EBOOK

Seeing is Believing
Visualizing Market Research Data
A Challenge and an Opportunity

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02 Analysts spend nearly 80% of their time preparing data
03 20% of Market Researchers’ total working time is spent preparing reports

Today, 50% of Market Researchers say they are juggling more data sources than ever before. Often times the data is coming from a variety of channels and a variety of sources. As a result, analysts spend nearly 80% of their time preparing data, leaving only 20% for actual analysis. From there, manual reporting requirements using Excel, PowerPoint, or even a separate reporting tool eat up a significant portion of researchers’ time! For example, some sources have indicated that a full 20% of Market Researchers’ total working time is spent preparing reports.

This, however, should be viewed by Market Researchers as an opportunity. With the right tools, they can automate and streamline their processes while providing their clients access to real-time, multi-channel and multi-source data that is presented in a way that is clearly understood, interactive, and highly actionable.

It all Starts with Good Data

Multi-channel & Multi-source for Richer Insights

- Surveys
- IoT, Sensors, GPS
- Transaction data
- Financial data
- Email, chat, verbatims
- Web
- Mobile
- In Person
- Phone
- Social Media
- Integration

For many researchers, surveys conducted via any variety of channels, such as web, telephone, or in person, are the preferred method of data collection. Surveys are easy, quick to deploy, and cost effective.
But as clients demand deeper insights, more researchers are incorporating more data sources to complement their surveys. These additional sources can include, but are not limited to, social media, the Internet of Things, GPS location data, transactional data, and/or their clients’ financial data.

Whether the data is multichannel, multi-source, or both, the goal is to easily combine all of the data in preparation for creating the visualizations that your clients will love!

**Combine and Analyze Data**

Confirmit SmartHub™ enables researchers to bring together all their data sources and all their channels into a single hub where the data can be mapped and ultimately analyzed as though it was a single data set. This technology allows researchers to provide the deep insights to the right people in real time.

**At-a-Glance Survey Stats**

A visual solution for analyzing survey performance and results can improve your staff’s productivity.

In this example, you can see an interactive, real-time report that empowers users to monitor survey progress.

**Now let’s take a look at some tangible examples of data visualizations**

Aggregating data from multiple sources and channels in this way can produce powerful insights. But, for your clients, the insights still may not be obvious. Data visualizations are a powerful way for researchers to present their findings in graphical or pictorial format. This method improves your clients’ ability to understand and use the information you are providing. Visualized data makes it easier for decision makers to “see” customers and market insights into new revenue and business opportunities. Furthermore, they can see changes in consumer behaviors or market conditions.

The most significant impact from data visualization, however, is that it has the power to highlight actionable insights. Unlike simple data tables, visualized data encourages users to interact with it. By making it interactive, you can allow your clients to become more “intimately acquainted” with the data using pre-defined filters, cross-tabs, or by drilling down to more specific details, for example.

Easy to understand visualizations with such interactive capabilities spark clients’ interest and drive engagement with the data you are presenting. As clients become engaged, their inherently more motivated to take action on the insights you have uncovered. And, action inevitably leads to results.
Color-Coded Graphical Data Display

Sometimes a picture can speak a thousand words.

This is one example of how data can be visualized in attractive, easy-to-understand graphical displays.

Visualized Text Analytics

Even qualitative feedback can be visualized.

In these examples, analysis of the categorized themes and sentiment from unstructured, free form text has been displayed visually.
Branded Multi-Tab Portals

In this example, you see a portal containing visualized feedback and research data. The portal serves as a quick way to provide all of your stakeholders access to the insights they need in real time.

Market Researchers often leverage a portal like this to automate and beautifully display recurring reports, such as tracking studies, in real time for their customers.

Role-Based Dashboards

This is one example of how role-based dashboards can visualize trends, KPIs, scorecards, key drivers, and more.

This type of at-a-glance, real-time insight reporting drives action that drives results.
Guided Visual Data Analysis

Visualizations can even be used to facilitate efficient data analysis – guiding the user through analysis visually.

In this example, there are a wide range of analysis types including:

- Comparison Rating Summary
- Frequency Distribution
- Multiple Frequency
- Distribution
- Crosstab
- Trending
- Verbatims
- Positioning Chart
- Response Rate

Driving Action

Reporting and visualizations are of no use if they don’t drive and support taking action on the insights you’ve uncovered.

This example shows a visualized display of actions and their outcomes, so clients are able to see the value of taking action on insights you uncover.
DESIGN WITH A PURPOSE
Design to Inspire Action
As a researcher, your job is to deliver insight. But, if your insights don’t inspire action, the client is likely to see little return on investment or value in your research.
Well-developed visualizations and dashboards display meaningful insights, metrics, and KPIs in a compelling way that inspires action. If and when possible, the next desired action should be visible and easily accessible for the viewer.
When you are planning your visualizations, consider the actions you hope your data will inspire and include the appropriate next steps, which may include, but are not limited to, drill down capabilities, links to action management workflows, benchmarks, etc.

KISS
Keep it simple!
Remember, you are designing for people and more often than not, those people aren’t mathematicians, statisticians, or Market Researchers. Keep your designs simple and clean.
When you are planning your data visualizations, be sure you think about your users’ needs and don’t overload it. If the client is accustomed to static excel-style charts, you should consider whether or not highly complex visualizations are the best idea for their needs and skill levels.
Further more, always use graphics that are most appropriate for the information you are trying to convey. Never use distracting designs just because they seem exciting. Sometimes a simple graph is best!
Still Need Help with Data Visualization?

Confirmit’s comprehensive reporting suite, including Reportal™, Active Dashboards, Instant Analytics, Discovery Analytics, and Action Management, provides organizations with access to everything they need for reporting, data visualization, dashboarding, and alerting. Using our range of modules, you can:

- Realize excellent ROI from your feedback and research efforts
- Reduce the time, cost, and complexity associated with survey and feedback analysis
- Break down the silos that make it impossible to find deep insights
- Deliver business insights faster, directly to those who need it
- Gain complete control over all your reporting and analysis processes
- Engage more people across your clients’ business
- Keep your data safe
- Drive immediate corrective actions based on the insights uncovered

If you’d like to learn more about Confirmit’s reporting, dashboarding, and data visualization capabilities, you can download our detailed Reporting eBook here or give us a call for a personalized demonstration.
If you’d like to learn more about Confirmit’s CATI solutions, check out our website.

www.confirmit.com
info@confirmit.com

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About Confirmit

Confirmit is the world’s leading SaaS vendor for multi-channel Voice of the Customer, Voice of the Employee, and Market Research solutions. The company has offices in Oslo (headquarters), Chengdu, Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmit’s software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo.