

## Nexus Meets Edge Analytics transcript

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Hi, I'm Lauren and I'm a Senior Consultant at Edge Analytics.

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And so, I initially joined Edge as a year in industry placement student and that was part of my degree at the University of Leeds and I rejoined once I graduated.

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Over the years I've worked with a variety of our clients, but today I focus primarily on the delivery of projects to education and utilities sector clients.

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Well, Edge Analytics.

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We're experts in demographic modelling and broadcasting, so that's providing organisations, planners and policy makers with robust demographic evidence to ensure that their investments in products, services and infrastructure is aligned to future demographic change.

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We work we work with a range of clients in both the public and private sector, but typically those in highly regulated industries.

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So that's industries where robust and defensible evidence is crucial and where compliance with industry standards is required.

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So that includes the utilities and education sectors and local authorities and planning consultancies as well.

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Well, demographic change matters to all organisations that are delivering products, services or infrastructure to communities.

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So we're looking to develop our business by applying our expertise and experience in new sectors and in collaboration with new partners as well.

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So beyond the regulatory industries we've traditionally worked with, of course we're always looking to develop and enhance our proposition to meet the ever-changing needs of our existing clients as well.

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Well within the Nexus community, we would like to collaborate with any organisation where demographic change might have an impact upon either their clients or their business.

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This could be through the provision of our sort of expertise and insights to support the delivery of their work, or of course on new ideas and new propositions.

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We'd also like to work with Nexus members that could support us in harnessing technical solutions that could improve either our business operations or our project delivery process.