Building your Analytical Journey

Ready to get on board?

LTP Advanced Analytics & Business Consultancy
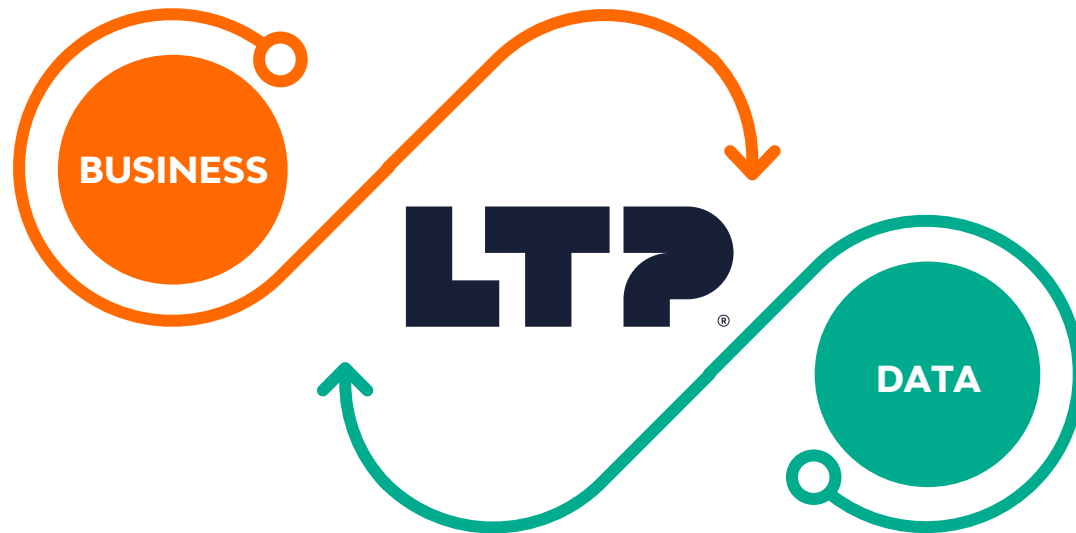
LTP

AI &
Advanced
Analytics
for Business

Key points of difference

BUSINESS

DATA

Business & analytics together

Our hybrid profile combines AI and advanced analytics with business expertise, with 200+ scientific papers published

Tailored turnkey solutions
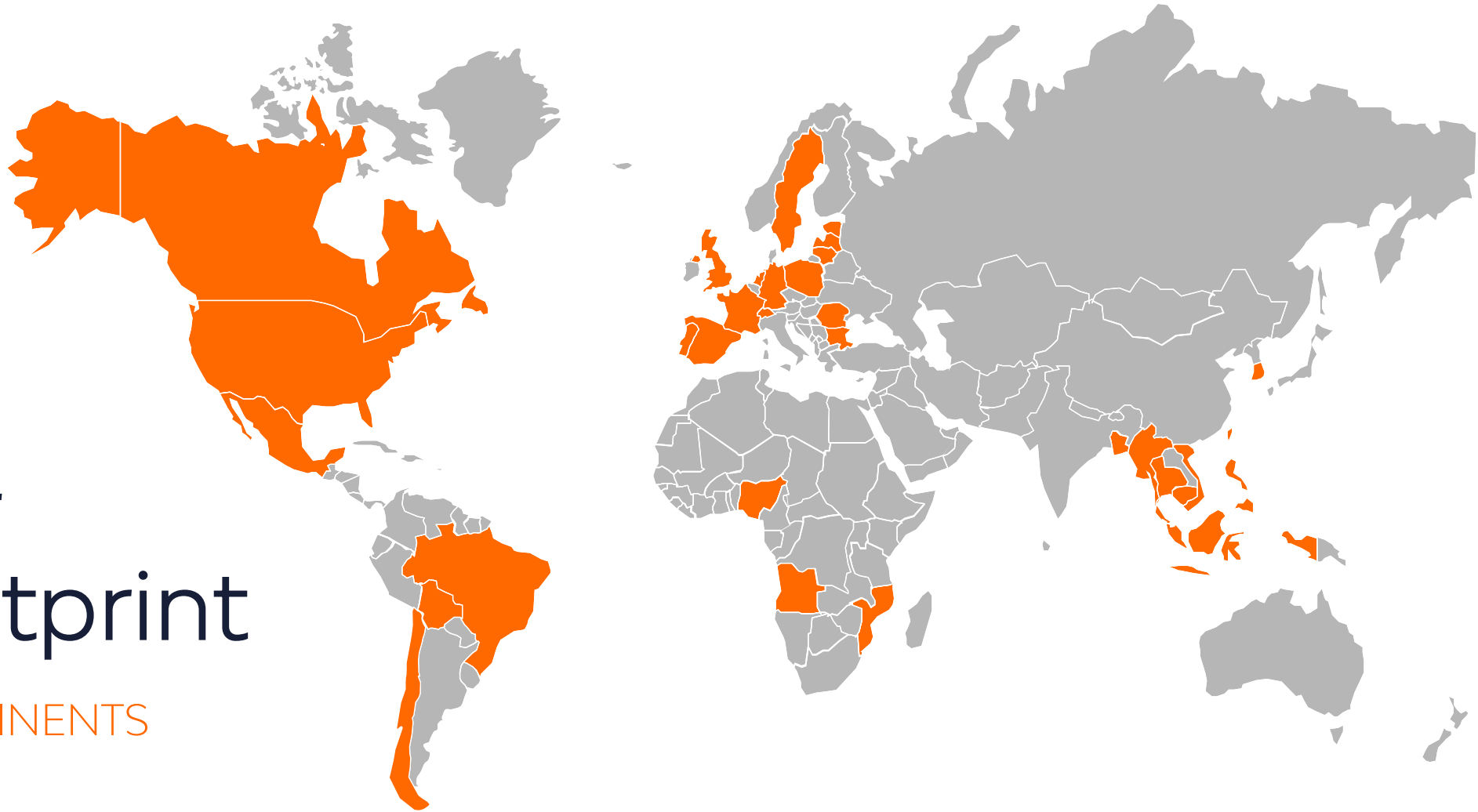
We specialize in developing analytical solutions that are custom-built to meet your specific needs, from design to execution

Long-Term Partnership

We partner with market leaders during every step of their analytical journey, building value through impactful, lightning-fast initiatives

Our
Footprint

4 CONTINENTS

90% of clients work more than once with LTP

Consumer Goods

Financial Services

Healthcare

Industry & Logistics

Retail

Telco & Utilities

LTP

Our Impact

LTP's solutions unlock sales growth and increased efficiency, fostering a sustainable rise in profitability

REVENUE

Boost sales by exploring customer data and preferences

&

EFFICIENCY

Reduce costs through optimized decisions integrating all decision layers

Payback:
6 – 12 Months

Broad **scope** of action

Supply Chain & Operations

- Capacity management
- Demand Planning
- Inventory & Replenishment
- Asset Management

Strategy & Finance

- Analytics Discovery
- *Echo* –Analytics-driven sustainability
- Zero-based budgeting
- *Arcaico* – Innovating with Gen-AI

Marketing & Sales

- Pricing & Promotions
- Targeted Marketing
- Network & Location
- Sales Incentives

People & Organization

- *Analytics for Executives*
- Analytics Literacy
- Workforce planning
- Talent Management

Supply Chain & Operations

Where should I setup my warehouses?

How should I plan my productions?

What's my forecasted demand for the next month/year?

What routes are optimal for home delivery?

What level of integrations is ideal for the delivery process?

Marketing & Sales

Marketing

How to avoid churn and offer clients personalized and relevant offers?

How to accurately predict demand and get to know customers' trends?

How to determine the optimal marketing mix?

How to monitor campaigns' performance and identify missed opportunities?

How to get a better understanding of competitor's strategy?

Sales

Which type of leads are our highest value customers?

Which KPI's can best access sales performance?

Strategy & Finance

Strategy

How to use Data and Analytics as a lever to address sustainability-related challenges?

How can we focus on the most promising opportunities?

Finance

How to perform smart zero-based budgeting?

How to build smart P&L with continuously updated drivers?

When and how to build data monetization strategy?

People & Organization

People

Is C-level training required?

How to predict key drivers of top talent? How to use HR analytics in recruitment?

How to prevent employee churn with people analytics?

Organization

Where to start the analytical journey?

What's the best organizational model (e.g., CoE or a decentralized model)?

AI Journey

LTP

Drive Change

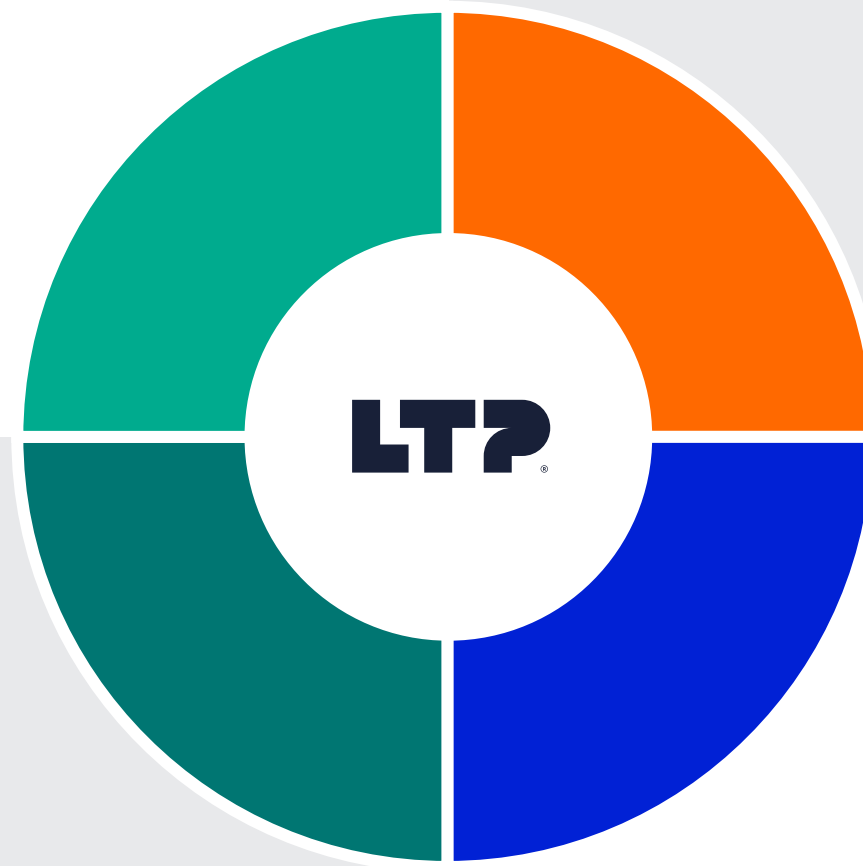Analytics for Executives

Training and Support

Discover

Analytics Discovery

Analytics for Executives

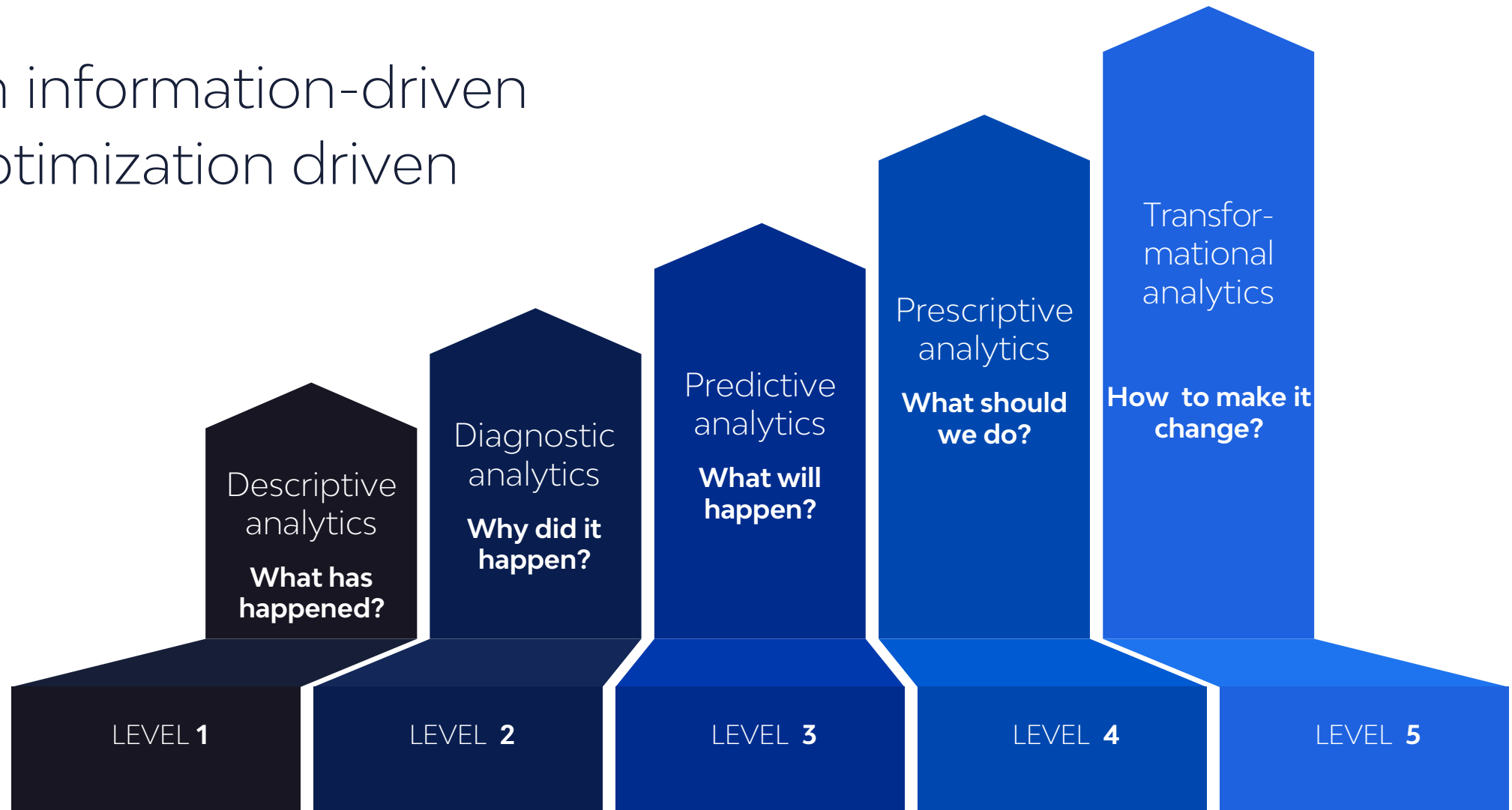Roadmap definition

Develop

Model development and execution, using the right tools for the job:

Optimization

Simulation / Digital twin

Machine Learning

Generative AI

Design & Decide

Data analysis

Problem framing and solution design

Simulation of different approaches in a risk-free environment

From information-driven to optimization driven

LTP

Transfor-mational analytics

How to make it change?

Prescriptive analytics

What should we do?

Predictive analytics

What will happen?

Diagnostic analytics

Why did it happen?

Descriptive analytics

What has happened?

| LEVEL **1** | LEVEL **2** | LEVEL **3** | LEVEL **4** | LEVEL **5** |

Level of complexity and value derived

Unlocking
new possibilities
through strategic
partnerships

FLOW | Unlocking the potential of location analytics

Innovation Enabler member of **NOVA SBE Innovation Ecosystem**

The **optimization tool** that best serves our customers

Recognition across media and academic ecosystems

200+ Published Articles

Media

OBSERVADOR

Luís Guimarães

Partner na LTPlabs

Cadeia de abastecimento global: depois da tempestade, a tormenta

Além da tragédia humanitária há todo um impacto que se fará sentir na economia e nas cadeias de abastecimento. A tomada de decisão tem hoje de ser orientada por modelos analíticos inovadores.

dinheiro vivo | Economia Empresas Mercados | TSF

Modelos analíticos da LTPLabs já nos quatro cantos do mundo

Consultora portuense desenha soluções para melhorar desempenho de grandes empresas nacionais e internacionais. Negócio cresce 28% ao ano.

ESM EUROPEAN SUPERMARKET MAGAZINE

Private Label | A-Brands | Fresh Produce | Drinks | Supply Chain | Tech

Sonae MC Adopts Analytical Model To Fight Food Waste

January 23, 2023 8:27 AM
By Branislav Pekic

Portuguese food retailer Sonae MC has implemented an analytical model developed by Portuguese consultancy LTPlabs to cut food waste.

O Jornal Económico

EMPRESAS | TECNOLOGIA

NOS e LTPlabs criam projeto de consultoria de dados e 'analytics'

Bianca Marques 16 Mar 2023

O novo projeto tem como "objetivo acompanhar as empresas nacionais no seu processo de transformação digital".

Scientific Research

European Journal of Operational Research
ELSEVIER — Volume 294, Issue 3, 1 November 2021, Pages 817-819

Editorial
Digitalization and omnichannel retailing: Innovative OR approaches for retail operations

Alexander Hübner, Pedro Amorim, Jan Fransoo, Dorothee Honhon, Heinrich Kuhn, Victor Martinez de Albeniz, David Robb

European Journal of Operational Research
ELSEVIER — Volume 289, Issue 1, 16 February 2021, Pages 1-16

Invited Review
Retail shelf space planning problems: A comprehensive review and classification framework

Teresa Bianchi-Aguiar, Alexander Hübner, Maria Antónia Carravilla, José Fernando Oliveira

Worten Portugal: Becoming a Digital Marketplace

By: Antonio Moreno, Pedro Amorim and Tonia Labruyere

Format: Print | Language: English | Pages: 28

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ABSTRACT
With Amazon's entry into Portugal, Miguel Mota Freitas, CEO of Portuguese electronics chain Worten, is reflecting on their strategy of building a competitive marketplace.

MITSloan Management Review ☰ MENU

MAGAZINE SPRING 2023 ISSUE / RESEARCH HIGHLIGHT

How E-Commerce Companies Can Reduce Returns

Research shows that product returns decrease when online shoppers receive orders in a single, consolidated delivery.

Pedro Amorim, Eduard Calvo, and Laura Wagner • March 01, 2023

MITSloan Management Review ☰ MENU

MAGAZINE FALL 2021 ISSUE / FRONTIERS / RESEARCH HIGHLIGHT

Online Shoppers Don't Always Care About Faster Delivery

Analyzing online customer data may reveal that other delivery attributes matter more than how quickly an order is received.

THAT'S WHAT LTP STANDS FOR

LTP