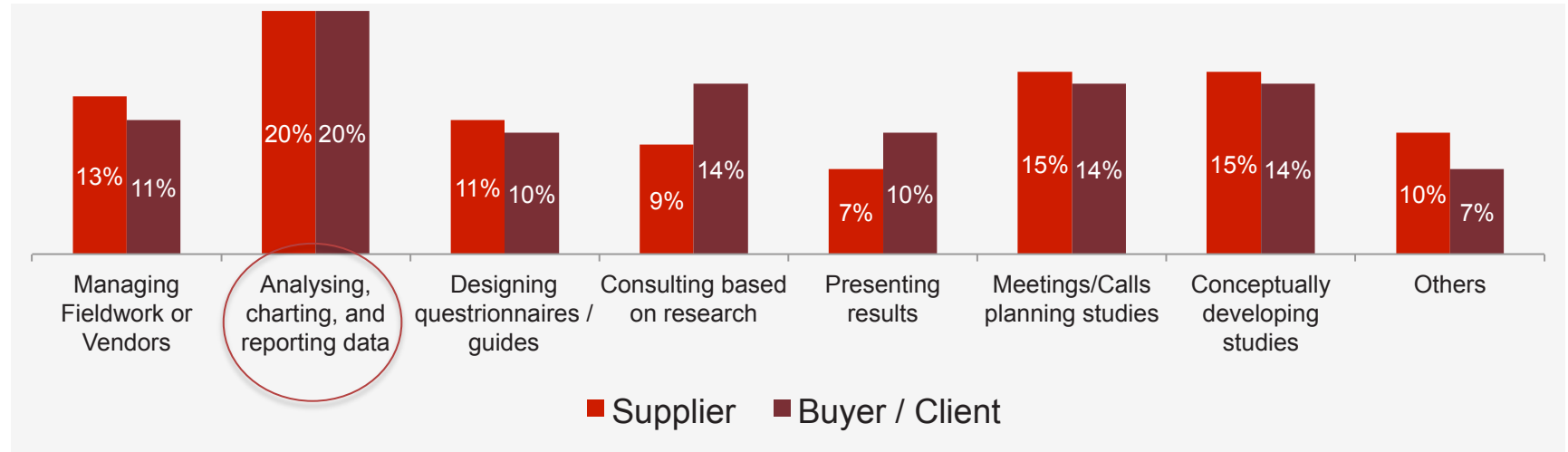


Report Automation

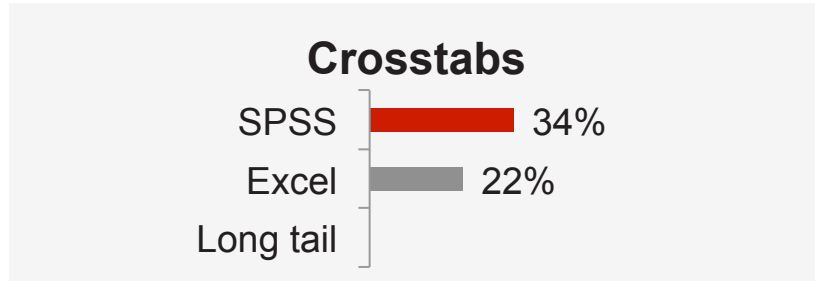
Next Generation Ways to Visualize
Data in PowerPoint

Torben Laustsen
Co-Founder, OfficeReports

A day in a life of a Market Researcher

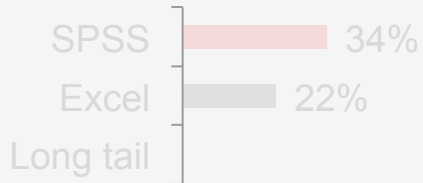


First mentioned tool for producing...

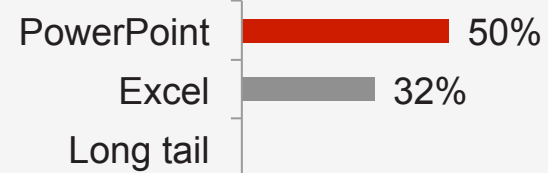


First mentioned tool for producing...

Crosstabs

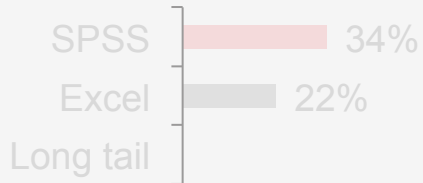


Charts

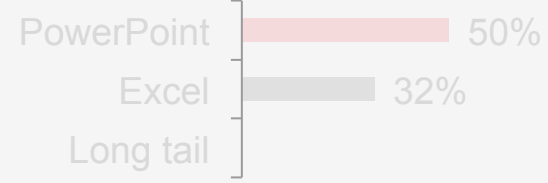


First mentioned tool for producing...

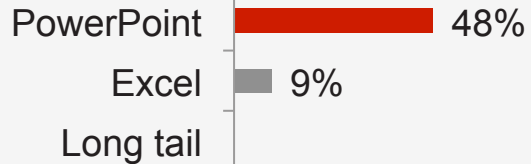
Crosstabs



Charts

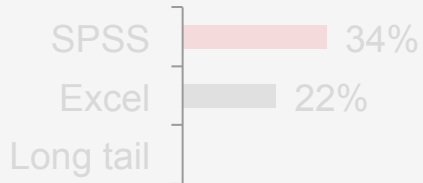


Infographics

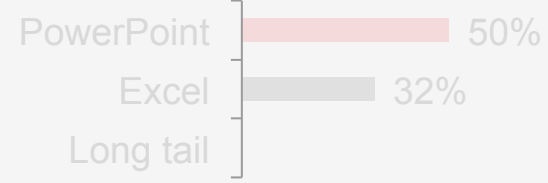


First mentioned tool for producing...

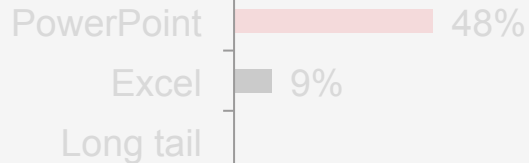
Crosstabs



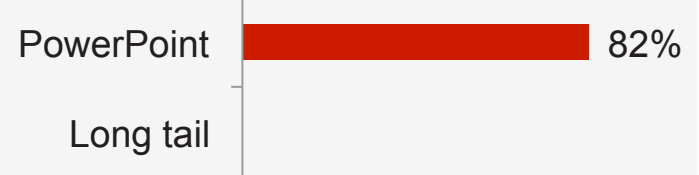
Charts



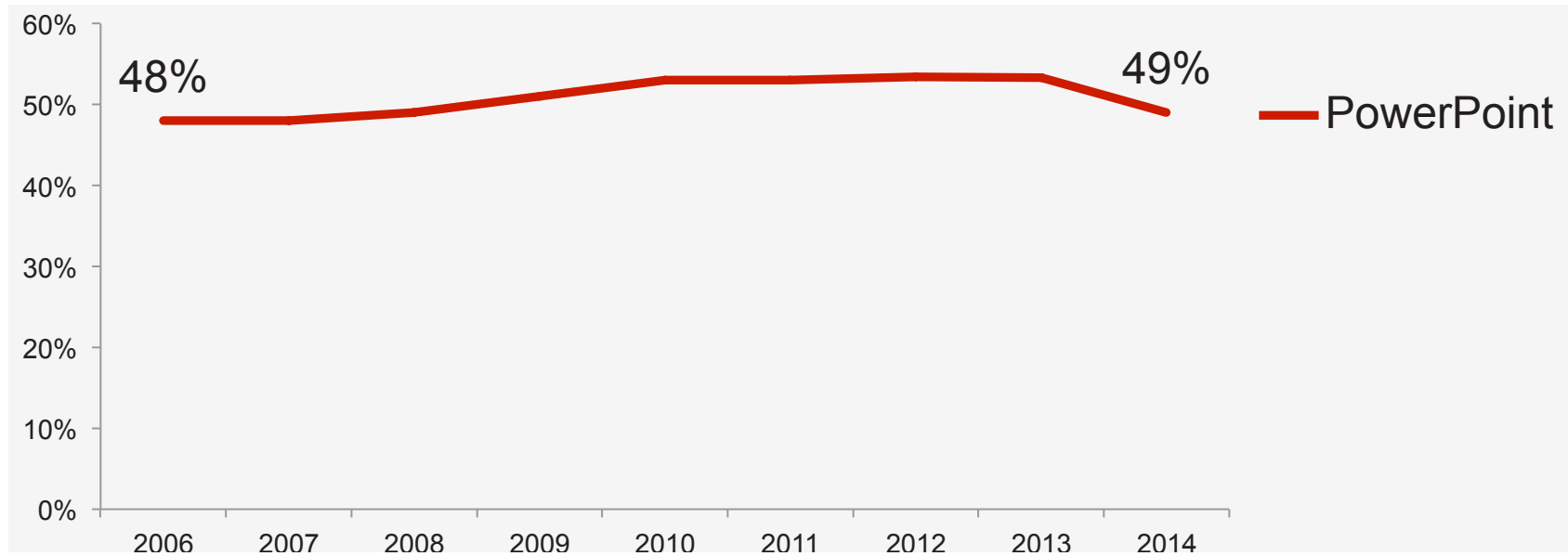
Infographics



Reports

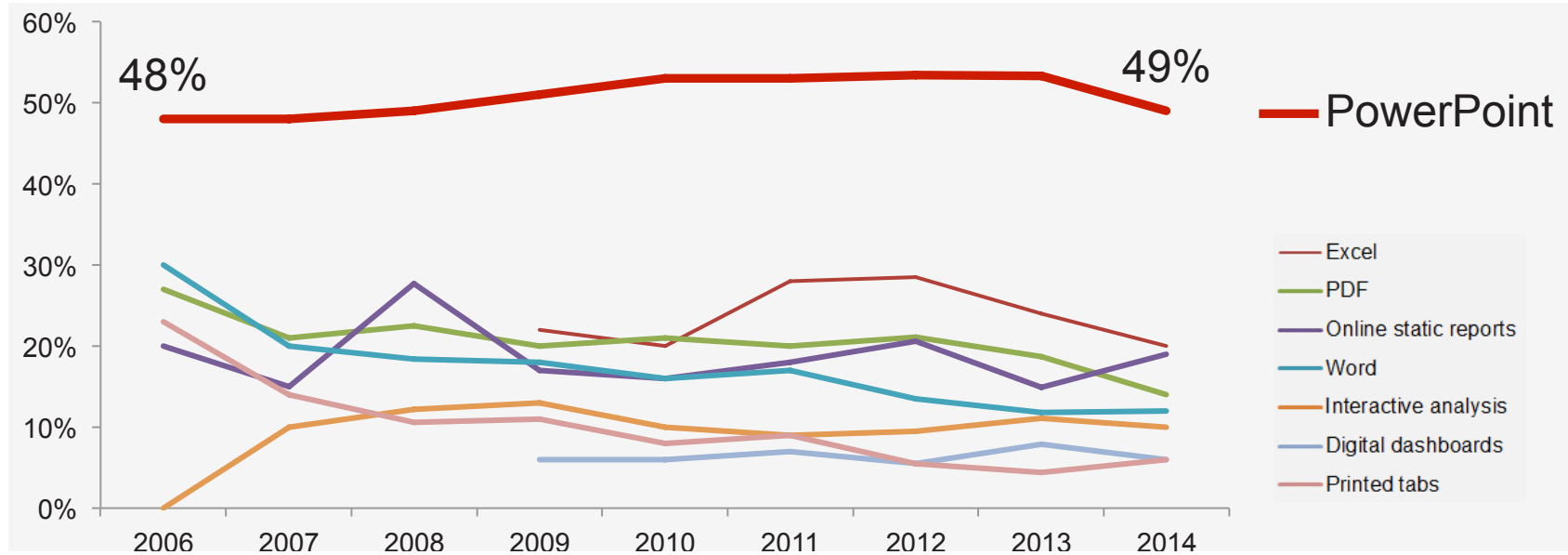


How are research data distributed?



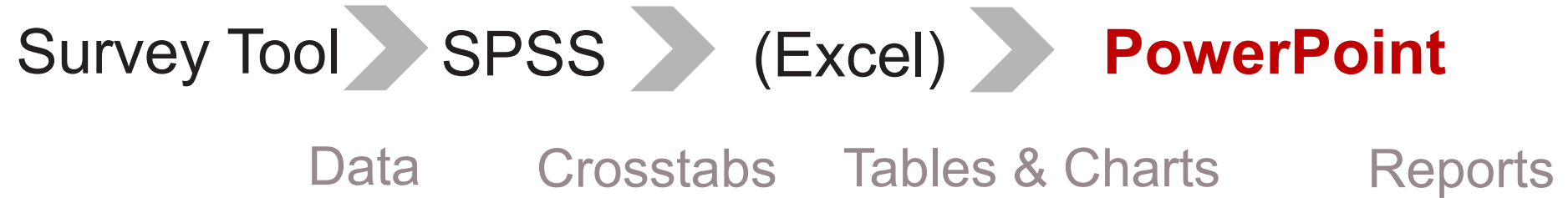
How do MR companies distribute research data?
(FocusVision 2014 Annual MR Tech Report)

PowerPoint – and the rest!



How do MR companies distribute research data?
(FocusVision 2014 Annual MR Tech Report)

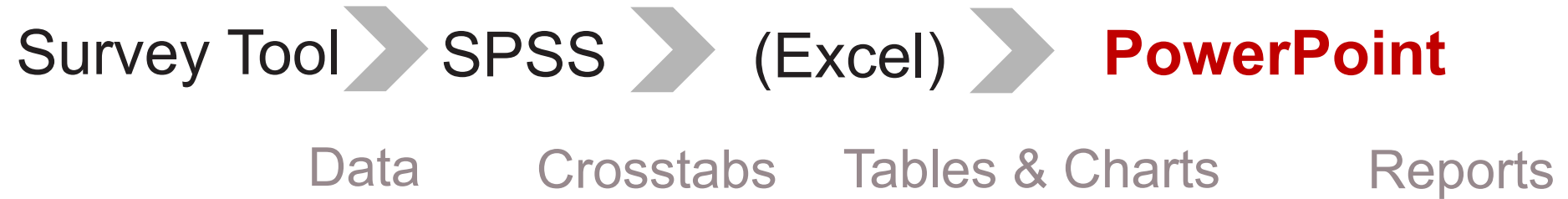
From Data to Reports, 2006





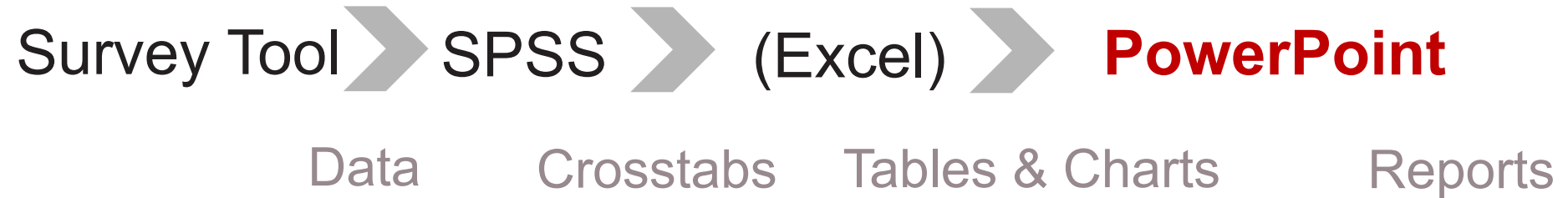
From Data to Reports, 2015

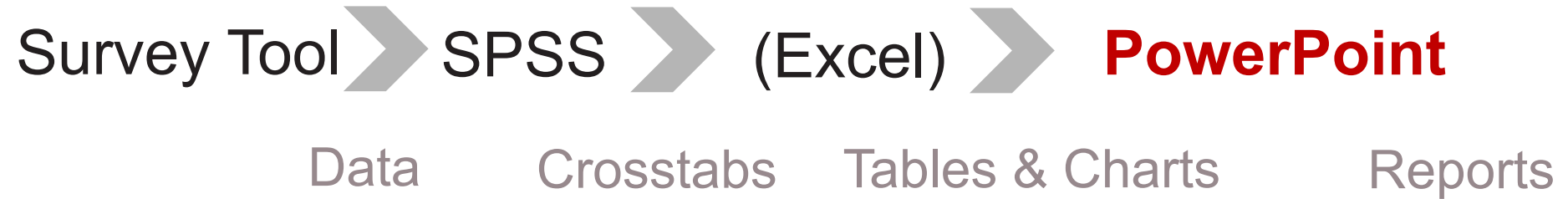
From Data to Reports, 2015



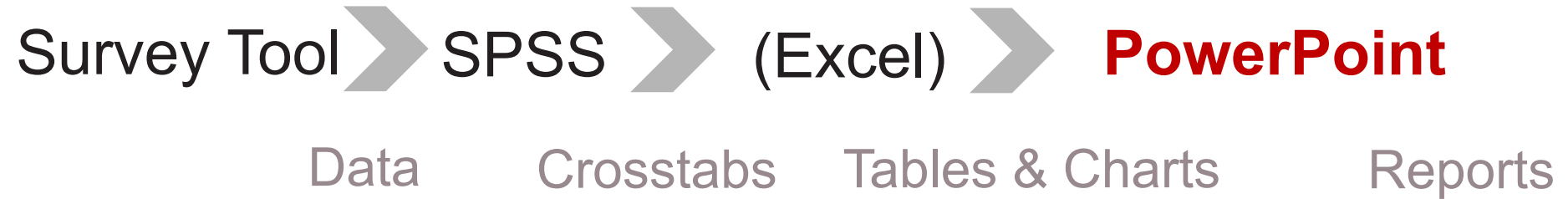
~~2006~~

From Data to Reports, 2015





Heavy Process



Static Output

Alternatives to PowerPoint



Solutions with PowerPoint



Solutions with PowerPoint

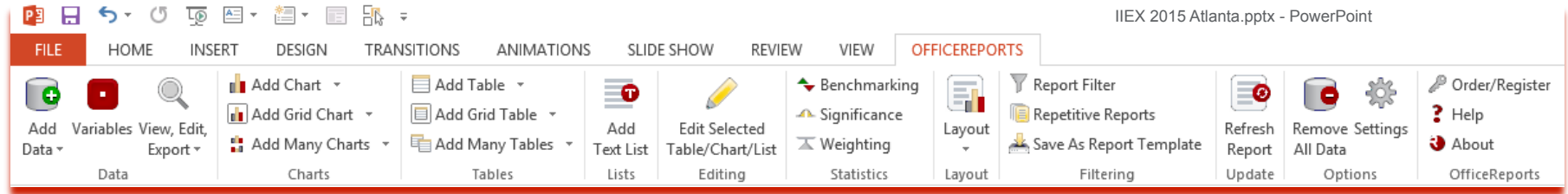
Data

Analytical
power

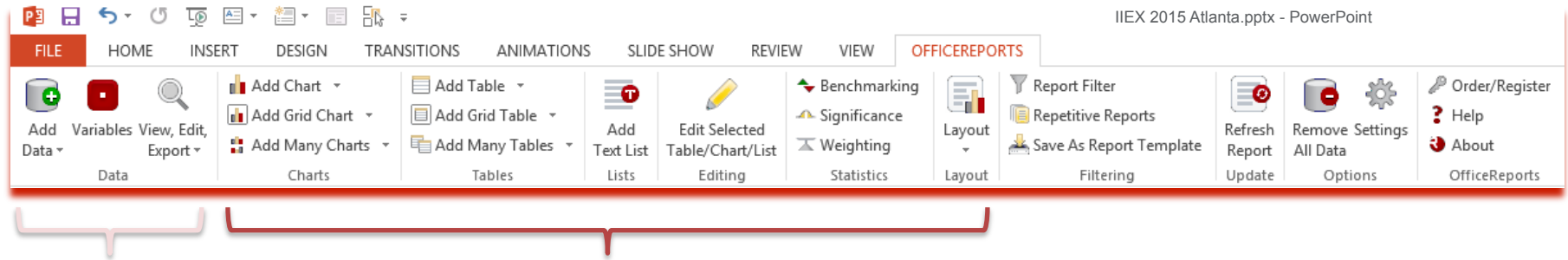


Visualization

Report
Automation

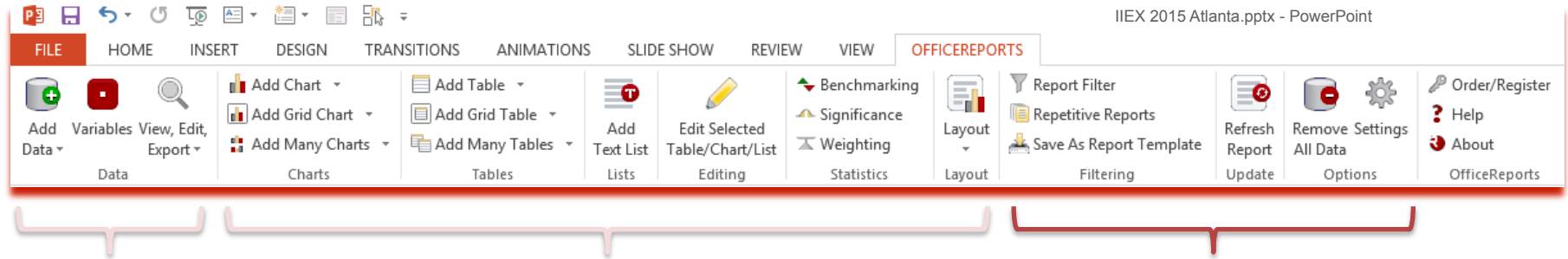


Add and
organize data



Import and
organize data

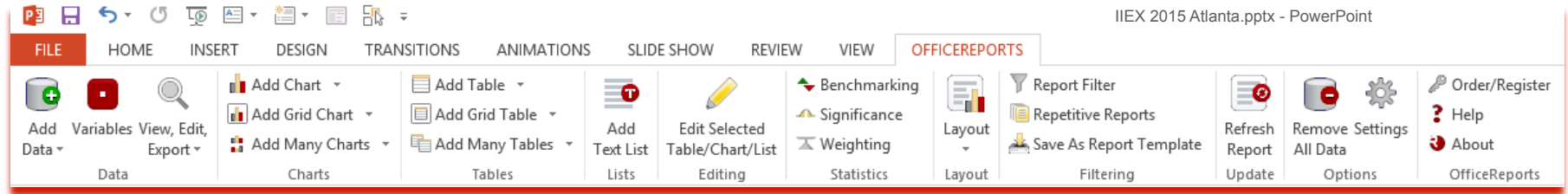
Data analysis and output
(tables, charts, maps, diagrams etc.)



Import and
organize data

Data analysis and output
(tables, charts, maps, diagrams etc.)

Report
Automation



Import and
organize data

Data analysis and output
(tables, charts, maps, diagrams etc.)

Report
Automation

All from within PowerPoint

Clipboard Slides Font Paragraph Drawing Editing

OfficeReports®

- Click to add text

Q & A

Torben Laustsen
tl@officereports.com
www.officereports.com