



Akademos

A Digital Research Consultancy

Outline



Who Are We



What We Do



How We Do
What We Do



Market Research
Products



HR Consulting
Products



Strategy Consulting
Products



Our Values



Our Experience



Our Team



Who Are We?



Akademos was created out of the idea that numerous decisions taken by our businesses, organizations, governments, entrepreneurs and people are not corroborated by complete information.

We believe that the decisions based on **empirical, authentic & relevant data** are more **efficient**.



We strive to be the champions of providing relevant information through credible research



What We Do?

Simply put,

We Answer Questions.

Akademos is a research consultancy that uses quantitative & qualitative research methodologies whilst harnessing the power of digital tools to solve complex business problems and provide value-added solutions to our clients.





Research Consulting



**Human Resource
Consulting**



How We Do What We Do

How We Do What We Do



Data Collection

We provide data collection for both qualitative & quantitative researches according to the client's needs. We have the capacity to gather data on-field & through digital means. Our expert on-field team is trained and experienced in collecting data through advanced digital tools thereby reducing the collection time. We ensure data integrity is upheld every time through a dynamic monitoring and verification process.



Data Analysis

We analyze the data according to the research questions being answered, context of the specific organization & its industry along with the requirement of the research objectives. Our analytically equipped team is able to provide you with key insights through business intelligence and relevant use of a wide variety of technical software's and tools.



Data Presentation

We present the analysis in aesthetically designed reports with key actionable recommendations in accordance with the clients needs. The data is presented on real-time interactive dashboards consisting of advanced visual tools in order to make the analysis more insightful and decision-making more relevant, well-informed and efficient.



Market Research Products



Market Research Products



Brand Health Tracker (BHT)



Return On Investment (ROI) Evaluation



Concept Testing



Monitoring & Evaluation



Digital Consumer Panel



Consumer Insights



Mystery Shopping



Below The Line (BTL) Activation



Product Testing



Market Feasibility Studies



Human Resource Consulting Products

Human Resource Consulting Products



360 Degree Feedback



Role Mapping



E-Learning



Assessment Center



Test Creation



Social Media
Sentiment Analysis



Development Needs
Analysis



Organizational Diagnosis



Learning



Development Center



HR Audit



Ad Testing



Employee Wellness



ROI Analysis



Diversity & Inclusion



Competency Mapping



Vision, Mission, Values



Usage and
Attitude Studies



Strategy Consulting Products



Strategy Consulting Products



Marketing Communication



Organizational
Strategy



Pricing Strategy



Financial Analysis





Tools We Use



Tools We Use



Focus Groups



Phone Surveys



In-Depth Interviews



Secondary Research



Interactive Dashboard



Digital Surveys



Field Surveys

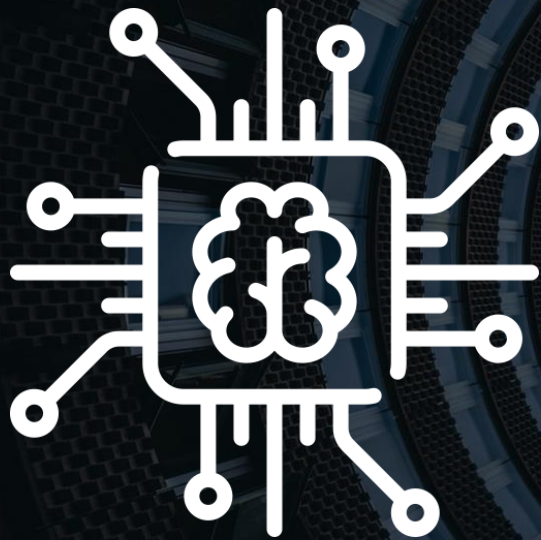


Observations





Our Experience



Industries

Industries



Malls



Banking



Healthcare



Food & Beverage



Electoral



Retail



Footwear



Transportation



Real Estate



Clients of Our Team





Our Values

Our Values



Integrity



Passion



Justice & Fairness



Excellence



Helpfulness



Adaptability



Optimism



Continuous Learning



Our Team



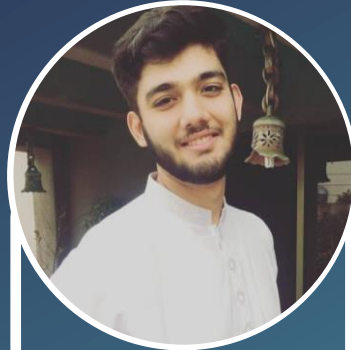
Core Team



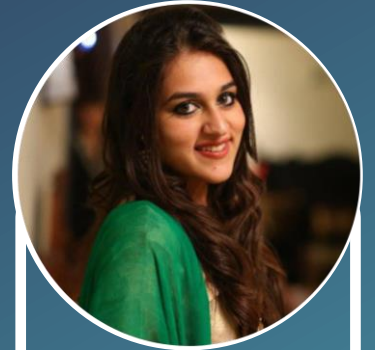
Amanullah Haneef



Saad Akbar



Arham Sarfraz



Kainat Shahid



Marya Adhami



Eesha Tariq



Maira Jillani

Advisors



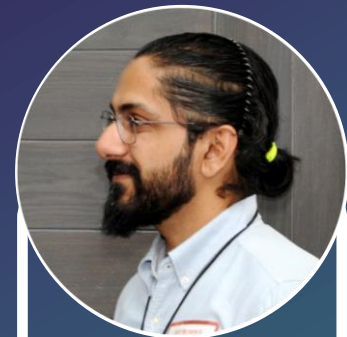
Saadia Bukhari



Anisa Dar



Zain Baloch



Asif Khan



Asad Rehman



Yahya Bajwa



Let us help you make informed decisions!

