

# Data analytics specialist Serios Group on the move after doubling first year turnover

North East data specialist Serios Group is on the move to a bigger base on the back of growing demand.

The Newcastle data analytics and testing consultancy has doubled its first year revenue to £1.42m, having grown staff numbers from seven to 38 in the past 12 months.

Serios Group is creating a further 15 new jobs to meet demand and has already secured larger premises in Newcastle city centre.

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Despite launching a month before the first Covid-19 lockdown in March 2020, the boutique consultancy has benefitted from a boom in data analytics and testing, with businesses tapping into the way insights add value.

Lee Rorison, chief executive officer, said the firm is on course to double revenue again this year, and that it has created additional revenue security, with several clients signing up to its three year support packages.

Mr Rorison said: "It's been a tremendous achievement by the whole team to record a turnover of £1.42m in our second financial year, double that of the first.

"There's no sign of any let up in the demand for our services and, as a result, we are already on track to double our turnover again in 2022/23. This is a debt-free business that has grown without the need for investment, and I'm confident

we will continue our amazing growth trajectory.”

The company’s clients are predominantly UK based, although Seriös Group has carried out projects on behalf of global corporations in other countries.

Paul Davison, managing director, added: “Our clients appreciate Seriös Group’s ability to optimise performance – allowing them to make informed decisions on everything from productivity gains and cost savings to reducing their environmental impact and maintaining an effective supply chain.

“The quality of the services and solutions we provide mean that our growth is largely organic, with the majority of new business a direct result of client recommendations.”

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