

Datore Inspires Young Generations of Business Management Through Partnership with Nottingham Trent University

9 months ago



[Datore](#), the UK's leading Analytics as a Service (AaaS) provider, announced an exciting new partnership with Nottingham Trent University aimed to advance education and practice around affordable analytics.

"As the data needs of businesses across different sizes and sectors continue to evolve rapidly, we're committed to accelerating their journey towards 'Data as a Differentiator' and providing our clients with the tools and insights they need to get ahead and stay ahead", said Graham Perry, Managing Director & Founder at Datore. "This partnership with Nottingham Business School is just another step on that journey."

The partnership will see Datore working with two groups of Nottingham Trent University students on distinct projects that directly address the evolving landscape of affordable analytics and social reporting.

Undergraduate Economics students took on the challenge of developing a comprehensive cost-benefit analysis comparing the efficiency, scalability and overall value of Datore's AaaS model against the traditional in-house data department approach.

Meanwhile, a team of MSc Management students will explore innovative and competitive methods for measuring and reporting social impact – a growing priority for forward-thinking organisations and the most complex part of ESG reporting.

“One of the key components of an NBS education is working with businesses to bridge the gap between academic knowledge and practical experience while also developing general employability skills”, said David Candon, Senior Lecturer at Nottingham Trent University. “By working with Datore, our students are getting hands-on experience in developing a cost-benefit analysis for a professional client.”

Undergraduate student teams presented their findings directly to the Datore directors earlier this week, providing their perspective on the Analytics as a Service offering. Datore will release the results of their analyses on both topics at the beginning of 2025.

“This collaboration represents a key step in our mission to make advanced analytics accessible to organisations of all sizes,” added Graham Perry.” By tapping into the fresh perspectives and analytical skills of these talented students, we can’t wait to uncover new insights about our Analytics as a Service offering and maybe even some innovative approaches to helping our clients maximise the value of their data whilst demonstrating meaningful social impact.”