

By Lexicon Management Institute of Leadership & Excellence



WHO WE ARE

Living up to our name, The Lexicon Centre of Research & Innovation aims to provide data based, actionable insights, solutions and strategy to real life business issues across functions to the decision makers across the government, the industry and the community. While bridging the gap between academics and industry practices we are committed to adding value at both strategic and tactical levels.



HOW IT WORKS



FACULTY To with the academic rigour and excellence to provide robust research & analysis frameworks



SUBJECT MATTER **EXPERTS To curate** industry & function specific solutions and strategy



SERVICING TEAM To provide effective actionable solutions through a single window to all market research, data analytics & insights related requirements across functions, basis the comprehensive knowledge of the market research industry

Q



STUDENT MANAGERS To facilitate data collection even with the "tough to connect and engage" target groups





SPEARHEADED BY



ADVANTAGES WE OFFER

- Leverage the best of both the worlds Academic **Excellence and Industry Pragmatism**
- Statistically robust research methodologies
- Pragmatic & actionable insights, solutions & recommendations
- Fully customized solutions to your business / marketing
- Complete transparency, no black box models deployed
- No technology barriers

OUR EXPERTISE



AUTOMOTIVE



GENERAL CONSUMER BEHAVIOR



HOSPITALITY, LEISURE & TOURISM



EDUCATION



MSME



RETAIL (Both traditional & Digital Services)





