Seeing is Believing: Visualizing Market Research Data
The Proof Is in the Numbers

2.5 quintillion bytes of data every day

• 54% of decision makers don’t have the right data

• 4% say they have the right people, tools, and data to derive and act on insights

https://www-01.ibm.com/software/data/bigdata/what-is-big-data.html
A Challenge and an Opportunity

50% of Market Researchers say they’re juggling more data sources than ever before

Analysts spend nearly 80% of their time preparing data

20% of Market Researchers’ total working time is spent preparing reports

http://www.greenbookblog.org/tag/q1-q2-2016-grit-report/
It all Starts with Good Data
Multichannel & Multisource for Richer Insights

Research findings

IoT, Sensors, GPS

Transactional data

Financial data

Email, chat, verbatims

Web
Email–Overlay

Mobile
Web–SMS–App

In Person
Interview–Kiosk–Paper

Phone
Interview–IVR

Social Media
Social Networks

Integration
Data Feeds
Combine and Analyze Data
Visualization

Provide research findings in a graphical format

- Understandable
- Clear, concise
- Interactive
- Actionable

Managers leveraging visual data discovery are 28 percent more likely to find timely information than those who rely solely on static reports – Aberdeen Group

At-a-Glance Survey Stats
Color-Coded Graphical Data Display

Geo Analysis

United States
Popularity: 300
Visualized Text Analytics
Role-Based Dashboards
Branded Multi-Tab Portals

We had a ton of viewers Thursday, many more than we had on Wednesday! READ THE OVERNIGHT SUMMARY

Monday 8 February 2016

Yesterday’s TV Viewing

TV1 TV2 TV3 TV4 TV5 TV6 TV7

Number of viewers watching TV across the day

06:00-24:00

See how programmes performed over the last 3 months
Guided Visual Data Analysis
Data Visualization Best Practices
Master the Art of Story Telling

Organize data visualizations in a logical, story-like way
Identify the most important ideas and make them stand out
Keep it simple!
Design with a Purpose

Design to Drive Action
Case Study

Providing global Market Research (MR) organizations with a complete, one-stop solution for outsourced Market Research services

- Highly complex, multinational, multimode research projects
- Leverages real-time dashboards and online reporting via dedicated client portals
  - Simplifies reporting results to customers
  - Ensures Cross-Tab’s customers can access their results anywhere
  - Helps clients quickly focus on the next steps
Thank You

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