

Our value proposal lies in "business value focus" and "end-to-end" implementation insight.

How Companies Like Amazon Use Big Data To Make You Love Them

Co.Design / Sean Madden



Last month, I talked to Amazon customer service about my malfunctioning Kindle, and it was great. Thirty seconds after putting in a service request on Amazon's website, my phone rang, and the woman on the other end--let's call her Barbara--greeted me by name and said, "I understand that you have a problem with your Kindle."...[continue](#)

To Succeed with Big Data, Start Small

Harvard Business Review / Bill Franks



While it isn't hard to argue the value of analyzing big data, it is intimidating to figure out what to do first. There are many unknowns when working with data that your organization has never used before — the streams of unstructured information from the web, for example...[continue](#)

What does "Crede" mean?

Wiktionary defines Crede as the 'Second-person singular present active imperative of "crēdō"'. In short, it means "believe!" in Latin. The Latin word is associated with English words of credibility, belief and creed.

How to Prevent Problems Before They Occur

Crede Consulting – İdil Doğan

An MIS in an organization might be subjected to many types of risks; there are problems which can arise from different types



of data, such as the risks associated with big data and dangers of bad data among the others. If such risks take place, it might be too late for the organization. Hence, organizations have to take right measures to prevent themselves such problems before they occur. It is obvious that this depends on the organization's ability to predict the possible risks that the MIS might face, and the problems that such risks could raise...[continue](#)

About Us

Crede is an information based management consulting company delivering solutions on marketing and risk analytics and data mining. Crede has the ability of delivering its proposed solutions with its client by playing an active role in the implementation phase.