



data

Transforming even the most complex of data issues into straight-forward solutions

## PRESS PACK

### Welcome to Prospect Swetenhams

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**As one of the UK's leading data companies, Prospect Swetenhams has considerable experience in the management and analysis of customer information – both business to business and business to consumer.**

Whatever aspect of data you are looking into, we can provide you with expert comment and background. From the rise of data analytics to Pan-European marketing campaigns, we have the people and the experience to unravel the complexities of data and help you get the story you want.

The next sections will introduce you to some of our key staff and their own individual areas of experience – and demonstrate some of our own thinking about data and the future of the data industry.

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