

**ANALYTICS AND DASHBOARDING FACILITATE  
NEXT-LEVEL DEAL TEAM COLLABORATION**

*3-week engagement · Validated investment thesis, laid groundwork for post-close success  
· Demonstrated ability to create value with big data under tight timeline*

**SYNOPSIS**

An investment firm conducting due diligence retained Horizon to help them quickly digest hundreds of GBs of data spanning 15 years, conduct analysis, and deploy results in an interactive dashboard. The deal team intended to use the dashboard to collaborate and vet their hypotheses about the company's sources of growth and its potential moving forward.

**SOLUTION**

The Horizon team quickly ingested the raw data and developed dozens of aggregations that allowed the dashboard to slice into relevant aspects of the company's history while maintaining fast query performance. When the client provided additional data midstream, we were able to quickly update the analysis. We also facilitated a statistical sampling effort to characterize sentiment in the data and included the results of this sampling in the set of dashboard slicers as candidate drivers of growth.

**VALUE**

Using the dashboard and sentiment data, the deal team processed and gleaned insights quickly from a very large amount of data. Their collaboration on this deal demonstrated that previously unprocessed big data can be used to generate significant value in the due diligence phase despite the tight timelines required.

Horizon iterated with the PE team in response to numerous follow-up questions during this short engagement, helping the team provide stronger support to the firm's investment committee and transition more quickly to execution and value creation post-close. The team felt the dashboard helped give insights about drivers of growth and potential that prevented them from overpaying for the company.