



Mentat Analytics

Mentat is an analytics and data science consulting firm based in Los Angeles, CA. Product-focused analytics is one of our top areas of specialty and we are a certified Mixpanel Partner.

Our expertise was developed through years of experience implementing Mixpanel as an avid user and product owner at fast growing startups like Bird.

We pride ourselves in delivering high-quality work in short turnaround times and always provide transparent rates. If you'd like to learn more, please check out [our website](#) or email us at hello@mentatanalytics.co.

Our Prior Work

hundredx[®]

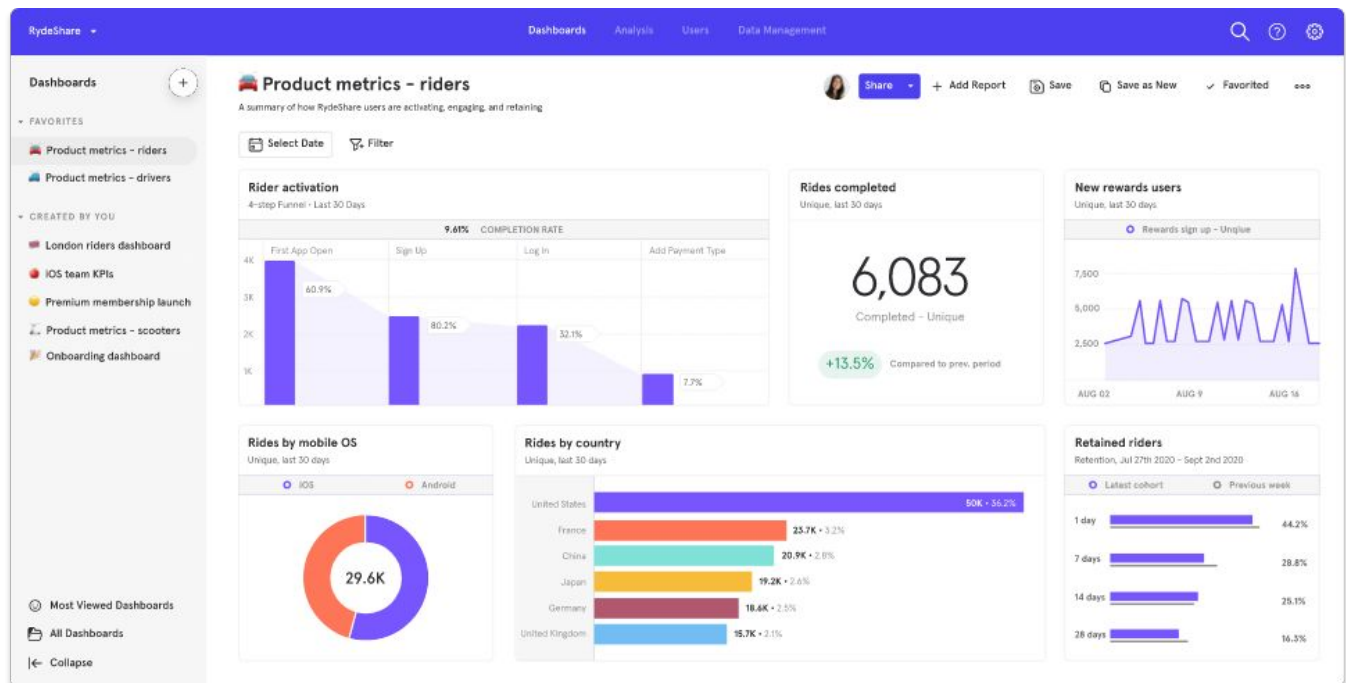
 **Helping Hands
Community**

BILL & MELINDA
GATES foundation

BuzzFeed



Unlike most firms offering Mixpanel implementation services, **our packages include building reporting for our clients.**



This includes funnel analysis, user cohorts, and dashboard development.

We will teach you how to develop reports on your own so you can be self-reliant going forward.

Implementation Packages

	MENTAT REPORTING ONLY	MENTAT STANDARD
Scoping & Strategy		
# of Supported Products	1	1
Onboarding Team	-	IM, SA, EX
Analytics Strategy / KPI Development	-	✓
Project Duration	2 Weeks	4-6 Weeks
Tracking Plan Design	-	✓

Implementation & Development		
Technical Consultation	-	✓
Data Governance Best Practices	-	✓
QA & Data Review	-	✓

Reporting & Insights		
Mixpanel Reports & Dashboards	✓	✓
User Cohort Creation	✓	✓
Data Dictionary (via Lexicon)	✓	✓
Product Training	-	✓

Package cost	\$5,000	\$15,000
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Mixpanel Lite Implementation

This offering is for teams with a smaller budget who want to become self-reliant.

Over the span of four sessions, every member of your team will learn exactly what they need to do as part of a reliable and accurate Mixpanel implementation.

Session 1: Kickoff and goal-setting

- Objectives and KPI development
- All team members welcome

Session 2: Tracking Plan

- Develop a light tracking plan
- Ideal for product roles

Session 3: Technical Implementation

- Discuss technical details of implementation
- Ideal for your engineers

Session 4: Hands-on workshop

- 2-hour hands-on training session where you'll learn how to build reports using Mixpanel
- All team members welcome

Duration: ~1 week

Cost: \$2,000

Ongoing Analytics Support

Perfect for companies who want to keep their data in top shape and have access to data expertise on-demand, all for a fraction of a price of an in-house data analyst.

What you'll get:

Reliable Data

Keep realizing your data is incorrect right when you need it? Our team will monitor the reliability of your incoming data and fix any issues so you can always trust your dashboards.

On-Demand Expertise

Need to get some insights but don't know how? You can message our team with your request and we'll build the reports you need. Even if you don't ask, we stay up-to-date with your product changes and make new reports when needed.

Analytics Strategy

Get robust KPI's for your business, have a data stack that's always up-to-date, and plan your general data roadmap. Our team will tell you when to upgrade, when to change your KPI's, and when to make new data hires.

Cost: \$2,500 - \$4,500 / month. Varies based on needs.