



FOR IMMEDIATE RELEASE
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SKC & Co. CPAs, LLC Launches Data Analytics Service

Boonton, NJ – Whether your business is large, small, or somewhere in between, data analytics can help you get a better picture of where you want to be and how to get there. Data analytics is defined as a process to analyze data, trends, patterns, relationships, and anomalies in your business. Simply put, it solves problems and moves businesses forward. SKC is proud to announce the launch of data analytics services, a new offering for our clients.

With this new service, SKC transforms raw data into visual representations that allow clients to visualize the story the numbers are telling to help them solve problems and make strategic decisions. We know the questions to ask and the data to look for.

Each month, we present you with management notes that analyze trends affecting your business in the short-term and long-term. You also have the benefit of Key Performance Indicator (KPI) reporting to better understand the health of your business. We create presentations that are visually easy to understand, such as pie charts and bar graphs, so that you can quickly identify the areas that require your focus now, next year, and beyond. These include:

- KPI dashboards
- Predictive analytics
- Marketing metrics
- Forecasting and modeling
- Exploratory data analysis for solutions to all your problems
- Market Analysis

Are you ready to take your business to the next level? Do you need to learn more about your business to improve its financial health? Data analytics will help you get there. [Click here](#) to watch SKC's informative video on this subject or contact Karen Donaway at kdonaway@skcandco.com to have the video emailed to you or for more information.