

Data Architecture



TCW STRATEGIES
BUILDING POWER THROUGH INNOVATION

Your Data Architecture Solution.

Our mission at TCW Strategies is to provide you with critical, timely, and actionable insights from your data via our Solidarity Score™ and Messaging Impact Analysis services.

Our first priority is to establish one "source of truth" – a custom-built centralized data warehouse for each client. From there, we reliably collect, store, clean, transform, and analyze client data—making the most of every campaign.

All Your Data In One Place.

Many campaigns generate and store critical data in multiple locations, making it impossible to understand how everything works together.

Our team of TCW Strategies specialists brings all of your data from multiple sources together. We do this via automated integrations, ensuring a steady stream of fresh data to inform your campaigns.

Our team will work with you to extract the raw data from all your sources and store it in a custom-built data warehouse designed specifically to achieve your organizational goals.

Transforming Your Data.

Once you have a steady stream of raw data funneling into your organization's "source of truth," our team gets to work on transforming, analyzing, and modeling that data.

This includes cleaning your data—like removing duplicate records and combining redundant information. Our team will structure and organize your data to enable more sophisticated analysis and to ensure that reporting is reliable and meets data quality standards.

Putting Your Data to Work.

Ultimately, we want you to see your data through a new lens, revealing insights about the best avenues to improve your messaging and achieve your mission.

With your TCW Strategies end-to-end data architecture in place, our team will deliver custom dashboards to track your campaigns and run reports, tailored predictive models, and data exports to the outreach tools you use.

