

Turn your data into evidence people act on.

Evidence is data made sound and told well. Elliptica does both, for government agencies, SMEs, and non-profits whose decisions have to hold up, in the boardroom, in a funding round, and in public.

Everyone is under pressure to be data-driven. But data-driven means acting on the data, not just looking at it. Many have a change in mind nobody has turned into a question. Some have data nobody has turned into an answer. Others have an answer nobody has turned into change. At every stage the missing skill is the same: **translating between the data and the decisions it has to serve** (McKinsey, 2018; Koloski et al., 2025).

- A **Better tools are the start. Understanding is the work.** Data for evidence-based decision-making is now the top technology priority in Australia and New Zealand's non-profit sector, yet only one in five organisations say their systems fully show the impact of their work (Infoxchange, 2025).
- B **Training doesn't fill the gap.** 88% of leaders say data literacy matters, yet 60% still report a real skills gap (DataCamp, 2026).
- C **Dashboard graveyard.** BI adoption averages 25% of employees, and the median is just 14.3% (BARC/Eckerson, 2022). Dashboards get built around available data, not a decision. *Dashboards built for everyone are built for no one.*
- D **More AI, less to show for it.** 95% of organisations investing in enterprise AI see zero measurable return (MIT, 2025); juggling more than three AI tools at once cuts productivity instead of raising it (BCG, 2026).

WHERE WE START

Elliptica doesn't start with *what can we build*. It starts with *the change you have in mind*, and the evidence needed to support it. Every decision lives in a political environment, where the barriers that stop good work landing matter as much as the technical requirements, and get missed just as often. Even in AI, the companies that get value put 70% of the effort into people and process, not the technology (BCG, 2025). Elliptica spends its effort the same way: understanding the people and processes at play, then designing a data solution that fits. One rule stays constant: don't overcomplicate. The method fits your context, not the market's newest trend. Builds stay within the systems you already own, cheap to run and maintain, delivered by a small, engagement-specific team.

EXPERIENCE WITH

Australian Government · OECD · World Bank · UN · World Vision

The deliverable isn't the point. The change it makes possible is.

Elliptica chooses the deliverable (a report, a model, a dashboard, an AI system) to fit the decision it serves. The work most often takes one of three forms:

Research reports built to survive scrutiny.

National indices, statistical models, and policy analysis, for when the evidence has to hold up, not just "the model said so." The right method is the simplest one that fits the decision, not the newest one: research shows a simple, transparent model can match a proprietary system's accuracy, even on high-stakes data (Rudin, 2019).

Decision support people actually use.

Designed around the people who'll use it, not handed to them. Maintenance is 60% of lifetime cost (Glass, 2002), so every build minimises it: run on what you already own, a live view, not a one-off analysis.

AI you can defend, not a black box.

One integrated, governed AI system, scoped to a workflow. Every decision auditable, human review built in, deployed to production. AI pilots built with an external partner reach full deployment about twice as often as those built fully in-house (MIT, 2025).

WHY ELLIPTICA

Direct access to the person leading the work: a **PhD in decision science** and **25 years** turning incomplete data across **160+ countries** into estimates governments and investors acted on. Engagements led for the **Australian Government, OECD, World Bank, UN, and World Vision** include a fragility model OECD member governments used to allocate aid and a child-vulnerability platform rolled out across World Vision's **135** country offices.

That rigour is paired with something most analytics providers don't have: a background teaching high school, real experience in how people learn, where they get stuck, and how to communicate something difficult so it actually lands, whether the audience is a board or the public. A global network of proven decision analysts lets an engagement run as a small short-term project or a multi-year programme.

Scrutiny is rising, and evidence made sound and told well is how you meet it. Whether you hold years of data or none at all, the first step is the same: the **Decision Map**, a fixed-price Elliptica brief matching technology and strategy to the decision environment you work in, and setting out what your evidence already supports, where the change is at risk, and what would strengthen it.

Let's talk about the change you have in mind.

info@ellipticaresearch.com · www.ellipticaresearch.com

Elliptica Research · ABN 79 448 652 090 · Sydney, NSW, Australia

Sources: Infxchange, Digital Technology in the Not-for-Profit Sector Report (2025). DataCamp, The State of Data and AI Literacy (2026). BARC/Eckerson Group, Strategies for Driving Adoption and Usage with BI and Analytics (2022). MIT NANDA, The GenAI Divide: State of AI in Business (2025). BCG/UC Riverside, Harvard Business Review (2026). BCG, From Potential to Profit: Closing the AI Impact Gap, AI Radar (2025). McKinsey, "Analytics Translator," Harvard Business Review (2018). Koloski et al., "Data Literacy in Industry: High Time to Focus on Operationalization Through Middle Managers," Harvard Data Science Review (2025). Rudin, Nature Machine Intelligence (2019). R. Glass, Facts and Fallacies of Software Engineering (2002).