



latentview

Actionable Insights • Accurate Decisions

Understand the "Why" behind the "What"



Richer insights. Profound strategic value.
Better investments.

Which are your most effective marketing channels?



Where does your prospects come from?



On an average, **marketing spend** represents **24%** of a CPG firm's revenue - Deloitte



Relying on correlation driven ML tools isn't always the best option to go for. The key to success is **knowing when the correlation is enough - and what to do when it is not**



From academia to business - all the top companies are investing in Causal Inference capabilities like

Microsoft | IBM Research | zalando | Lufthansa | Uber | Lyft | Netflix etc.

**Jump on the bandwagon before it's too late.
Draw your assumptions before your conclusions.**

To learn more about causality, write to us at
[<marketing@latentview.com>](mailto:marketing@latentview.com)