Democratizing Data from Analyst to C-Suite

June 14, 2016
Why is it important?

Data Democratization Is Enabling Consumers and Businesses to Make More Informed Decisions

~ Huffington Post, 2013

As more organizations seek to decentralize decision-making and increase responsiveness, they are seeking to empower more workers by putting meaningful data at their fingertips—essentially democratizing the data.

~ Forbes, 2015
mTAB - A Little History

Productive Access Inc. – mTAB flagship ‘Software as a Service’ Solution

- 50,000 mTAB users in over 25 countries
- 95% Customer retention rate
- 25 years Serving Fortune 500 companies

mTAB is an industry standard in Automotive

Other industry use:

- Insurance
- Utilities
- Retail
- Health
- Financial
mTAB Cross Tab Analysis – Platforms Grow the User Base
### mTAB - Maturing in Functionality Through the Years – New Features

<table>
<thead>
<tr>
<th>Char Veh: Traits Of Veh</th>
<th>Acura</th>
<th>Audi</th>
<th>BMW</th>
<th>Cadillac</th>
<th>Jaguar</th>
<th>Land Rover</th>
<th>Lexus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>50%</td>
<td>38%</td>
<td>33%</td>
<td>39%</td>
<td>8%</td>
<td>32%</td>
<td>60%</td>
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<tr>
<td>Sophisticated</td>
<td>29%</td>
<td>43%</td>
<td>37%</td>
<td>59%</td>
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<td>36%</td>
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<td>18%</td>
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<td>29%</td>
<td>19%</td>
<td>36%</td>
<td>24%</td>
<td>16%</td>
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**Note:**
- Gender: 2
- Generation: 5
- College Graduate: 2

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ian fans field food game games indians
jacob jacob_field love park parking people
pitching players please prices season seat seats
stadium team thank ticket tickets time tribe win
```

**Graph:**
- Apple iPhone 6s:
- Samsung Galaxy S5:
- Google Pixel

**Table:**

<table>
<thead>
<tr>
<th>Model Purchased - Brand</th>
<th>Cadillac</th>
<th>Lincoln</th>
<th>Land Rover</th>
<th>Mercedes-Benz</th>
<th>BMW</th>
<th>Audi</th>
<th>Chevrolet</th>
<th>Toyota</th>
<th>Total Vehicle</th>
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<td>Lexus</td>
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<td>46%</td>
<td>44%</td>
<td>46%</td>
<td>25%</td>
</tr>
<tr>
<td>Mercedes-Benz</td>
<td>42%</td>
<td>47%</td>
<td>44%</td>
<td>36%</td>
<td>38%</td>
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<td>25%</td>
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<tr>
<td>Bmw</td>
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<td>41%</td>
<td>41%</td>
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<td>39%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
<td>25%</td>
</tr>
<tr>
<td>Land Rover</td>
<td>39%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>25%</td>
</tr>
<tr>
<td>Hyundai</td>
<td>36%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Unweighted Sample Total:** 3,401
- 2,059
- 1,404
- 1,154
- 2,376
- 2,643
• Cloud Technology Base to Grow Users
• Globally – Asia Pacific
• Feature Build Out Through Customer Feedback
• Working Shoulder to Shoulder with customers to ‘Democratize Market Research’

From under lock and key to fully accessible
mTAB “the Product” becomes…
mTAB LLC “The Company”
“YOU’RE FIRED FROM PRODUCTIVE ACCESS ???!!!!.....”

... at 11:59PM... HIRED by mTAB LLC at 12:00AM
mTAB LLC – Welcome to your ‘Start Up’

New CEO

Board of Directors

Mission # 1: Talk to all of our Current Customers

Let’s do our own Quant and Qual
Let’s Feel Good About Ourselves

“I don’t know if there could ever be another system that can **synergize different data sources** in a way that mTAB could.”

“You have all the **must haves**. All the big sexy BI I use for my job don’t have the **must haves** for market research.”

“Saved money by mining what we have so new research can be more **focused**.”
Challenges and Opportunities

“I love that I can “trend” my story. It's possible by adding multiple surveys… but not always intuitive to new users.”

“Deep diving is easy, but then making it look good … agh!”

“Our staff is so much smaller so we’re not as good at the executive fire drills.”

“So many data sources,!! I’m using multiple portals, vendors, multiple tools…”

“... Give me all your data. We’re going to do great things to ‘democratize’ data to the executive team”. I Want it All and I Want it NOW!
Long term mTAB client:

“I Want it All and I Want it NOW!

… Our IT teams will manage this effort”
I want it All and I want it NOW!!

Back to the Future

1625 Global Users
3000+ Data Sets
100,000 tabs

mtabsurveyanalysis.com
Step Back From Doing It All

Keys to Democratization:

• Step 1 – Don’t Do it All
• Multiple Market Research Sources
• Define a Roadmap
• Prioritize the KPI from various sources
• Earn Buy In from research stake holders (Marketing, Planning, and Research)
• Which B.I. tools will help us
Selecting a B.I. Tool

- Reviewed Tableau / Qlik
- For market research, BI tools are challenged – raw data or cube
- Data Replication not ideal
- Approach: Wrap HTML5 around current warehouse for customization
- Available via smartphone, tablet
The mTAB Solution
# Table of Contents

## Behavior Study

1. Segment Cross Shop  
2. Most Important Purchase Reason (Top 10)  
3. Top Purchase and Reject Reason (Vehicle vs Segment) (Top 10)  
4. Most Important Rejection Reason (Model Comparisons) (Top 10)  
5. Purchase Importance Ratings/Rejection Reasons (Top 10)  
6. Customer Experience  
7. Overall Demographics  
8. Demographic: Diversity (Non-Caucasian)

## Future Attribute Demand

## Image Study

## Shopper / Rejector / Avoider

## Inflow / Outflow
Top Purchase and Rejection

- Manufacturer's Reputation
  - Priced/Deal Offered
  - Exterior Styling
  - Fuel Economy
  - Exterior Styling
  - Interior Styling
  - Vehicle Size/Type
  - Model Not Available at Dealership

- Vehicle Features
  - Price/Deal Offered
  - Interior Styling
  - Exterior Styling
  - Fuel Economy
  - Safety Features

- Other
  - Manufacturer's Reputation
  - Model Not Available at Dealership
  - Exterior Styling
  - Interior Styling
  - Fuel Economy
  - Safety Features

- Top Rejection Reasons
  - Price/Deal Offered
  - Exterior Styling
  - Fuel Economy
  - Safety Features
  - Interior Styling
Top Purchase and Rejection

Behavior Study

<table>
<thead>
<tr>
<th>Reasons</th>
<th>2 Box Score</th>
<th>Index</th>
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<tbody>
<tr>
<td>Toyota Camry</td>
<td>97%</td>
<td></td>
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<tr>
<td>Nissan Altima</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Ford Fusion</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Hyundai Sonata</td>
<td>94%</td>
<td></td>
</tr>
<tr>
<td>Honda Accord Sedan</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>Honda Civic</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>Chevy Malibu</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>Chevy Volt</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>Chrysler 300 Sedan</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>Dodge Avenger</td>
<td>91%</td>
<td></td>
</tr>
<tr>
<td>Toyota Prius</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Toyota Prius v</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Volkswagen CC</td>
<td>7%</td>
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</table>

Top Rejection Reasons

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<tr>
<th>Reasons</th>
<th>Total Mentions</th>
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</thead>
<tbody>
<tr>
<td>Value for the Money</td>
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<td>105</td>
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<tr>
<td>Attitude of Dealer Personnel</td>
<td>24%</td>
<td>100</td>
</tr>
<tr>
<td>Financing Terms/Rebate</td>
<td>7%</td>
<td>99</td>
</tr>
<tr>
<td>Fuel Economy</td>
<td>7%</td>
<td>94</td>
</tr>
<tr>
<td>Riding Comfort</td>
<td>7%</td>
<td>94</td>
</tr>
<tr>
<td>Vehicle Size/Type</td>
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<td>94</td>
</tr>
<tr>
<td>Interior Styling</td>
<td>5%</td>
<td>93</td>
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<tr>
<td>Model Not Available at Dealership</td>
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<td>93</td>
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<tr>
<td>Exterior Styling</td>
<td>2%</td>
<td>91</td>
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</tbody>
</table>

Rejection Discriminators

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<tbody>
<tr>
<td>Exterior Styling</td>
<td>15%</td>
<td>128</td>
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<tr>
<td>Safety Features</td>
<td>15%</td>
<td>128</td>
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<tr>
<td>Financing Terms/Rebate</td>
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<tr>
<td>Fuel Economy</td>
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<tr>
<td>Country of Manufacturer</td>
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<tr>
<td>Interior Styling</td>
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<tr>
<td>Warranty Coverage</td>
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<tr>
<td>Attitude of Dealer Personnel</td>
<td>1%</td>
<td>114</td>
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<tr>
<td>Seating Capacity</td>
<td>1%</td>
<td>111</td>
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<tr>
<td>Price/Deal Offered</td>
<td>26%</td>
<td>110</td>
</tr>
</tbody>
</table>
Customer Experience

Dealership Experience Satisfaction

- Toyota Camry
- Mid Car
- Total Car

% Rated Completely Satisfied

- Overall Dealership Experience: 51%, 50%, 51%
- Sales Consultant: 56%, 57%, 58%
- Delivery Process: 55%, 56%, 57%
- F&I: 50%, 48%, 49%

Actual Overall Ownership Experience vs. Expected

- 60%
- 60%
- 60%

Much better than expected: 31%, 34%, 34%
Better than expected: 26%, 26%, 26%

Recommend

- Toyota Camry: 84%
- Mid Car: 79%
- Total Car: 78%

Definitely Would

- Toyota Camry: 72%
- Mid Car: 66%
- Total Car: 56%

Repurchase

- Toyota Camry: 72%
- Mid Car: 66%
- Total Car: 56%
Image Study

Vehicle Image 2015 US JD Power APEAL

- Honda Accord Sedan
- Toyota Camry
- Nissan Altima
- Ford Fusion
- Hyundai Sonata
- Volkswagen CC

- Ordinary to Drive
- Fun to Drive
- Unrefined
- Elegant
- Conventional
- Innovative
- Fragile
- Rugged
- Not Sporty
- Sporty
- Unreliable
- Reliable
- Environmentally Ordinary
- Environmentally Friendly
- No Frills
- Luxurious
- Bad Reputation
- Good Reputation
Loyalty / Defection Study – Winning and

Medium Segment Netflow Diagram

- Sales Volume
- Inflow Volume
- Outflow Volume

Brands depicted in the diagram include:
- Chevrolet
- Ford
- Toyota
- Nissan
- Honda
- Kia
- Mazda
- Chrysler
- Hyundai
- Jaguar
- Volvo
- Acura
- Porsche
- Volkswagen
- Subaru
- Audi
- Lincoln
- Cadillac
- Mercedes-Benz
- Buick
- Infiniti
- Lexus

The diagram illustrates the flow of customers between different brands, showing sales volume, inflow, and outflow volumes.
Democratization Pain points

- Communicate, Communicate, Communicate
- Earn Buy In from consumer of the research (Marketing, Planning, and Research)
- Buy in at All Levels
- Manage Scope Creep
- Streamline Internal Processes
- Team Exposure to Client helps meet deadlines
mTAB. How do we get better now?
mTAB Product Development

• API Development to the mTAB data engine allowed for additional products and services
  1. **mTAB Intelligence** – Portability to other tools (Tableau)
  2. **mTABView** – author presentation deck for PPTx export
  3. **mTAB DIY** – self managed mTAB (small surveys/sample) to expand the mTAB warehouse
Questions / Discussion