST FORECAST**

“Our reporting is slow and manual.” —→ **AUGUST AUTOMATE**

“Someone spends days each month assembling the same report.” —→ **AUGUST AUTOMATE**

“Our systems don't talk to each other.” —→ **AUGUST AUTOMATE**

“We have complex financial or risk modelling requirements.” —→ **AUGUST QUANT**

<i>“Our risk is described, not measured.”</i>	—→ AUGUST QUANT
<i>“We suspect leakage but can't locate it.”</i>	—→ AUGUST QUANT + FORECAST
<i>“We know we should do more with data but don't know where to start.”</i>	—→ ADVISORY — BEGINS WITH A DIAGNOSTIC

When several apply

Most organisations recognise themselves in more than one line, and that is the normal case rather than a complication. Two or three problems usually indicate a sequence rather than three separate engagements — and the sequence is almost always the same: establish what is true, then make it visible, then extend it forward, then make it run without you.

PART XII

What Augmatics is not

The category matters, because it determines what you should expect from us — and what you should not.

WE ARE NOT	BECAUSE
A dashboard company	A dashboard is an output, not a practice. We are engaged for the analysis behind it; where a dashboard is the right vehicle, we build one.
An accounting firm	Accounting establishes what happened, to a standard, and it is a different discipline. Our clients keep their accountants. We answer the questions the accounts were never designed to answer.
An IT company	We are not engaged to run infrastructure, support users or manage systems. We use technology; we do not sell it.

WE ARE NOT	BECAUSE
A software development agency	We build software where a specific analytical problem requires it. We do not take briefs to build applications.
A data-entry provider	We prepare and clean data as a prerequisite to analysing it, not as a service in itself.
An AI agency	We do not sell artificial intelligence for its own sake. Every model we build begins with a decision the business already makes and a measurable objective for improving it.
A generic management consultancy	We do not produce strategy documents unsupported by analysis. Our recommendations are derived from a client's own data and can be traced back to it.

What we are

A business analytics and intelligence consultancy that combines financial expertise, data science, quantitative methods, artificial intelligence and technology to help organisations understand their business and make better decisions — and that documents its work well enough for those decisions to be defended afterwards.

PART XIII

Investment, engagement models & delivery timeframes

Every range below reflects complexity, not ambition. Where an engagement falls within its range — in both cost and time — is determined by how many systems are involved, the condition of the data, and whether the output is delivered once or maintained.

We publish indicative ranges because vagueness about price and schedule wastes everyone's time. A precise figure and a dated plan follow scoping — but you should

be able to tell from this document whether a conversation is worth having, and roughly when you would have the answer in hand.

Engagement models

01	Diagnostic	₦350,000 – ₦900,000	1 – 2 weeks
	A short, fixed-fee assessment answering one defined question, with a prioritised roadmap. The usual starting point where a problem is felt but not yet located.		
02	Standard project	₦1,200,000 – ₦4,500,000	3 – 6 weeks
	Scoped delivery against a defined outcome — an analysis, a dashboard suite, an automated reporting cycle — with fixed milestones and a handover package.		
03	Advanced engagement	₦4,000,000 – ₦12,000,000	6 – 12 weeks
	Multi-system work, machine-learning models deployed into a live process, integration across platforms, or analysis carrying documentation requirements.		
04	Specialist & quantitative	₦8,000,000 – ₦25,000,000+	10 – 20 weeks
	Quantitative finance, risk measurement frameworks, stochastic modelling and bespoke analytical systems built to institutional standards.		
05	Retained advisory	₦400,000 – ₦3,000,000 / month	2-week onboarding, then monthly
	Ongoing analytics capacity — monthly reporting, model monitoring and an analyst available between board meetings. Billed monthly, minimum three months.		

How delivery time is counted

Every timeframe in this catalogue is stated in **working weeks from data access** — not from the date a contract is signed. The distinction matters, because the single largest cause of a late analytics project is not the analysis; it is waiting for the data. A four-week engagement that begins with a three-week wait for a system export is a seven-week engagement, and we would rather say so at the outset than explain it afterwards.

Each engagement is broken into milestones with dates attached, and the first of those milestones is always something you can see. On a standard project you receive an initial working view of your own data within the first two weeks — before the build is finished — so that a misunderstanding about definitions surfaces early, while it is still cheap to correct.

Where an outcome is genuinely urgent — a board paper, a lender's deadline, a regulatory submission — say so at scoping. We can often deliver a defensible partial answer inside a fortnight and complete the full engagement afterwards. What we will not do is compress a timeline by removing the validation that makes the answer trustworthy.

WHAT SHORTENS DELIVERY

- Data access granted in the first week, in an agreed format
- One named decision-maker who can settle definitions quickly
- Existing documentation of systems, fields and business rules
- A single defined question rather than an open exploration
- Scope fixed at kick-off and held for the duration
- Prompt feedback at each milestone review

WHAT EXTENDS DELIVERY

- Data arriving late, in fragments, or requiring extraction we cannot perform ourselves
- Several departments defining the same metric differently
- Source systems in poor condition, requiring reconstruction before analysis
- Scope added after commencement — each addition is re-dated, not absorbed
- Approval cycles that pause the work between milestones
- Deployment into a live environment controlled by a third-party vendor

What moves an engagement within its range

TOWARD THE LOWER BOUND

- One or two data sources, already structured

TOWARD THE UPPER BOUND

- Four or more systems requiring integration

- Data in reasonable condition
- A single defined question
- One-off delivery with no ongoing maintenance
- A small group of stakeholders with aligned requirements
- No regulatory documentation requirement
- Data requiring substantial cleaning before analysis can begin
- Models deployed into a live process rather than delivered as findings
- Ongoing monitoring, retraining or maintenance
- Several departments with competing definitions to reconcile
- Documentation to a standard that will withstand audit or regulatory review

Commercial terms

- **Value added tax** at the prevailing rate is charged in addition to the fees quoted.
- **Withholding tax** on professional services is deducted by the client at the prescribed rate, currently 5%, and remitted on our behalf against a credit note.
- **Payment** is typically staged — a proportion on commencement and the balance on delivery. Larger engagements are milestone-billed.
- **Every engagement includes** documentation of methodology and assumptions, handover of models and source code, and a walkthrough with your team. We do not build systems you cannot maintain without us.
- **Where a smaller piece of work would answer the question**, we will say so. An engagement scoped larger than the decision it informs is cost without benefit.

PART XIV

Complete service catalogue

Every service, by family. Entries marked *Custom / Advisory* are delivered as tailored engagements rather than standardised products.

Management & Executive Dashboards

INTELLIGENCE

WHAT WE DO

Build a single management view drawing from every relevant system, updated automatically.

BUSINESS PROBLEM

Leadership cannot see current performance without commissioning a report.

WHO IT'S FOR

CEOs, MDs, CFOs, COOs, business owners

TYPICAL INPUTS

Accounting system, sales records, inventory, operational systems, spreadsheets

WHAT WE DELIVER

A live management dashboard, agreed metric definitions, documentation, team walkthrough

BUSINESS OUTCOMES

Position visible on demand; problems caught early; meetings decide rather than reconcile

EXAMPLE USE CASE

A five-branch distributor gains one consolidated view and discovers a branch subsidised by the others.

RELATED SOLUTIONS

Data Preparation · Reporting Automation · Performance Analytics

INDICATIVE INVESTMENT ₦1,200,000 – ₦4,500,000 | TYPICAL DELIVERY 3 – 6 weeks

KPI & Performance Scorecards

INTELLIGENCE

WHAT WE DO

Define the small set of indicators that genuinely reflect performance and track them consistently.

BUSINESS PROBLEM

Businesses measure a great deal and manage by very little; departments define success differently.

WHO IT'S FOR

CEOs, COOs, heads of department, boards

TYPICAL INPUTS

Operational and financial data, existing targets, departmental reporting

WHAT WE DELIVER

An agreed KPI framework, scorecards by function, tracking mechanism

BUSINESS OUTCOMES

Performance visible while it can still be influenced; departments comparable

EXAMPLE USE CASE

A services firm replaces twenty reported metrics with six that predict outcomes, reviewed weekly.

RELATED SOLUTIONS

Management Dashboards · Variance Analysis

INDICATIVE INVESTMENT ₦800,000 – ₦2,500,000 | TYPICAL DELIVERY 2 – 4 weeks

Trend, Variance & Diagnostic Analysis

INTELLIGENCE

WHAT WE DO

Explain why the numbers moved — not merely that they did.

BUSINESS PROBLEM

Reports state outcomes without cause, so the same surprises recur.

TYPICAL INPUTS

Historical financial and operational data, budgets, prior-period actuals

BUSINESS OUTCOMES

Management understands drivers rather than symptoms

RELATED SOLUTIONS

Financial Analytics · Performance Analytics

WHO IT'S FOR

CFOs, finance managers, operations directors

WHAT WE DELIVER

Variance analysis with attributed causes, trend commentary, recommended actions

EXAMPLE USE CASE

A manufacturer learns a margin fall was product mix, not input prices as assumed.

INDICATIVE INVESTMENT **₦600,000 – ₦2,000,000** | TYPICAL DELIVERY **2 – 4 weeks**

Customer & Segmentation Analytics

INTELLIGENCE

WHAT WE DO

Group customers by how they actually behave rather than by assumption.

BUSINESS PROBLEM

All customers are treated identically despite very different value and behaviour.

TYPICAL INPUTS

Transaction history, CRM records, customer master data

BUSINESS OUTCOMES

Effort and spend directed where they produce most return

RELATED SOLUTIONS

Sales Analytics · Churn Prediction

WHO IT'S FOR

Sales directors, marketing leads, commercial directors

WHAT WE DELIVER

Segmentation model, segment profiles, recommended treatment by segment

EXAMPLE USE CASE

A retailer identifies a small segment producing a disproportionate share of margin.

INDICATIVE INVESTMENT **₦900,000 – ₦3,000,000** | TYPICAL DELIVERY **3 – 5 weeks**

Management Information Systems

CUSTOM / ADVISORY

WHAT WE DO

Design the reporting architecture an organisation needs as it outgrows spreadsheets.

BUSINESS PROBLEM

Reporting has grown organically and no longer holds together.

WHO IT'S FOR

CFOs, CIOs, COOs, boards

TYPICAL INPUTS

Existing systems inventory, current reporting, organisational structure

WHAT WE DELIVER

Architecture design, data model, phased implementation plan

BUSINESS OUTCOMES

Reporting that scales with the organisation rather than constraining it

EXAMPLE USE CASE

A group standardises reporting across three subsidiaries onto one definition set.

RELATED SOLUTIONS

Analytics Strategy · Data Integration

INDICATIVE INVESTMENT **£3,500,000 – £12,000,000** | TYPICAL DELIVERY **8 – 16 weeks**

AUGUST FINANCE

Profitability Analysis

FINANCE

WHAT WE DO

Establish what each product, customer, branch or unit genuinely contributes after full cost allocation.

BUSINESS PROBLEM

Total profit is known; its sources are not, so loss-making activity is funded by profitable activity.

TYPICAL INPUTS

General ledger, sales records, cost data, overhead schedules, headcount

BUSINESS OUTCOMES

Pricing corrected; growth directed at what is worth growing

RELATED SOLUTIONS

Cost Analytics · Margin Analysis · Financial Modelling

WHO IT'S FOR

CFOs, finance directors, business owners, CEOs

WHAT WE DELIVER

Contribution analysis by segment, allocation methodology, ranked findings

EXAMPLE USE CASE

A manufacturer finds its fastest-growing line carries the thinnest margin and consumes the most capacity.

INDICATIVE INVESTMENT **₦1,000,000 – ₦4,000,000** | TYPICAL DELIVERY **3 – 5 weeks**

Expense & Cost-Driver Analysis

FINANCE

WHAT WE DO

Examine where money leaves the business and which costs grow faster than the revenue they support.

BUSINESS PROBLEM

Costs are recorded for accounting and never analysed for management.

TYPICAL INPUTS

Purchase ledger, supplier records, payroll, recurring payment schedules

BUSINESS OUTCOMES

Cost reduced precisely rather than across the board

RELATED SOLUTIONS

Profitability Analysis · Working-Capital Analysis

WHO IT'S FOR

CFOs, finance managers, COOs, procurement leads

WHAT WE DELIVER

Cost analysis by category and driver, ranked reduction opportunities with operational impact

EXAMPLE USE CASE

A logistics operator recovers recurring charges for services discontinued two years earlier.

INDICATIVE INVESTMENT **₦800,000 – ₦3,000,000** | TYPICAL DELIVERY **2 – 5 weeks**

Cash-Flow Analysis & Working Capital

FINANCE

WHAT WE DO

Establish how cash actually moves through the business and where it is trapped.

BUSINESS PROBLEM

Cash is managed reactively; shortfalls are discovered rather than anticipated.

TYPICAL INPUTS

Bank records, receivables and payables ageing, inventory data, payment terms

BUSINESS OUTCOMES

Cash released from the balance sheet; shortfalls anticipated

RELATED SOLUTIONS

Financial Modelling · Forecasting

WHO IT'S FOR

CFOs, finance directors, treasurers, owners

WHAT WE DELIVER

Cash-cycle analysis, working-capital assessment, release opportunities

EXAMPLE USE CASE

A distributor releases capital by correcting a receivables cycle nobody had measured.

INDICATIVE INVESTMENT **£900,000 – £3,000,000** | TYPICAL DELIVERY **3 – 5 weeks**

Budget versus Actual & Financial Variance

FINANCE

WHAT WE DO

Compare performance to plan and explain the difference in terms that support action.

BUSINESS PROBLEM

Variance is reported as a number without cause, so it informs nothing.

TYPICAL INPUTS

Budgets, management accounts, actuals by cost centre

BUSINESS OUTCOMES

Budget process becomes a control rather than an annual formality

RELATED SOLUTIONS

Performance Analytics · Cost Analytics

WHO IT'S FOR

CFOs, finance managers, budget holders

WHAT WE DELIVER

Variance analysis with attribution, commentary, corrective recommendations

EXAMPLE USE CASE

A hospital group traces recurring overspend to a procurement route nobody had examined.

INDICATIVE INVESTMENT **£600,000 – £2,000,000** | TYPICAL DELIVERY **2 – 4 weeks**

Receivables, Payables & Reconciliation Analytics

FINANCE

WHAT WE DO

Analyse transaction-level financial data for exceptions, ageing and reconciliation differences.

BUSINESS PROBLEM

Reconciliation differences are written off rather than explained.

TYPICAL INPUTS

General ledger, sub-ledgers, bank statements, invoice and payment records

BUSINESS OUTCOMES

Differences explained rather than absorbed; control weaknesses evidenced

RELATED SOLUTIONS

Fraud Analytics · Data Preparation

WHO IT'S FOR

Financial controllers, finance managers, internal audit

WHAT WE DELIVER

Exception analysis, ageing profiles, reconciliation findings

EXAMPLE USE CASE

A retailer identifies a systematic posting error producing a recurring monthly difference.

INDICATIVE INVESTMENT **₦900,000 – ₦3,500,000** | TYPICAL DELIVERY **3 – 6 weeks**

Financial Modelling & Scenario Analysis

FINANCE

WHAT WE DO

Build a structured model of the business economics so decisions can be tested before they are made.

BUSINESS PROBLEM

Significant decisions are evaluated on a spreadsheet built once under time pressure.

TYPICAL INPUTS

Historical financials, operational drivers, cost structures, growth assumptions

BUSINESS OUTCOMES

Decisions quantified before commitment; credible projections for funders

RELATED SOLUTIONS

Investment Analysis · Forecasting · Quant

WHO IT'S FOR

CFOs, CEOs, boards, investors, lenders

WHAT WE DELIVER

Working financial model, scenario capability, documented assumptions

EXAMPLE USE CASE

A group models an expansion under three scenarios and defers on the cash requirement of the slowest.

INDICATIVE INVESTMENT **₦1,500,000 – ₦6,000,000** | TYPICAL DELIVERY **4 – 8 weeks**

Investment & Capital Allocation Analysis

CUSTOM / ADVISORY

WHAT WE DO

Evaluate where capital produces the best risk-adjusted return across competing uses.

BUSINESS PROBLEM

Capital is allocated by internal advocacy rather than by analysis.

WHO IT'S FOR

CEOs, CFOs, boards, investment committees

TYPICAL INPUTS

Project economics, historical returns, cost of capital, risk assessments

WHAT WE DELIVER

Comparative appraisal, sensitivity analysis, ranked recommendation

BUSINESS OUTCOMES

Capital directed on evidence rather than on who argued most persuasively

EXAMPLE USE CASE

A property group reprioritises development capital after modelled returns diverge from expectations.

RELATED SOLUTIONS

Financial Modelling · Quant · Forecast

INDICATIVE INVESTMENT **£2,500,000 – £10,000,000** | TYPICAL DELIVERY **5 – 10 weeks**

AUGUST FORECAST

Revenue & Sales Forecasting

FORECAST

WHAT WE DO

Estimate future revenue from trading history, accounting for seasonality and trend.

BUSINESS PROBLEM

Planning is extrapolation; targets are set without analytical basis.

TYPICAL INPUTS

Transaction history, pipeline data, pricing history, seasonality

BUSINESS OUTCOMES

Plans built on estimates with a stated margin of error

RELATED SOLUTIONS

Financial Modelling · Sales Analytics

WHO IT'S FOR

CFOs, sales directors, CEOs, boards

WHAT WE DELIVER

Forecast with confidence ranges, scenario variants, refresh method

EXAMPLE USE CASE

A B2B services firm replaces a flat growth assumption with a forecast that anticipates its quiet quarter.

INDICATIVE INVESTMENT ₦1,200,000 – ₦4,000,000 | TYPICAL DELIVERY 4 – 7 weeks

Demand & Inventory Forecasting

FORECAST

WHAT WE DO

Estimate demand at the level stock decisions are actually made.

BUSINESS PROBLEM

Capital sits in unsellable stock while popular items run out.

TYPICAL INPUTS

Sales by SKU, stock movements, lead times, supplier terms

BUSINESS OUTCOMES

Working capital released; availability improved on the lines that matter

RELATED SOLUTIONS

Automation · Cost Analytics

WHO IT'S FOR

Supply chain heads, COOs, merchandising, owners

WHAT WE DELIVER

Demand forecast by item and period, reorder recommendations

EXAMPLE USE CASE

A retailer reduces slow stock while cutting peak-week stockouts on its best sellers.

INDICATIVE INVESTMENT ₦1,500,000 – ₦5,000,000 | TYPICAL DELIVERY 4 – 8 weeks

Churn & Customer Behaviour Prediction

FORECAST

WHAT WE DO

Identify customers behaving like those who previously left, while they can still be retained.

BUSINESS PROBLEM

Accounts are lost before anyone notices they were leaving.

TYPICAL INPUTS

Customer transaction history, engagement records, churn history

BUSINESS OUTCOMES

Retention becomes actionable rather than retrospective

WHO IT'S FOR

Sales directors, CCOs, subscription and service businesses

WHAT WE DELIVER

Churn model, ranked at-risk list, recommended intervention points

EXAMPLE USE CASE

A fintech flags declining-usage accounts two months before the cancellations that historically followed.

RELATED SOLUTIONS

Segmentation · Sales Analytics

INDICATIVE INVESTMENT ₦1,800,000 – ₦5,500,000 | TYPICAL DELIVERY 5 – 8 weeks

Time-Series & Econometric Modelling

CUSTOM / ADVISORY

WHAT WE DO

Model relationships between business outcomes and the variables that drive them.

BUSINESS PROBLEM

Drivers are assumed rather than established, so interventions target the wrong thing.

TYPICAL INPUTS

Historical performance series, internal drivers, macroeconomic indicators

BUSINESS OUTCOMES

Interventions directed at variables that demonstrably move outcomes

WHO IT'S FOR

CFOs, strategy heads, economists, analysts

WHAT WE DELIVER

Econometric model, driver sensitivities, documented methodology

EXAMPLE USE CASE

A manufacturer quantifies how much of its demand variation is genuinely price-driven.

RELATED SOLUTIONS

Forecasting · Statistical Analysis

INDICATIVE INVESTMENT ₦2,500,000 – ₦8,000,000 | TYPICAL DELIVERY 6 – 10 weeks

Statistical Analysis & Hypothesis Testing

FORECAST

WHAT WE DO

Establish whether an observed difference is real or within normal variation.

BUSINESS PROBLEM

Changes are scaled on the strength of results that were ordinary fluctuation.

TYPICAL INPUTS

Experiment or pilot data, comparison groups, historical baselines

BUSINESS OUTCOMES

Rollout decisions rest on findings that survive scrutiny

RELATED SOLUTIONS

Performance Analytics · Econometrics

WHO IT'S FOR

Marketing directors, operations, strategy, quality

WHAT WE DELIVER

Test results with confidence levels, plain-language conclusion

EXAMPLE USE CASE

A retail group tests a pilot result and finds it inside normal branch variation, avoiding a national rollout.

INDICATIVE INVESTMENT ₦500,000 – ₦2,000,000 | TYPICAL DELIVERY 1 – 3 weeks

Machine Learning & Predictive Models

FORECAST

WHAT WE DO

Apply learned patterns to a decision the business makes repeatedly at volume.

BUSINESS PROBLEM

A judgement made thousands of times cannot be made consistently by people.

TYPICAL INPUTS

Historical decisions and their outcomes, feature data, volume records

BUSINESS OUTCOMES

Decisions made consistently at full volume, informed by everything already learned

RELATED SOLUTIONS

Anomaly Detection · Segmentation · Quant

WHO IT'S FOR

Heads of risk and credit, CTOs, product and operations leads

WHAT WE DELIVER

Trained model, performance documentation, deployment support, monitoring plan

EXAMPLE USE CASE

A lender supports credit assessment with a model documented well enough to explain each decision.

INDICATIVE INVESTMENT ₦3,000,000 – ₦12,000,000 | TYPICAL DELIVERY 8 – 14 weeks

Anomaly Detection

FORECAST

WHAT WE DO

Surface transactions and behaviours that do not fit the established pattern.

BUSINESS PROBLEM

Manual review samples a fraction; anomalies outside the sample simply pass.

WHO IT'S FOR

CFOs, internal audit, risk, operations

TYPICAL INPUTS

Transaction data, historical exceptions, operational logs

WHAT WE DELIVER

Detection pipeline, tuned alert thresholds, investigation workflow

BUSINESS OUTCOMES

Irregularities surface in days rather than after material loss

EXAMPLE USE CASE

Previous work on transaction data reached up to 94% classification accuracy with a 25% improvement in incident response.

RELATED SOLUTIONS

Fraud Analytics · Automation · Quant

INDICATIVE INVESTMENT ₦2,500,000 – ₦9,000,000 | TYPICAL DELIVERY 6 – 12 weeks

AUGUST AUTOMATE

Reporting Automation

[AUTOMATE](#)

WHAT WE DO

Connect recurring reports directly to source systems so they produce themselves.

BUSINESS PROBLEM

Skilled staff spend days each cycle assembling reports by hand.

TYPICAL INPUTS

Source system access, existing report templates, distribution requirements

BUSINESS OUTCOMES

Days returned every cycle; output identical each time

RELATED SOLUTIONS

Data Integration · Dashboards

WHO IT'S FOR

CFOs, finance managers, controllers, COOs

WHAT WE DELIVER

Automated pipeline, scheduled output, redesigned report, documentation

EXAMPLE USE CASE

A finance function converts a three-day monthly assembly into a first-day automated pack.

INDICATIVE INVESTMENT **₦900,000 – ₦3,500,000** | TYPICAL DELIVERY **2 – 5 weeks**

Data Pipelines & Integration

[AUTOMATE](#)

WHAT WE DO

Move data between systems automatically and reliably, with rules that are documented.

BUSINESS PROBLEM

Systems hold related information and cannot exchange it, so a person bridges the gap.

TYPICAL INPUTS

System inventory, access credentials, data structures, matching rules

BUSINESS OUTCOMES

Information flows without manual handling; two systems agree

RELATED SOLUTIONS

Data Preparation · Reporting Automation

WHO IT'S FOR

IT managers, CFOs, COOs, heads of data

WHAT WE DELIVER

Working pipeline, transformation logic, monitoring, handover documentation

EXAMPLE USE CASE

An operator connects point-of-sale and accounting systems, ending twice-weekly manual reconciliation.

INDICATIVE INVESTMENT **₦1,500,000 – ₦6,000,000** | TYPICAL DELIVERY **4 – 9 weeks**

Data Cleaning & Preparation

[AUTOMATE](#)

WHAT WE DO

Turn inconsistent, duplicated business records into data that can be relied upon.

BUSINESS PROBLEM

Reports are distrusted, and analytics projects stall, because the underlying data is wrong.

TYPICAL INPUTS

Customer, product, transaction and master data across systems

BUSINESS OUTCOMES

A reliable foundation; migrations that carry clean data forward

RELATED SOLUTIONS

Data Integration · Dashboards

WHO IT'S FOR

Finance, operations, IT, anyone preparing for a system migration

WHAT WE DELIVER

Cleaned datasets, de-duplication and matching rules, documented standards

EXAMPLE USE CASE

A membership organisation resolves four duplicate records per member ahead of a system change.

INDICATIVE INVESTMENT **₦600,000 – ₦4,000,000** | TYPICAL DELIVERY **2 – 6 weeks**

Spreadsheet & Process Automation

[AUTOMATE](#)

WHAT WE DO

Automate the recurring spreadsheet work that consumes a person's week.

BUSINESS PROBLEM

A manual process follows rules that could be automated but never have been.

TYPICAL INPUTS

Existing spreadsheets and workflows, process rules including exceptions

BUSINESS OUTCOMES

Time returned; the process no longer depends on one person's memory

RELATED SOLUTIONS

Reporting Automation · Reconciliation

WHO IT'S FOR

Finance teams, operations, analysts, administrators

WHAT WE DELIVER

Automated workflow, exception handling, documentation, user training

EXAMPLE USE CASE

A finance officer's two-day consolidation becomes a ten-minute run with an exception report.

INDICATIVE INVESTMENT **₦400,000 – ₦1,800,000** | TYPICAL DELIVERY **1 – 3 weeks**

Reconciliation Workflows

AUTOMATE

WHAT WE DO

Automate matching between systems and surface only the exceptions.

BUSINESS PROBLEM

Reconciliation consumes days and differences get written off rather than explained.

TYPICAL INPUTS

Ledger data, bank statements, sub-ledger and transaction records

BUSINESS OUTCOMES

Reconciliation completed faster and differences explained rather than absorbed

RELATED SOLUTIONS

Receivables Analytics · Fraud Analytics

WHO IT'S FOR

Financial controllers, finance managers, internal audit

WHAT WE DELIVER

Automated matching, exception queue, audit trail

EXAMPLE USE CASE

A retailer reduces month-end reconciliation from three days to an exception list reviewed in an hour.

INDICATIVE INVESTMENT ₦900,000 – ₦3,500,000 | TYPICAL DELIVERY 3 – 6 weeks

Custom Analytical Tools

CUSTOM / ADVISORY

WHAT WE DO

Build the specific tool when nothing available fits how the business actually operates.

BUSINESS PROBLEM

A material problem has no packaged solution and is handled manually or not at all.

TYPICAL INPUTS

Process definition, business rules, system interfaces, exception handling

BUSINESS OUTCOMES

The process runs reliably and stops constraining growth

RELATED SOLUTIONS

Automation · Data Integration

WHO IT'S FOR

COOs, IT managers, department heads, owners

WHAT WE DELIVER

Bespoke tool, source code, documentation, training and handover

EXAMPLE USE CASE

An operator replaces a weekly manual allocation process built around rules held in one person's head.

INDICATIVE INVESTMENT ₦2,500,000 – ₦15,000,000 | TYPICAL DELIVERY 6 – 16 weeks

AUGUST QUANT

Market & Currency Risk Measurement

QUANT

WHAT WE DO

Quantify exposure to currency, rate and price movement in figures that support decisions.

BUSINESS PROBLEM

Exposure is acknowledged qualitatively and has never been measured.

WHO IT'S FOR

CFOs, treasurers, heads of risk, boards, importers

TYPICAL INPUTS

Exposure positions, market rate histories, payment cycles, contract terms

WHAT WE DELIVER

Quantified exposure and sensitivity, scenario outcomes, monitoring framework

BUSINESS OUTCOMES

Risk carried deliberately; hedging and pricing decisions grounded in figures

EXAMPLE USE CASE

An importer converts an acknowledged naira exposure into a specific ninety-day figure the board could act on.

RELATED SOLUTIONS

Stress Testing · Forecasting

INDICATIVE INVESTMENT ₦2,500,000 – ₦9,000,000 | TYPICAL DELIVERY 6 – 10 weeks

Value at Risk & Expected Shortfall

QUANT

WHAT WE DO

Measure potential loss over a defined horizon and confidence level, and the severity beyond it.

BUSINESS PROBLEM

Risk appetite cannot be assessed because potential loss is not quantified.

WHO IT'S FOR

Risk managers, CFOs, investment professionals, boards

TYPICAL INPUTS

Portfolio positions, price histories, correlation data

WHAT WE DELIVER

VaR and Expected Shortfall estimates, methodology documentation, backtesting

BUSINESS OUTCOMES

Risk appetite becomes a measurable position rather than a stated intention

EXAMPLE USE CASE

An investment manager establishes portfolio VaR and evidences that exposure sits within mandate.

RELATED SOLUTIONS

Portfolio Analytics · Stress Testing

INDICATIVE INVESTMENT ₦3,000,000 – ₦10,000,000 | TYPICAL DELIVERY 7 – 12 weeks

Stress Testing & Scenario Simulation

QUANT

WHAT WE DO

Model how the business or portfolio behaves under severe but plausible conditions.

BUSINESS PROBLEM

Resilience is assumed rather than tested, so vulnerabilities surface only when they materialise.

TYPICAL INPUTS

Financial position, exposure data, historical stress episodes, scenario definitions

BUSINESS OUTCOMES

Weaknesses identified while there is still time to address them

RELATED SOLUTIONS

VaR · Monte Carlo · Financial Modelling

WHO IT'S FOR

Boards, risk committees, CFOs, regulated entities

WHAT WE DELIVER

Stress results by scenario, vulnerability analysis, documented assumptions

EXAMPLE USE CASE

A lender models a severe rate and default scenario and identifies the concentration that breaks first.

INDICATIVE INVESTMENT **£3,000,000 – £11,000,000** | TYPICAL DELIVERY **7 – 12 weeks**

Monte Carlo Simulation

QUANT

WHAT WE DO

Run a decision or valuation across thousands of simulated paths to see the distribution of outcomes.

BUSINESS PROBLEM

A single-point answer conceals the range of results actually possible.

TYPICAL INPUTS

Model assumptions, volatility parameters, correlation structure

BUSINESS OUTCOMES

Decisions made against a range of outcomes rather than one estimate

RELATED SOLUTIONS

Financial Modelling · Stress Testing

WHO IT'S FOR

CFOs, investment professionals, risk managers, project sponsors

WHAT WE DELIVER

Outcome distributions, probability of defined thresholds, sensitivity analysis

EXAMPLE USE CASE

A developer sees the probability distribution of project returns rather than a single expected figure.

INDICATIVE INVESTMENT **£2,000,000 – £8,000,000** | TYPICAL DELIVERY **5 – 10 weeks**

Derivatives & Option Pricing

CUSTOM / ADVISORY

WHAT WE DO

Value instruments and embedded optionality using established pricing methods.

BUSINESS PROBLEM

Instruments are priced by negotiation or convention rather than by valuation.

TYPICAL INPUTS

Instrument terms, market data, volatility surfaces, rate curves

BUSINESS OUTCOMES

Pricing reflects the risk actually transferred

RELATED SOLUTIONS

Stochastic Modelling · Monte Carlo

WHO IT'S FOR

Treasury functions, investment managers, financial institutions

WHAT WE DELIVER

Valuations, sensitivities, methodology documentation

EXAMPLE USE CASE

A treasury values an embedded option in a supply contract that had been treated as costless.

INDICATIVE INVESTMENT **₦3,500,000 – ₦14,000,000** | TYPICAL DELIVERY **8 – 14 weeks**

Stochastic & Interest-Rate Modelling

CUSTOM / ADVISORY

WHAT WE DO

Model quantities that evolve randomly over time — rates, volatility, prices.

BUSINESS PROBLEM

Deterministic assumptions understate the range of possible paths.

TYPICAL INPUTS

Historical rate and price series, term structures, calibration data

BUSINESS OUTCOMES

Planning reflects how these quantities actually behave

RELATED SOLUTIONS

Monte Carlo · VaR

WHO IT'S FOR

Treasury, risk, investment and actuarial functions

WHAT WE DELIVER

Calibrated model, simulated paths, documented parameters and limitations

EXAMPLE USE CASE

A treasury models rate paths to test the sensitivity of a financing decision to timing.

INDICATIVE INVESTMENT **₦4,000,000 – ₦15,000,000** | TYPICAL DELIVERY **10 – 16 weeks**

Portfolio Analytics & Optimisation

QUANT

WHAT WE DO

Analyse portfolio composition, risk contribution and allocation efficiency.

BUSINESS PROBLEM

Allocation reflects history and preference rather than measured risk and return.

TYPICAL INPUTS

Holdings, price histories, mandate constraints, return objectives

BUSINESS OUTCOMES

Allocation reflects measured contribution rather than accumulated habit

RELATED SOLUTIONS

VaR · Monte Carlo

WHO IT'S FOR

Investment managers, CIOs, family offices, treasury

WHAT WE DELIVER

Risk decomposition, efficiency analysis, allocation recommendations

EXAMPLE USE CASE

A portfolio's risk is traced to two positions contributing disproportionately to volatility.

INDICATIVE INVESTMENT **₦2,500,000 – ₦9,000,000** | TYPICAL DELIVERY **6 – 11 weeks**

Credit Risk Analytics

CUSTOM / ADVISORY

WHAT WE DO

Quantify the risk in lending or receivables exposure.

BUSINESS PROBLEM

Credit decisions rest on judgement and relationship rather than measured risk.

TYPICAL INPUTS

Loan or receivables book, repayment history, default records, borrower data

BUSINESS OUTCOMES

Credit decisions consistent and defensible; concentration visible

RELATED SOLUTIONS

Machine Learning · Stress Testing

WHO IT'S FOR

Heads of credit, risk managers, lenders, CFOs with large receivables

WHAT WE DELIVER

Risk assessment framework, scoring approach, portfolio concentration analysis

EXAMPLE USE CASE

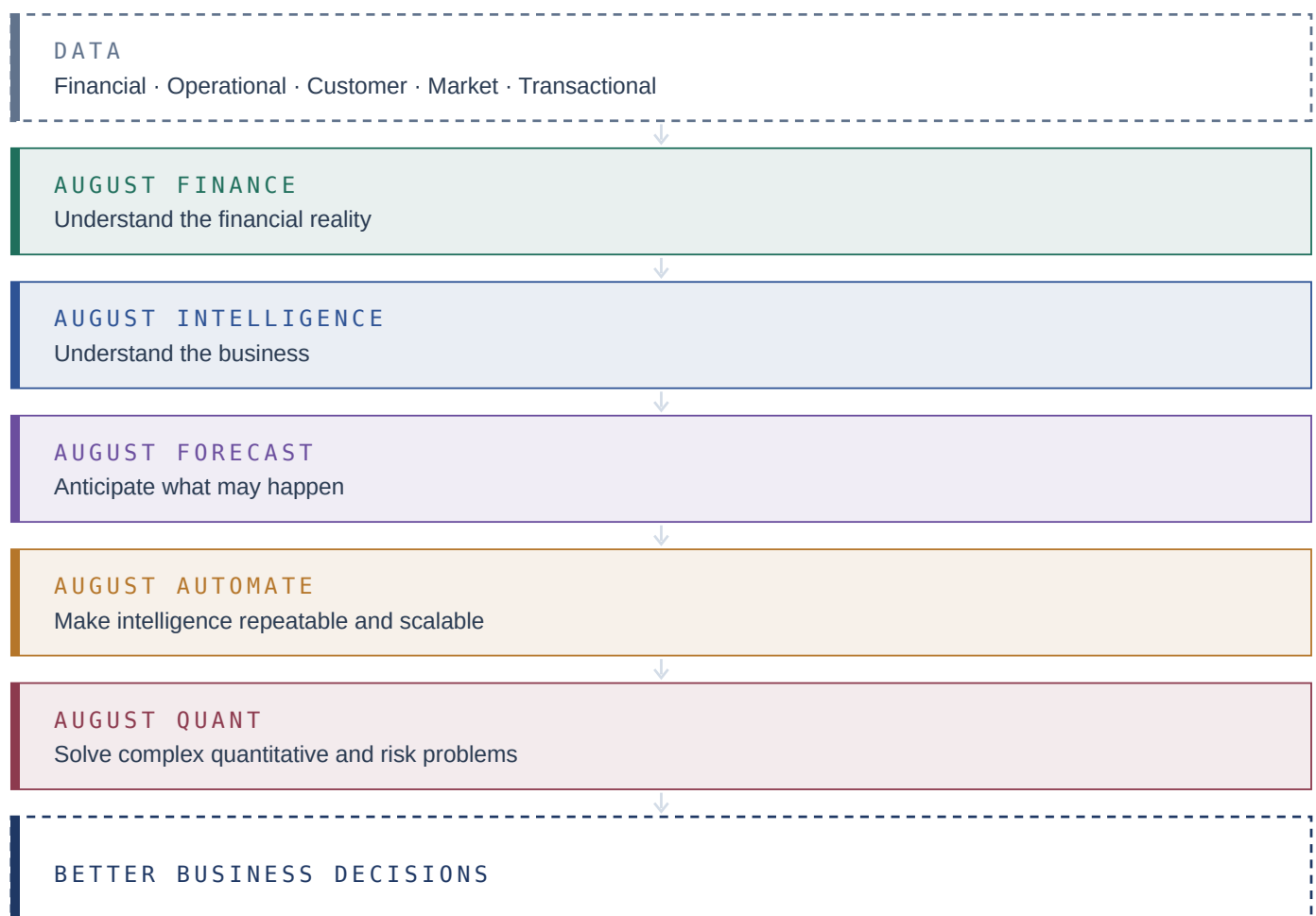
A lender quantifies concentration risk in a segment previously assessed only qualitatively.

INDICATIVE INVESTMENT **₦4,000,000 – ₦18,000,000** | TYPICAL DELIVERY **10 – 20 weeks**

PART XV

Solution architecture

How the families relate. Not a sequence you must follow — an order in which understanding usually accumulates.



Clients enter at whichever point their problem sits. A treasury with unmeasured exposure begins at Quant. A business whose reporting consumes three days a month begins at Automate. A founder who cannot see performance begins at Intelligence. The architecture describes how the layers support one another, not an order of purchase.

What is consistent is the direction of travel: every layer exists to produce a better decision than the one that would have been made without it.

PART XVI

Augmatics turns data into intelligence,
intelligence into insight, and insight into
better decisions.

WHERE TO BEGIN

*Tell us what decision you are trying to make. We'll help you
determine what your data can tell you.*

EMAIL

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WEBSITE

augustmarathonanalytics.com

LINKEDIN

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SCAN



Augmatics is the trading name of August Marathon Analytics. This catalogue describes solution families and representative engagements; every engagement is scoped to the client's specific circumstances, data and objectives. Figures cited describe previous analytical work and are not a forecast of results in any future engagement.