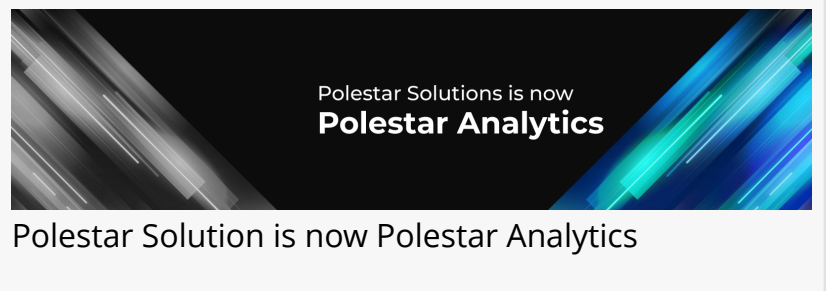


# Polestar Analytics Announces Brand Name Consolidation to Better Reflect Data Analytics Leadership

PLANO, TX, UNITED STATES, May 14, 2025 /EINPresswire.com/ -- Today, [Polestar Analytics](#), a leader in [data analytics](#) and [business intelligence solutions](#), announced the consolidation of its brand identity across all global markets. Previously operating under various names including Polestar Solutions and Polestar Insights in different regions, the company has unified its brand to better reflect its core expertise and market position.



The move to a single, unified brand name — Polestar Analytics—represents the company's strategic focus on analytics excellence and its commitment to delivering consistent, high-quality solutions to clients worldwide.

"This brand consolidation marks an important evolution in our company's journey," said Chetan Alisaria, CEO & Co-Founder at Polestar Analytics. "By unifying under the Polestar Analytics name, we're creating clarity for our clients and partners while emphasizing our specialized expertise in the analytics space. This change reflects not just who we are today, but our vision for the future."

## Strategic Alignment, Not Corporate Restructuring

The company emphasizes that this change is solely a brand name consolidation, not a corporate restructuring:

- Legal entity names remain unchanged across all regions
- Website domain and email addresses continue without disruption
- The company's recognizable logo and visual identity remain intact
- All client engagements, services, and team structures continue as before

"Our clients can expect the same exceptional service and solutions they've always received from us," added Chetan. "The only difference is that we now present ourselves consistently as Polestar Analytics across all touchpoints and markets."

### Industry Recognition and Forward Momentum

Polestar Analytics has built a reputation for excellence in data analytics, business intelligence, and digital transformation solutions. The brand consolidation comes at a time of significant growth for the company, which has been recognized for its innovative approaches to solving complex business challenges through data-driven insights.

"In today's data-driven business environment, analytics capabilities are central to competitive advantage," said Chetan. "Our name now directly communicates our specialized expertise in this critical area, making it easier for organizations seeking analytics solutions to find and engage with us."

The brand name consolidation is effective immediately, with the company now operating as Polestar Analytics in all communications and market activities globally.

### About Polestar Analytics

Polestar Analytics delivers strategic data analytics and business intelligence solutions that transform the way organizations leverage their data assets. With deep expertise across multiple industries and technologies, Polestar Analytics partners with clients to uncover actionable insights that drive business growth and operational excellence.

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