



# PRINCETON CONSULTANTS

*Information Technology and Management Consulting*

[www.princetonoptimization.com](http://www.princetonoptimization.com)

**88%**  
of spreadsheets  
contain errors.  
**What % of your  
advanced analytics  
models contain errors?**



## ***Advanced Analytics Model Review & Validation A Quality Assurance Service for Analytics Leaders***

**Validate and improve optimization and predictive models with an expert third party review**

- Uncover new ideas for improvement
- Benchmark your models and group against best practices
- Give business leaders more confidence in your solutions
- Help your specialists improve their development skills



**We will help you answer these important questions:**

- What is a correct model?
- What data is being integrated and how?
- How are solutions published and used in the business?
- What validation was done to see that the model met the needs of the business?
- How sensitive are the answers to the inputs?
- How often is the quality of models assessed, considering the changing nature of the data and the business?
- Did the implemented model reflect the intentions of the practitioner?

## Review & Validation: Engagement Summary

- Interview stakeholders from business and analytics development to understand business problem and context
- Review of existing models and procedures
- Review of data sources
- Implementation of models in alternative technologies to compare results (languages, solver, analytics engines)
- Experiments with models to uncover issues
- Report of findings with suggestions for improvements and possible further investigation

## Representative Clients



## Contact us to learn more



**Steve Sashihara**  
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Steve founded Princeton Consultants in 1981 to help organizations integrate optimization and new technologies into core business processes. Steve is the author of *The Optimization Edge* (McGraw-Hill), the first non-technical book to explain optimization to the busy business executive. He is a frequent guest speaker on the subject of applied optimization.



**Irv Lustig**  
Optimization Principal  
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An IBM/ILOG/CPLEX employee from 1993-2014, Irv led or managed technical services, sales and product development, and investigated forecasting and optimization integration at IBM Research. A longtime active INFORMS member, Irv is the author of more than 30 articles and scientific papers, an award-winning mathematical programmer, and a former professor at Princeton University.



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