



FOR IMMEDIATE RELEASE
January 10, 2022

Contact: Fonda Lang
Title: Practice Development & Marketing Director, Keiter
Contact Information: 804.273.6208 | flang@keitercpa.com
Internet: www.keitercpa.com

Keiter Launches Data Science and Analytics Service

Glen Allen, VA – **Keiter**, the largest independent Certified Public Accounting and financial advisory firm in Central Virginia, announces the creation of a new Data Science and Analytics service called **Innovative Data Solutions (IDS)**. This new service will focus on assisting clients with using data science and analytical services to help drive revenue growth, solve business challenges, and make informed business decisions. IDS will be led by **Subhash Jaini** who has over a decade of experience working with businesses and nonprofits on machine learning, what if analysis, text mining, spatial analytics, consulting, and decision simulation.

Gary Wallace, Managing Partner of Keiter, shared his insights on the data services practice addition. “The new Innovative Data Solutions service line is another example of how we are adding services that are driven by our clients’ needs. Like the past launches of Valuation and Forensic, Risk Advisory, M&A and Cybersecurity Services, this new service opportunity was driven by our firm’s innovative and entrepreneurial approach to providing value added services to our clients as well as our commitment to serve as Opportunity Advisors.

“We embrace the opportunities where Subhash Jaini and his team of experienced data scientists can assist our clients by solving business challenges through data mining and consulting.”

Subhash Jaini joins the firm as a Managing Director of the IDS service. He previously founded Precizion Solutions. Jaini and his team will provide data science services that will transform data into decision making resources.

Subhash Jaini, Managing Director of Innovative Data Solutions, described his excitement about joining the Keiter team. “Over the last several years, the Keiter team recognized a need from clients for assistance with leveraging their data resources to make informed business decisions. My team and I are excited to join Keiter to work with clients in this area. We have already completed several successful projects at Keiter and look forward to leveraging the Keiter brand and team to assist more businesses.”

To learn more about specific areas that Jaini and the Innovative Data Solutions team have helped businesses ranging from nonprofits to Fortune 500 companies, visit our **IDS Case Study** webpage at https://keitercpa.com/blog/?fwp_categories=case-studies%2Cids

About Keiter

Keiter was founded in 1978 and provides a full range of financial services to businesses and their owners. The Keiter team is always focused on providing fresh insights and creating new opportunities to help businesses grow. The Firm has over 160 employees in its Richmond office and is the third largest accounting firm in Richmond with 80 CPAs. Keiter has developed specialized expertise in serving the real estate, construction, manufacturing, and financial services industries, as well as nonprofit entities. For more information on the Firm, please visit www.keitercpa.com.