

INTRODUCING

GEODE INTEGRATED INSIGHT SYSTEM

YOUR DATA HAS SO MUCH TO SHOW YOU.
SEE THE INSIGHTS YOU'VE BEEN MISSING.

RESEARCHERS TODAY FACE A BLINDING RUSH OF FACTS, FIGURES, TRENDS AND REPORTS. ALL TOO OFTEN, THE BIG “AH-HA'S” GET LOST IN BIG DATA.

Geode|AI is a new quantitative analysis solution that integrates disparate data streams into a single point of reference. Combining the power of artificial intelligence with the adaptability of human intelligence, **multiple inputs can be analyzed holistically**—revealing insights that are often **invisible** when data sources are analyzed separately.

PRACTICALLY ELIMINATE THE COMPLICATIONS OF MULTI-SOURCE DATA ANALYSIS

Synthesizing data from different sources can be tedious and fraught with inaccuracies. But Geode|AI—like its namesake—transforms a diverse spectrum of elements into an object of singular clarity. So it's far easier to see **patterns, relationships, and critical insights**—the kind you depend on to make smarter business decisions.

PERSONAL AND POWERFUL

Geode|AI is not only a technology. It is a full-service research solution backed by the service, support and expertise that has defined Burke for 90 years.

VERSATILE AND EFFICIENT

The heart of Geode's power lies in its ability to seamlessly—and efficiently—integrate multiple analytic systems, from surveys, to social media, to organizational databases and more.

DESCRIPTIVE AND PREDICTIVE

Geode's advanced machine-learning models support retrospective and prospective insight generation, with built-in functions, including: Track, Listen, Explain, Predict, and Deploy.

VISUAL AND IMPACTFUL

Geode|AI offers real-time access to results through Burke's Digital Dashboard®, as well as professional support for custom data visualizations and reports that inform and impress.

Learn more about how Geode|AI can give you a whole new perspective on the data you depend on.

Let Burke expand your perspective.
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