From Data to Insights Delivery in 4 Hours
Essential Tips for Delivering Insights Fast

Kristy Ward | IIEX North America 2018
Today's Agenda

Why Deliver Insights Quickly?  
Project Overview  
Timeline of a Rush Study  
Additional Learnings  
To-Do's For Clients & Suppliers
About SKIM

SKIM brings together expertise in...

- Healthcare
- Consumer Health
- Consumer Goods
- Technology
- Telecom

Our methodological expertise covers a range of techniques focused on decision behavior:

**QUANTITATIVE METHODOLOGIES**
- Decision Journey Mapping
- Choice-Based Conjoint
- Segmentation

**QUALITATIVE METHODOLOGIES**
- In-person Focus Groups
- In-person In-depth Interviews
- Ethnographic Research

= current locations
Why Deliver Insights Quickly?

Increasing Competition & Digital Transformation
Timeline of a Rush Study

7:30 AM
Study comes out of field

7:30 – 8:15 AM
Data cleaning

8:15 – 8:30 AM
Run HBs
8:15 – 9:00 AM
Set up templates for analysis

9:00 – 9:30 AM
Add data into excel tool

9:30 – 9:45 AM
Run any necessary data cuts
9:45 – 10:30 AM
Set up report

10:30 – 11:00 AM
QC report / work on headlines

Send to client!
1. Use of templating
2. Understanding what the client is looking for
3. Time Zone Shifting
Optimization To-Do’s

Clients

- Up-front Organization
- Clear Expectations
- Trust

Suppliers

- Templating
- Internal Evaluation
- Use of Time Zones

&
Thank you!

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