

JOHN McCONNELL – Founder, Analytical People.



John McConnell is the founder of Analytical People. He has been delivering Analytical Consulting Services in a broad range of business and research areas for over 20 years. The type of projects he is involved in range from ad-hoc analyses through to multi-user high-end, automated, analytical solutions delivery with Statistical, Data Mining and Predictive Analytics methods and technologies.

In the past 10 years John has been involved in a number of ventures in Europe and North America which have applied advanced analytical methodologies. In 2004 he co-founded Applied Insights which specialised in the application of Advanced Digital Analytics. Applied Insights was acquired by Foviance in November 2008 and Analytical People was launched.

His recent modelling work with Reed Business Information (RBI), for example, resulted in RBI winning "Best use of data" and the "Best customer retention strategy" at the magazine publishing industry conference in 2008.