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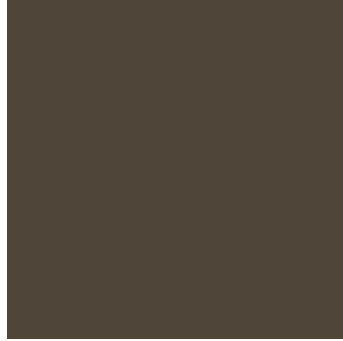
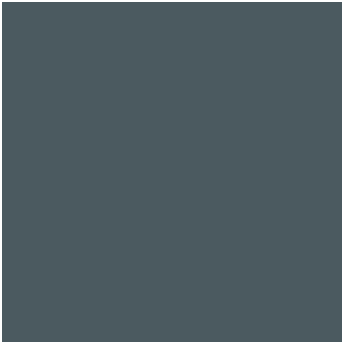
# MSM Data and Analytics



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## Capability Statement

**Make Sense Marketing, LLC DBA MSM Data and Analytics (MSM), a woman-owned small business, is experienced in data collection and statistical analysis. We utilize various advanced online sources and techniques to collect specified data. MSM then utilizes a process to assess, analyze and apply information (concepts and theories) to the data. These competencies are required to make proper decisions, prepare budgets and reports, draw conclusions and make recommendations for development.**



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# Core Competencies

- Data mining & Predictive Modeling
- Statistical Modeling
- Research Methods
- Hypotheses testing
- Knowledge of large data sets
- Knowledge of linking different data sets
- Knowledge discovery
- Big Data Analytics
- Data analysis, testing, and evaluation
- Multiple regression/Logistic regression
- Correspondence analysis
- Structural equation modeling
- Time series analysis
- Response modeling
- Retention/Attrition modeling
- Cluster analysis
- Factor analysis
- Discriminant analysis
- Conjoint analysis



## Past Performance

### **HRSA Govt. Contract: The National Practitioner Data Bank Validation Project (2014-present)**

Data Validation - Analyze, compare, and assess the NPDB data to quantitatively determine the extent to which transactions that are required to be reported to the Data Bank are fully and accurately submitted.

POC: Dr. Anne Stahl

### **Total Tix, Inc. (2003 – 2006)**

Data Reconciliation Project - The Comptix application was used by Major League Baseball (MLB) teams to manage and reserve complimentary tickets used by the families and friends of all MLB players.

POC: David Shepard

### **PicksPal (2005 – 2007)**

Building Database - Managed and built the database, user interface, and data analytics for Pickspal, a social media sports fantasy website (a \$5 mm project).

POC: Tom Jessiman

\* **Open Ratings Past Performance Evaluation available**

## Why MSM?

- Commitment to our clients is our #1 priority. Our success is determined by our client's satisfaction and not sales numbers.
- MSM has long-term relationships with companies whose services complement ours, as well as clients.
- We use advanced knowledge and technical skills with cutting edge technology to meet client's needs.
- Experience in the industry to anticipate and resolve problems before they arise.

## Company Data

**DUNS Number:** 014209304

**CAGE Code:** 6UAG6

**Federal ID:** 26-2435283

### **SINs**

**132 51-** Information Technology Professional Services

**541 4A** - Market Research and Analysis

### **NAICS Codes**

**518210** - Data Processing, Hosting, and Related Services

**541511** - Custom Computer Programming Services

**541512** - Computer Systems Design Services

**541513** - Computer Facilities Management Services

**541519** - Other Computer Related Services

**541611** - Administrative Management and General Management Consulting Services

**541910** - Marketing Research and Public Opinion Polling

**541990** - All Other Professional, Scientific, and Technical Services

### **SIC Codes**

**8742** - Management consulting services

### **PSC Codes**

**D399** - Other Information Technology Services, Not Elsewhere Classified

**L070** - Technical Representation Services: Automatic Data Processing Equipment (Including Firmware), Software, Supplies and Support Equipment



# MAKE SENSE MARKETING, LLC DBA MSM DATA and ANALYTICS

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