

COMPANY PROFILE



www.iotalytic.com



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Unlock Your Data into Insights

Collect, manage, analyse and transform

WELCOME TO OUR **COMPANY PROFILE**



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WHO WE ARE

Iotalytics Research and Analytics Solutions Pvt. Ltd., has a blended domain expertise in Research, Monitoring & Evaluation and Analytics in conjunction with a strong innovations and technology forte.

Our business consists of dealing with the most critical global issues through data intelligence.

Our research and analytic services enable business managers to consume more meaningful information from big data, and make data driven smart decisions for pan-enterprise processes to discover new opportunities; create sustainable social and business impact. We work in developing countries.

Iotalytics is led by recognized experts in research and development fields with a global work experience.





OUR VISION

" Iotalytics aims to be the national leader in the domain of innovative Research, Monitoring, Evaluation, Adaptation and Learning solutions, pan-enterprise through intelligent connections using robust technologies "



WE COLLABORATE WITH



Government



NGO's and CSR's



**Foundations &
Multilateral Agencies**



**Research Institutions &
Universities**



**Companies &
Individuals**



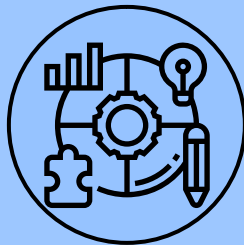
SECTORS OF WORK



OUR SERVICES



Monitoring and Evaluation



Advisory & Consulting



Market Research



Analytics



Training & Capacity Building



Iota-tech Point
(Survey Programming and AI-Automat
Visualization)



Field Data Collection





OUR SERVICES

Service Offerings

Monitoring and Evaluation:

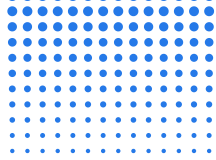
- M&E Systems and Frameworks Development
- Assessment Surveys: Baseline, Midline and Endline survey, Concurrent monitoring surveys and Data quality assessment.
- Evaluations: Formative Evaluation, Summative Evaluation, Participatory Evaluation, Outcome Evaluation, and Impact Evaluation.

Market Research:

- Customer Satisfaction Surveys
- Mystery Shopping
- Brand Awareness and Reach
- Pricing Research
- Advertising Testing
- Opinion Poll
- Concept Test

Advisory & Consulting:

- Research Methodology (Research Design)
- Theory of Change
- Instrumentation (Survey tools & Questionnaires)
- Sample Size Determination
- Ethical approvals
- Development of research proposals and reports
- Gaps and needs assessment within the existing M&E systems
- Development of monitoring frameworks and implementation plans
- Monitoring, Evaluation, Accountability and Learning (MEAL) frameworks
- Cost-benefit analysis (CBA)
- Social Return on Investment (SROI)
- Monitoring reports
- Strategy Development and Program Design
- NGO Management
- CSR Strategy and Planning



OUR SERVICES

Service Offerings

Analytics:

- Statistical Consulting , Analysis and reporting
- Economic modelling and forecasting
- Dashboards (Power BI, Tableau etc.)
- Predictive Modelling
- Data management (MS-Excel, SPSS, STATA, R etc.,)
- Data integration
- Data requirements (Secondary Data)

Iota-tech Point - (Survey Programming and AI-Automat Visualization):

- Survey Design - (CS Pro, ODK, Kobo tool box, Survey togo, Survey CTO,Lime survey, Survey solutions and Survey monkey etc).
- MIS Development
- Survey / MIS Website Hosting
- Data Quality Assurance Services
- Database Support Services
- Online and Real-Time Monitoring
- Dynamic Dashboards (Power BI, Tableau etc.)



OUR SERVICES

Training & Capacity Building

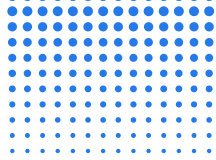


lotalytics provides a wide range of trainings and capacity building solutions for individuals and groups, through face-to-face trainings, in virtual reality simulations and the application of learning processes.

Our approach is to strengthen individuals and organizations by utilizing locally available resources in a systematic manner which is cost effective, easily adaptable, sustainable and scalable.

We help our clients identify highly competent and credible speakers/resource persons/domain experts (both international and local), on a wide range of subjects.

The course is [currently available](#).



OUR SERVICES

Field Data Collection

Iotalytics has established a division of field data collection services, on the basis of our competences of modern cutting-edge data collection methods in both quantitative and qualitative data processes with a vast reach across the country with substantial field expertise.

Key attributes:

- Pan India Coverage for fieldwork – CAPI, CATI, In-depth Interviews (IDI), Key-informant interviews (KII) and focus groups discussions.
- Local and International language interviewing capabilities
- In-house team of male / female investigators and moderators
- 100% back-check through synchronization of various methodologies for the purpose of delivering reliable, measurable and accurate data.
- Leadership team with decades of experience from the industry
- Use of technology for ensuring quality data (qualitative and quantitative) collection, and field team tracking



WHY IOTALYTICS



Tech Savvy

We pioneer new technologies and solutions, to power transformative analytics through digitization and AI-Automat Visualization



Geography

We deliver scale and scope-in with a pan India geographical network of experts



Customization

We use locally available resources to customize learning designs to value-based solutions to your unique needs



Quality, Fast & Efficient

We combine global capabilities with digital technology to deliver quality, fast, scalable and cost-effective insights



OUR TEAM



Dr. Prabhu Ponnusamy

Ph.D (Population Studies)
19+ years experiences

Position

Founder / CEO

Expert

Monitoring and Evaluation and large-scale health survey expertise

Experience

He has conceptualized, designed, developed, managed and implemented the research, and M&E in diverse projects. He also extensively worked in various large-scale surveys like (DLHS, NFHS etc.). Conducted several training workshops on data capture and reporting tools such as (CSPRO, ODK, etc.) and use of Quantitative software's such as SPSS, STATA etc.,



Dr. C. Ramanjuam, Ph.D

Ph.D (Population Studies)
35+ years experiences

Sr. Consultant

Survey Research expertise

He has the experience of more than four decades in survey research experiences related to fertility, mortality, migration, health and family welfare, nutrition, environment, social exclusion and discrimination empowerment of women, and evaluation of Government welfare programs. He also, has led the first three rounds NFHS and DLHS survey in Tamil Nadu



Dr. Sonali Abner Daniel

MD (Community Medicine)
20+ years experiences

Sr. Consultant

Public Health Specialist

Her expertise lies around Project management, implementation research, quality and feasibility assessments, gap analysis, public health research and facilitating capacity building, community engagement, monitoring and evaluation

OUR TEAM



Dr. Sundara Babu Nagappan



Dr. Pallavi Gupta



Dr. Deepali Verma

Qualification & Experiences

Ph.D (Social Sciences)
23+ years experiences

Ph.D (Population Studies)
12+ years experiences

Ph.D (Anthropology)
5+ years experiences

Position

Sr. Consultant Research

Consultant Research

Consultant Research

Expert

Public Policy Research

Quantitative Research
Specialist

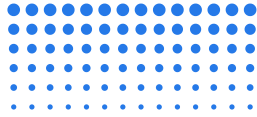
Qualitative Research
Specialist

Experience

He is a public policy analyst, a social science researcher, and a grassroots civil society trainer. He has been involved in several social studies, action-researches, documentation and training with particular focus on ensuring socio-economic justice, equitable natural resource distribution, and conflict transformation

She has proficient in writing research proposal, developing research design, data collection tools, qualitative and quantitative data collection, management, analyses and report writing. she is expertise use of Quantitative software's such as SPSS, STATA etc

She has an expertise qualitative research methods and is proficient in data analysis. Skilled in the development, of assessment tools; designing a research study; preparing research protocols; capacity building and monitoring data quality. she is expertise use of Qualitative software's such as NVivo, ATLAS. ti etc



OUR TEAM



Dr. Pankhuri Sharma

Ph.D (Anthropology)
 9+ years experiences

Consultant - Research

Quantitative & Qualitative
 Research

She has extensive experience in designing research studies using quantitative and qualitative methods, conducting field work, collecting ethnographic data, writing research grants, reports, papers, etc.,



Mr. Raj Kumar Pandey

Masters (Applied Economics)
 18+ years experiences

Manager Field Operational

Large-scale survey expertise

He has carried out large-scale surveys, such as AHS, IBBS, RIMCH, etc. for different customers (NACO, RTI, MoHFW, PSI, ABC Associate, ORGI, UNICEF, LIRNEasia, etc.) in India.



Dr. Masthan Tadapatri

Ph.D (Geography)
 10+ years experiences

Consultant Field Operational

Large-scale health survey
 expertise

He has executed various large scale national level Surveys across India, surveys like NFHS, DLHS, Global Adult Tobacco Survey, Comprehensive Nutrition Survey, NRHM etc.

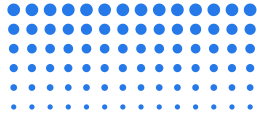
Qualification & Experiences

Position

Expert

Experience





OUR TEAM

OUR ADVISORS



Dr. N. Ponnusamy, Ph.D
35 + years of experiences
Director / Statistician



Dr. G. Arivarignan, Ph.D
35 + years of experiences
Statistician



**Dr. Nayanjeet Chaudhury, MD
(Honorary)**
25 + years of experiences
Public Health Specialist



Dr. C. Ramanjuam, Ph.D
35+ years of experiences
Statistician / Demographer



Dr. Sonali Abner Daniel, MD
20 + years of experiences
Public Health Specialist



OUR TEAM

" With over 25 empaneled independent consultants, the Iotalytics core resource pool consists of experienced professionals from the fields of research and monitoring evaluation with a global work experience. Over 200+ field data collection team. "



25 +
Consultants

- Statisticians
- Demographers
- Public Health
- Economist
- Gender Specialist
- Monitoring Evaluation Learning
- Technology and MIS
- Market Researcher
- Data Management etc.,

OUR PARTNERS AND CLIENTS



STAY WITH US

Iotalytics Research and Analytics Solutions Pvt Ltd



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