Spring 2025

Client Partnership Packet

About Us

Who we are

Hoyalytics is Georgetown's premier **data analytics consulting club**. Led by a team of high-achieving and creative students who combine technical expertise with strategic business analysis, we deliver impactful, data-driven insights for clients across industries.

Students at Hoyalytics have gone on to hold positions in a variety of industries, bringing technology and strategy principles to companies like Amazon, Apple, McKinsey, Bain, and Goldman Sachs.

What we do

Driven by our passion for technology, Hoyalytics provides analytical solutions to real-world business problems. Our analyst teams undertake **semester-long engagements** that provide our clients with unique insights, detailed deliverables, and actionable recommendations.

What sets us apart is not just our **problem-solving process**, but the **collaborative ethos** we bring to each project. We believe in tackling challenges holistically, considering both business impact as well as the unique values of our partner companies.

Apart from our consulting and analytics work, Hoyalytics is also passionate about fostering a community of industry-ready individuals. All our analysts undergo a **12-week training program** to not only help them excel in their client projects, but also in their future careers.

How you can partner

What we provide for each client

1	**6**	**10**	**10-15**
Project manager	Data analysts	Weeks	Hours per week

Each semester, we partner with 6-7 companies to work on wide range of projects, offering services such as analytical **business strategy**, **operations automation**, and **market insights**. Our analyst work is powered by combining cutting-edge machine learning methodology with industry-standard business analysis.

Over our semester-long engagement, each of our teams, composed of an experienced project manager and 6 data consultants and scientists, will dedicate up to 14 hours of work per week on your project. Data consultants are equipped with skills such as **business intelligence tools, data visualization, and corporate strategy**. Data scientists specialize in **Python, advanced machine learning, and web scraping**. Clients are expected to participate in weekly or bi-weekly meetings to ensure goal alignment as we work towards mid-semester and final deliverables.

With technical excellence and analytical mindset, we recognize that every company is unique, and we tailor our solutions to align with each client's specific needs and values.

Why you should partner

After a rigorous 12-week training program, Hoyalytics data consultants and data scientists are hand picked from Georgetown's top business and tech talent with an acute analytical mindset.

Beyond our technical expertise, a partnership with Hoyalytics would also provide you with opportunities to connect with the next generation of up and coming consultants, data scientists, and product managers, as well as the broader Georgetown community.

Companies we've worked at

Our Services

Project Scopes

Hoyalytics provide data analytics and consulting services tailored to our clients' needs. Some of our previous project scopes include but are not limited to:

- Business Strategy
- User Research
- Product Strategy
- Marketing Analytics and Digital Strategy
- Market Research and Insights
- Exploratory Data Analysis
- Computer Vision and Natural Language Processing
- Investor Relations and Sales Optimizations

Past Work

* Please note that most of our clients require our data analysts to sign an NDA. If this is a requirement for your company, we would be more than willing to comply.


PathAI

Conducted market research and customer segmentation analysis. Offered data-driven recommendations on GTM strategies of products for each of the key customer segments.
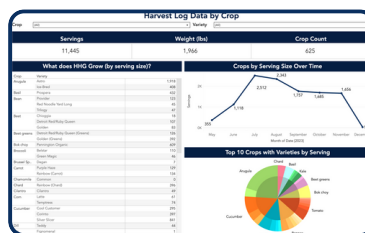
Hoya Harvest Garden

Improved engagement and implemented efficient data collection through survey. Deployed interactive Tableau dashboard of current data. Conducted exploratory data analysis on various metrics.
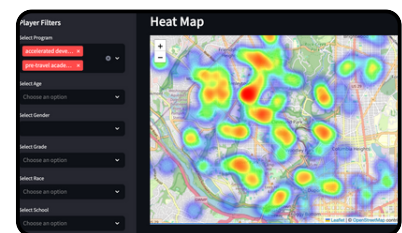
DC Soccer Club

Developed an interactive web app to optimize field placements based on player location data. The web app includes dynamic filtering options, custom labelling, and map overlays.

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