Company Overview

We are champions of customer-centricity, helping our clients know their customers and predict the next best move for growth: of new users, market segments, brand awareness, product development, and much more. Our proprietary AI & Machine Learning tools, and best-in-field behavioral analytics methodologies help our clients see beyond trends and uncovers the full spectrum of customer behavior, so that we not only know what customers did historically, but we can model what they are likely to do next: a critical tool for intelligent growth.

OSG was founded in 2007 with the firm belief that for any company to develop and launch innovations successfully, or to create differentiation in markets that are very crowded, there has to be a complete understanding of the drivers and motivations behind their customers' choices. With this single-minded approach we set out to make OSG a "catalyst" helping our clients become the best at decoding their customers' decisions.

Big data became a trend and has evolved from the internet to digital transformation on mobile. OSG adds to historical structured and unstructured data, an important forward-looking "catalyst" that takes into account the future needs of our clients' customers. This "catalyst" is the single most important ingredient for the big data that helps our clients maximize their long-term financial value and become the best at driving growth through innovation and sustainable differentiation in crowded markets.

Our single-minded intervention to focus on understanding customers' needs, and what drives their future behavior, makes our behavioral and cognitive analytics platforms the leading analytic approach to drive superior outcomes for our clients.

We have continued to evolve and build our technology platform enhancing its capabilities and functionality including the development of new innovative apps which operate on a customer's or patient's device to monitor their experiences and keep them engaged in our research projects.

Past OSG Recognition

Recognized as an analytics thought leader in leading publications across the globe.

AMA American Marketing Association Phoenix

pharma TOP 10 Analytics

Forbes

Chief Marketer

USPAACC Fast 100 Asian American Business

Inc. 500

JMR

Harvard Business Review

The Power of OSG Analytics

We has a successful track record of providing actionable insights for our clients, using our AI/ML-driven technology and industry expertise.

We help organizations shift to customer-centric, to build predictive models to reveal future customer decisions.

Through nudges and interventions designed to optimize your customers' experience, your business can future-proof your decisions.

Contact us on our website and find us on LinkedIn, Facebook, Twitter, and Instagram.

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