Who we are

Elder Research Inc. (ERI) is the USA’s leading consulting company in data mining, predictive analytics, and text mining. Founded in 1995, ERI has helped government agencies and Fortune Global 500® companies solve real-world problems by amplifying the productivity of their analysts. Drawing from experience in multiple industries, ERI brings cutting-edge technology into front-line practice to achieve high return on investment. Headquartered in Charlottesville, Virginia, ERI has a growing office in Washington, DC.

What we do

Our deep understanding of analytics, working together with the business domain expertise of our clients, creates a team capable of extracting actionable value from the data - numbers, words, and links - which relentlessly pour in. ERI’s decades of experience solving multi-disciplinary problems provides the judgment to cut through the noise, ignore distracting factors and hone in on the business drivers the data can reveal. Expertise with a world-class collection of analytic tools (commercial and custom) combined with our “small business hustle” provides the high productivity that gives our clients great return on their investment.

The team has successfully applied sophisticated modeling techniques to very diverse challenges including:

- **Fraud Detection** - scoring and ranking contracts, claims, or transactions for likelihood of fraud
- **Anomaly Detection** - sifting through massive datasets to find unusual cases worthy of attention
- **Text Mining** - extracting value from open-ended, unstructured, textual data
- **Threat Detection** - mining high-volume and diffused information to anticipate National Security threats
- **Direct Marketing** - ranking likely customers by calculated propensity to respond
- **Cross-Selling** - surfacing products of interest to current customers
- **Customer Segmentation** - distinguishing clusters of distinct types of customers
- **Credit Scoring** - predicting credit default
- **Investment Modeling** - anticipating shifts in the stock market
- **Complex Network Analysis** - delving into networks to uncover fraud “rings” or unexpected connections

Elder Research Inc. (ERI) has provided predictive analytics and data mining consulting to over 100 clients.

Selected Clients

**GOVERNMENT:**
- Department of Defense
- U.S. Postal Service Office of Inspector General
- Department of Labor Office of Inspector General
- Internal Revenue Service
- U.S. Securities and Exchange Commission
- Veterans Health Administration

**COMMERCIAL INDUSTRIES:**
- Banking
- Consumer Products
- Credit Cards
- Insurance
- Investment
- Mortgage
- Oil & Gas Exploration
- Pharmaceuticals
- Retail
- Telecommunications
ERI Culture & Values

We are a small business of 50 able to respond rapidly to client needs. We value excellence, close communication, and positive collaboration. Elder Research employees form skilled teams to solve challenging problems. We work hard to provide the best value to our clients and enable each person to develop their abilities to the fullest.

Our core values are:

» **Integrity** - personally and corporately doing the right thing, whether or not anyone is looking

» **Excellence** - delivering the very best solution possible given the available information and constraints

» **Teamwork** - collaborating closely with other team members, the client, and domain experts

» **Humility** - learning from mistakes and respecting diverse ideas

» **Servant Leadership** - going the “extra mile” for our clients to provide the best solutions possible

John Elder, CEO Elder Research

**Dr. John Elder** founded ERI in 1995 after years in the investment and aerospace industries. John holds Engineering degrees from Rice University and the University of Virginia, where he’s an Adjunct Professor. Dr. Elder has authored innovative data mining tools, chaired international analytics conferences, and is a frequent keynote speaker. He was honored to serve five years on a panel appointed by President Bush to guide technology for National Security. He recently co-authored award-winning books on practical data mining (2009), ensemble modeling (2010), and text mining (2012). John is grateful to be a follower of Christ and a father of 5.

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ERI Authored Books:

**Handbook of Statistical Analysis & Data Mining Applications** *(2009)*
Robert Nisbet, John Elder, Gary Miner

★ Won PROSE Award for top Mathematics book of 2009

**Practical Text Mining and Statistical Analysis for Non-Structured Text Data Applications** *(2012)*
Gary Miner, Dursun Delen, John Elder, Andrew Fast, Thomas Hill, Robert Nisbet

★ Won PROSE Award for top Computing and Information Sciences book of 2012

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HQ: 300 West Main St. Suite 301 Charlottesville, VA 22903 | DC Office: 2101 Wilson Blvd. Suite 900 Arlington, VA 22201

434-973-7673 | info@datamininglab.com | www.datamininglab.com

**SCHEDULES:** GSA: GS-35F-032OT | **CONTRACT VEHICLES:** AMPERE; Alliant SB; SITE; Omnibus III; NSETS II

**CAGE:** 1GMY7 | **DUNS:** 028211527

**NAICS:** 511210, 518210, 541511, 541512, 541613, 541618, 541690, 541712, 611420, 928110