LEGACY CUSTOM ANALYTICS

VS.

KITMAN LABS CUSTOM ANALYTICS

How Kitman Labs Custom Analytics differs from traditional, project-based analytics services.

	LEGACY CUSTOM ANALYTICS	CUSTOM ANALYTICS FROM KITMAN LABS
STRATEGIC PURPOSE	**One-off modeling projects** for isolated needs.	**A collaborative analytics approach** that evolves with your team's needs, designed to deliver actionable insights aligned to your goals.
WHO IT'S BUILT FOR	Built primarily for **analysts or executives.**	**Designed to empower** coaches, medical staff, performance leaders, and other related practitioners and operators, not just the data science team.
SPEED & DELIVERY	Delivered via reports or standalone **dashboards**—often outside core workflows.	**Delivered via reports, dashboards, or embedded in your environment**, including iP if enabled, to support timely and informed decisions across your actual workflows.
ADAPTABILITY OVER TIME	**Fixed scope and limited flexibility**; it often becomes outdated.	**Continuously evolves as your structure, priorities, and questions change**—no static models or set-it-and-forget-it delivery.
STRATEGIC BENCHMARKING	**Focuses only on internal team data** with no external comparison.	**Includes anonymized insights from hundreds of elite teams worldwide**— available through services like *Success Landscape* – to support organization-specific decision-making.